

- 
- Publications:
- Reports
  - E-Newsletters
  - Bi-monthly periodicals



Global CHC Sales Database



Consultancy & Competitive Intelligence



Digital Services



Executive Recruitment

- 
- Events:
- Corporate events
  - Webinars
  - Marketing Awards
  - CHC Training Academy

# Nicholas Hall Group of Companies

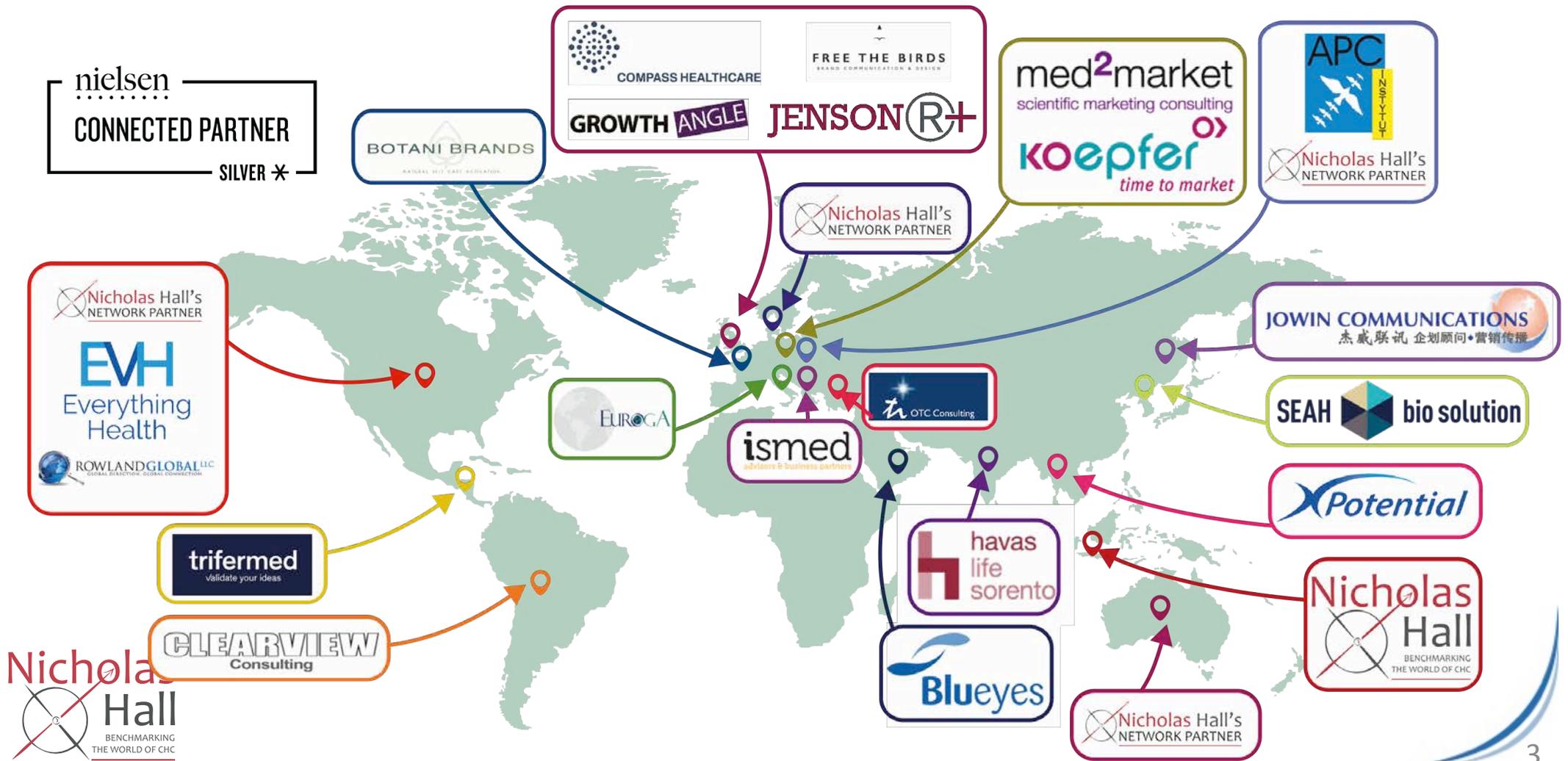
2021 Service Guide

# Nicholas Hall Group of Companies

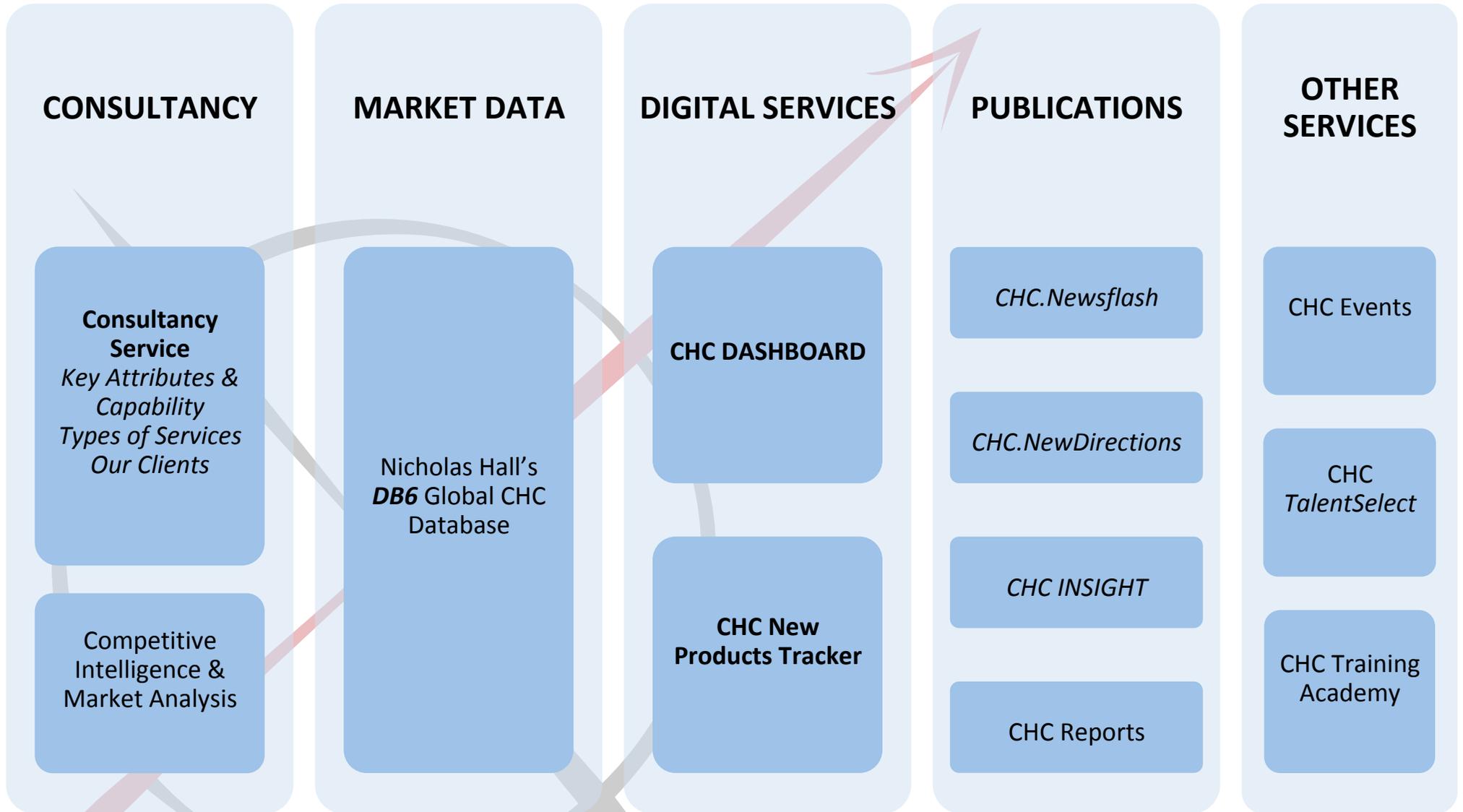
- ✕ Founded in 1978, Nicholas Hall Group of Companies currently has 60 dedicated staff, made up of consultants, researchers, analysts and editors, event organisers and marketers based around the world.
- ✕ Today, NHC continues to be led by Nicholas Hall and his senior management team. Our regional office in Singapore opened its doors in 2010 and is supported by a local team of consultants, Business Development experts as well as local partners and associates in the region.
- ✕ Nicholas Hall Group of Companies consists of:
  - Nicholas Hall Europe Ltd (UK-based)
  - Coigne International Ltd (Guernsey-based)
  - Nicholas Hall Asia-Pacific Pte Ltd (Singapore-based)
  - Nicholas Hall International Pte Ltd (Singapore-based)
- ✕ Our Consultancy services specialise in consumer healthcare, providing data and analysis, competitive intelligence and strategic advice on a global basis.
- ✕ We continue to have a global presence with esteemed Network Partners in Argentina, Australia, Benelux, Brazil, Canada, C&EE Region, China, France, Germany, Greece, India, Italy, Japan, Mexico, Middle East, New Zealand, Nordic Region, Poland, Portugal, Russia, Spain, Taiwan, Turkey, UK and USA.

