



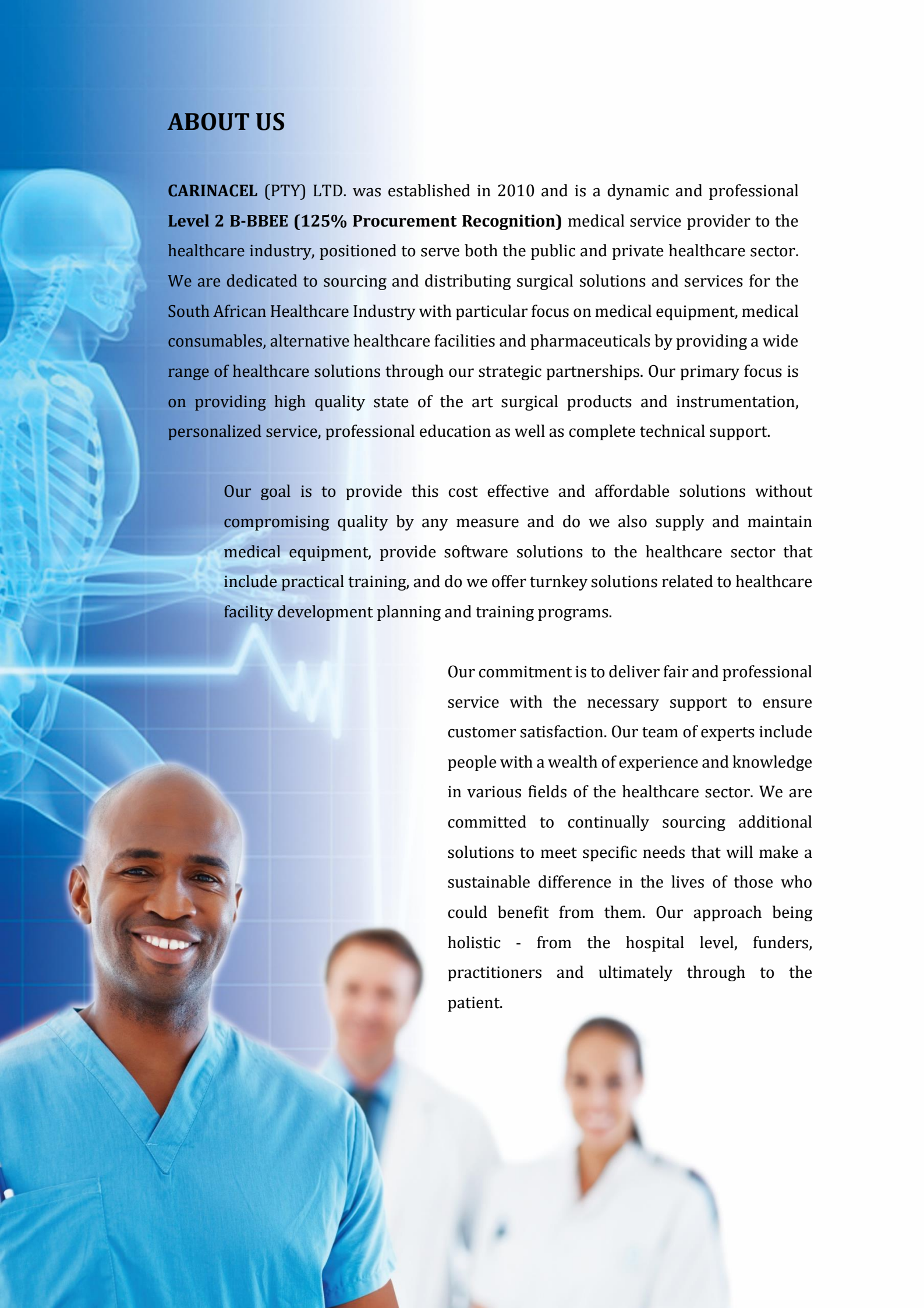
CARINACEL

Smart HealthCare, Smart solutions

COMPANY PROFILE



ABOUT US



CARINACEL (PTY) LTD. was established in 2010 and is a dynamic and professional **Level 2 B-BBEE (125% Procurement Recognition)** medical service provider to the healthcare industry, positioned to serve both the public and private healthcare sector. We are dedicated to sourcing and distributing surgical solutions and services for the South African Healthcare Industry with particular focus on medical equipment, medical consumables, alternative healthcare facilities and pharmaceuticals by providing a wide range of healthcare solutions through our strategic partnerships. Our primary focus is on providing high quality state of the art surgical products and instrumentation, personalized service, professional education as well as complete technical support.

Our goal is to provide this cost effective and affordable solutions without compromising quality by any measure and do we also supply and maintain medical equipment, provide software solutions to the healthcare sector that include practical training, and do we offer turnkey solutions related to healthcare facility development planning and training programs.

Our commitment is to deliver fair and professional service with the necessary support to ensure customer satisfaction. Our team of experts include people with a wealth of experience and knowledge in various fields of the healthcare sector. We are committed to continually sourcing additional solutions to meet specific needs that will make a sustainable difference in the lives of those who could benefit from them. Our approach being holistic - from the hospital level, funders, practitioners and ultimately through to the patient.

VISION

“Do the right thing the first time”. We aim to be the premier provider to the Healthcare Industry. We strive to be the leader in our chosen markets through our commitment to quality, professionalism and cost-effective innovation.

To remain attentive and flexible to our customers' needs in being approachable to react accordingly and bring quality solutions to the marketplace. We are dedicated to delighting all our stakeholders, not the least of which being our employees, who share our pride in our achievements.

We remain mindful of our