# Comprehensive Global Coverage

- Global CHC market coverage with all Network Partners having a wealth of experience in the healthcare industry, offering vast local expertise.
- All Network Partners are under CDA with NHC; if necessary, Network Partners can sign a CDA direct with the client.



# Our Products & Services *Supporting Your Business Expansion*



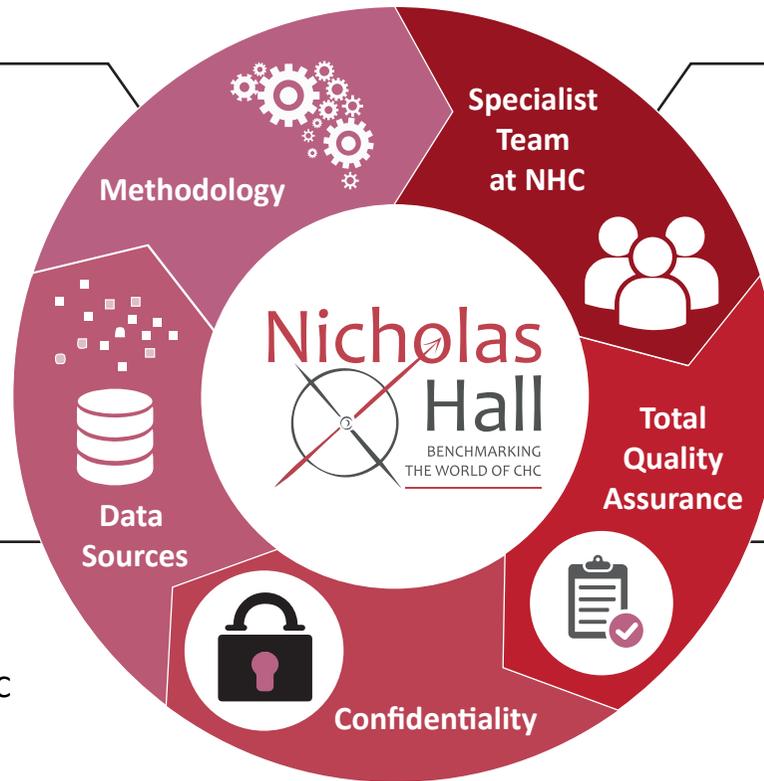


# CONSULTANCY Division

## Key Attributes & Capability

### Methodology

In general, projects will incorporate secondary research and analysis. Where necessary, local associates will provide additional insights into specific market factors.



### Specialist Team at NHC

NHC is a leading marketing consultancy & business intelligence group specialising in the consumer healthcare and retail markets. Founded in 1978, it continues to be independently owned. 90% of the company is made up of market analysts; NHC also boasts an extensive network of partners in more than 20 markets globally. Visit us at [www.NicholasHall.com](http://www.NicholasHall.com)

### Data Sources

In each project, we will use our unique Global CHC Strategic Database, **DB6**, to complement the project with latest CHC sales data. **DB6** tracks 63 countries globally providing sales and forecast data.

### Total Quality Assurance

We subscribe to the concept of total quality assurance and high business ethics. This means that, among other assurances we give our clients, we do not work on competing products in the same country at the same time. We put our knowledge and skills at the disposal of few clients and this reflected in our fee structure.

### Confidentiality

We give the normal undertaking in relation to non-disclosure of confidential and proprietary information. However, we propose that a Confidentiality Agreement be signed to cover the specific project.



# CONSULTANCY Division

## 5 COMPETENCIES



### 1. ENTRY & GROWTH STRATEGIES

Formulating strategies to help your company grow in existing and new healthcare categories, geographic territories and sales channels.



### 2. FUTURE PROOFING

Preparing your business for the future by reviewing the business for internal and external challenges, and offering sustainable solutions



### 3. M&A

Negotiating the successful acquisition of companies and brands, asset swaps, brand fostering and financing. We use a customised approach and our extensive network of contacts to identify and pursue relevant opportunities. We can assist with seller-buyer introductions, opening negotiations and due diligence, right through to completed transactions.



### 4. POSITIONING

Identifying a differentiated and unique positioning for existing or future brands and line extensions, within both the Consumer Health Care market and adjacent categories.



### 5. INNOVATION

Offering a range of licensing opportunities of innovative products that will freshen, complement or extend your company's existing product portfolio. We conduct customised searches for innovative new products and marketing partners.



# CONSULTANCY Division

## TOOLS



### 1. FEASIBILITY STUDY

Identifying the correct strategy for your company and brands, based on accurate and up-to-date market insights and the latest sales data from our global statistical database, **DB6**.



### 2. SPOTLIGHT

Thoughtfully searching for the best partners and products to suit your business, and guiding the negotiation process from start to finish.



### 3. FORENSICS

Our unique forensics technique has 3 key stages:

**Discovery** - may include field visits;

**Workshop** - a thorough process of stress-testing the current strategy, benchmarking best-in-class competitors, and brainstorming new solutions;

**Key Learning** - designing a successful Business Development plan.



### 4. VALUATION MODEL

This financial analysis tool is used to create multiple scenarios for future growth, including P&L, RoI and NPV / TV. It should be at the heart of all major company and brand decision-making, especially when expanding into new markets..



### 5. GAP ANALYSIS

Analysing the current CHC market and adjacent categories, identifying gaps with Unmet or only Partially-Met consumer demand, or looking at how established categories can be entered with novel products and a unique consumer positioning.



## CONSULTANCY Division

*The Experienced Supplier of Choice*

NHC appointed to scout for licensing & acquisition opportunities (inc. Rx-to-OTC switch opportunities) / potential partners (for example):



In- & Out-licensing projects (for example):



Preparation of IM, Deal Negotiations (for example):



# CIMA: Competitive Intelligence & Market Analysis

## Benefits of CIMA Services



### Actionable

Intelligence from our reports can be used to identify future opportunities & help you make informed business decisions



### Tailored

A bespoke approach is agreed from day one so that our team can focus their research on the most relevant categories, geographies and marketers



### Data-driven

Analysis supported by robust, reliable data from Nicholas Hall's unique CHC sales database, **DB6**



### Real-time

Latest news and consumer & industry trends drawn from continuous monitoring of the market



### Objective

Intelligence gathering & analysis without bias, providing an accurate view of the competitive landscape and helping clients to reach informed strategic decisions



### All-round approach

Information sourced from up-to-date research, extensive in-house resources & local Network Partners™

# CIMA: Competitive Intelligence & Market Analysis

## Market Analysis with CIMA

Our customised reports are tailored specifically to your requirements and brief. We use our extensive market knowledge and the latest industry updates to provide analysis that is both current and insightful.

Whether you are interested in the probiotics landscape in the US, the regulatory situation in the EU or a global view of the latest trends in naturals, we can provide broad analysis and work with you to spot emerging opportunities and potential for future growth.

## A unique focus on

### Competitive Intelligence

Competitive Intelligence is vital to better understand competitors' strengths and weaknesses. The team monitors competitive portfolios, new product development, advertising strategies, while keeping a close watch on emerging trends – all in an effort to assist in the identification of future opportunities and ultimately enhance your own strategic decision-making.

## Over 40 Years of Experience

Our capabilities, drawing on 40+ years of experience in the consumer healthcare industry, allow us to make robust conclusions and provide a comprehensive view of the competitive landscape and its implications for you. This enables us to provide your in-house teams with broad and objective insight across the consumer healthcare industry.

### Market Analysis Includes:

- Market landscaping
- Key market trends
- Up-to-date data
- Government policies & regulations
- Distribution trends
- Recent product development
- Price analysis
- Market strategies
- Case studies (success & failure factors)
- Market forecasts & growth opportunities

### Bespoke Company or Brand Case Studies

#### Focusing on:

- Benchmarking
- Geographical reach
- Advertising & promotion
- Strategic direction
- Innovation & NPD
- SWOT

### Customised Industry Newsletters

- Bespoke reports
- Key news from select categories / companies/ geographies
- Trend analysis
- Implications for your company
- Monthly or quarterly
- Sent directly to inbox
- (available as a standalone product)*

## DB6 Global CHC Database

- **DB6** is an important **strategic planning tool** for the CHC industry.
- Provides **“The Bigger Picture”** – sales through all retail outlets.
- **Reliable and robust data** – audit-based with ongoing validation.
- Competitive landscape, growth trends and forecasts **information at-a-glance**.
- **User-friendly and easy to use** database.
- **Supports investment decisions** – acquisitions, prioritising countries or categories.
- **CHC expertise: DB6** team on hand to provide additional insights in growth trends.



# Nicholas Hall's CHC DASHBOARD

*All the facts at your fingertips* Instantly digest key facts, reliable data & trends in 63 markets!

An innovative web app designed to support CHC executives who are short on time and need quick access to reliable data and facts to make key business decisions.

**CHC DASHBOARD** can be accessed 24/7 no matter where you are, providing an overview of the global CHC market, plus snapshots into the specific areas of interest. In addition to the adjoining 12 key features, **CHC DASHBOARD** also has a weekly blog, and a briefing sent directly to your inbox.



Nicholas Hall's  
**CHC DASHBOARD**

	Market Overview		Regulation Fast Guide
	Company Watch		Distribution Fast Guide
	Charts & Graphs		Brand Watch
	Ad watch		Forecasts
	Category Watch		Dates for your diary
	Market Movers		Rest of World



# Nicholas Hall's CHC New Products Tracker

Keep up to date with new product launches, line extensions, roll-outs and relaunches



**CHC New Products Tracker** is an online database which allows consumer healthcare executives to keep tabs on the latest innovations and new product activity. Subscribers can also receive a monthly newsletter highlighting key innovations.

Designed with the user in mind, **key benefits are:**

- ✓ **Fast & easy to use** – providing instant information
- ✓ **Keep ahead** with the latest developments
- ✓ **Review activity** from competitors
- ✓ **Full searchability** – browse and download new entries or specific activity in an entire category or market
- ✓ **Track launches** in individual categories

Each product entry provides information on:

- ✓ **Brand positioning & claims**
- ✓ **Registration status**
- ✓ **Pricing**
- ✓ **Ingredient formulation**
- ✓ **Format & dosage**
- ✓ **Brand owner & marketer**
- ✓ **Innovation ranking** – awards star ratings (1-4 stars) based on brands' inventiveness and potential to disrupt the category



# Publications



- ✓ **CHC INSIGHT:** Four separate bi-monthly editions covering the world's CHC markets: Europe, North America, Latin America and Asia-Pacific.
- ✓ Relunched in January 2020, each periodical includes extensive Market Reports, sales and growth figures from our **DB6** Global CHC Database and expert analysis to explain key trends!





- ✓ **Special Industry Reports:** These publications cover an extensive range of CHC categories across the globe, offering demographic reports and industry guides.
- ✓ Our market reports draw on the in-house expertise of our specialist analysts and researchers, on-the-ground knowledge from our Network Partners, and Nicholas Hall's unique insights, plus the latest sales data from our **DB6** global CHC database.
- ✓ Each title provides in-depth analysis, identifies major trends and developments, highlights consumer preferences and forecasts future sales.

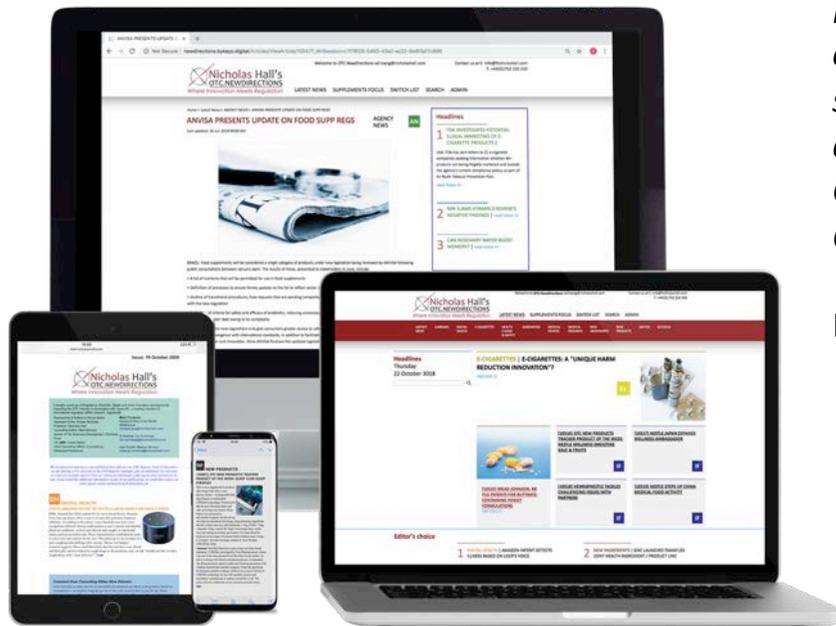
## Combined e-newsletter service



✓ **CHC.Newsflash:** Sent every Friday, this newsletter covers major consumer healthcare developments from across the globe, including brand and company news, M&A activity, retailer and distribution news and advertising updates.



✓ **CHC.NewDirections:** This newsletter focuses on innovation, science and regulation. Sent fortnightly every other Tuesday, coverage spans Rx-to-OTC Switch, CBD, relevant medical research, probiotics, medical devices and new delivery formats, digital health / AI, e-cigarettes and much more.



*Each of these services features insights and commentary from industry experts, including Nicholas Hall himself! Subscribers receive both services as part of one subscription. Subscribers will also be able to access fully searchable online archives, including an M&A register for CHC.Newsflash, and the Supplements Focus and Switch List for CHC.NewDirections.*

For more information on each of these newsletters, please contact us.

 [Melissa.Lee@NicholasHall.com](mailto:Melissa.Lee@NicholasHall.com)



## Other Services

Nicholas Hall's CHC Events

**Conferences, Action Workshops & Webinars**

Nicholas Hall's CHC Events are designed for heads of departments and decision-makers working in the Consumer Health and Pharma sectors. In the past, we have welcomed delegates from a range of functions.

These meetings are designed to explore major topics impacting the consumer healthcare industry, creating a space for delegates from markets across the world the platform to discuss, debate and create working relationships in a relaxed surrounding. Our conferences and workshops are stimulating forums of ideas for building successful and profitable CHC brands. We have also added webinars to our events programme to share key trends and insights across the globe.

Visit our website for upcoming events  <https://NicholasHall.com/events/>  [Maricar.Montero@NicholasHall.com](mailto:Maricar.Montero@NicholasHall.com)



Nicholas Hall's *CHC TalentSelect*

**Executive Recruitment Service**

With our active work in the global consumer healthcare industry as marketing consultants and strategic advisors, we are uniquely positioned to advise on your recruitment needs. We have helped consumer healthcare companies, global and local, to build their teams using our extensive network of contacts and knowledge of the industry.

Our CHC TalentSelect team brings an unrivalled market perspective to the search and selection process, offering clients a truly unique understanding of their needs. With over 40 years' experience, we are able to deliver customised solutions for middle / senior management and executive level appointments.



For more information and a confidential discussion, please contact Graham.



 <https://NicholasHall.com/talentselect>

 [Graham.Birch@NicholasHall.com](mailto:Graham.Birch@NicholasHall.com)

# The Consumer Healthcare Training Academy

Building Skills and Knowledge of the CHC Industry

A joint-venture from



**Nicholas Hall**

BENCHMARKING THE WORLD OF CHC



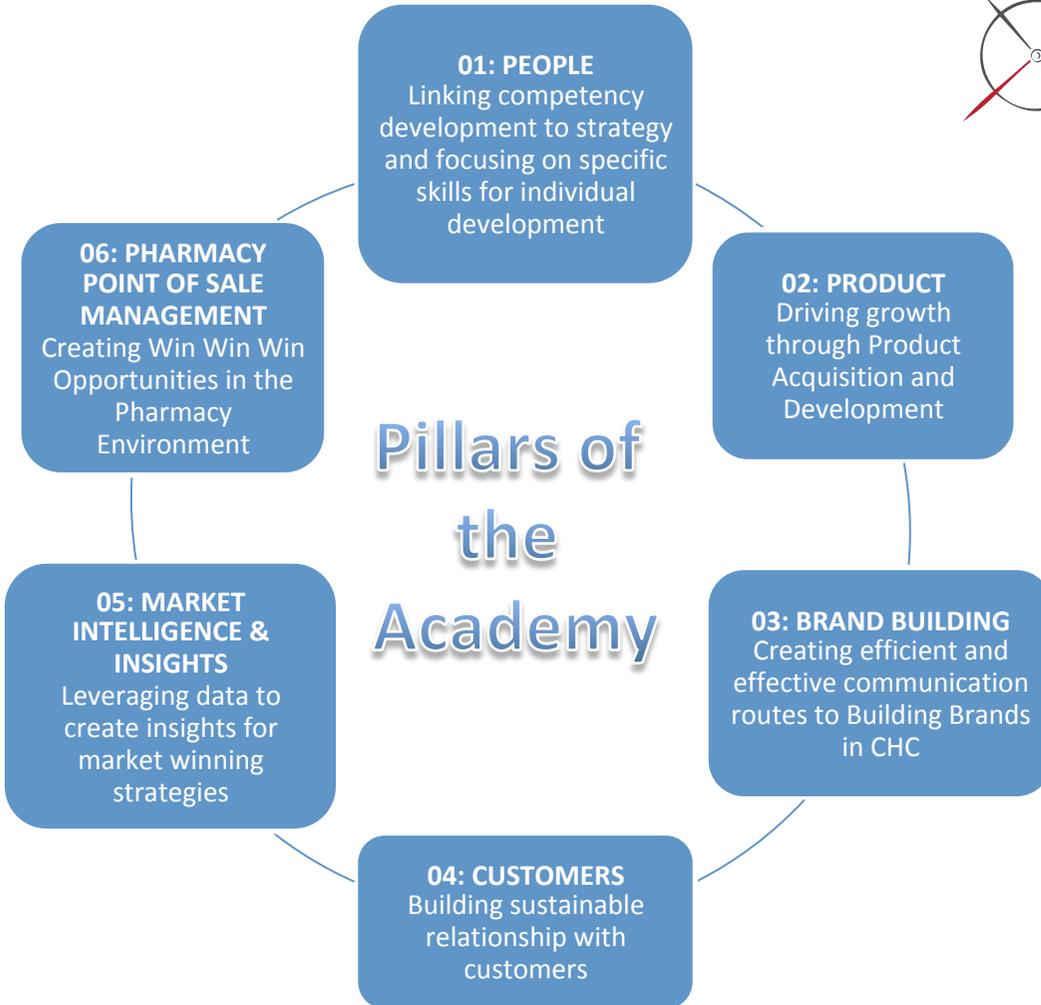
**The CHC Training Academy** offers a series of training programmes in form of both **Open and Customised Workshops** to help develop your team's competencies, specifically relevant to winning in consumer health.



### Key benefits of working with us:

- ✓ Ensures the brand is central to all activities
- ✓ Builds competencies and motivation for employees to deliver the brand
- ✓ Deep insight and experience in all major touch points for Brand Building
- ✓ Grounded in the world of CHC
- ✓ Global, regional, local and cross category expertise
- ✓ Practical and pragmatic approach

## Pillars of the Academy



[www.chctrainingacademy.com](http://www.chctrainingacademy.com)



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**Get in touch**

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for Business Development & confidential business discussion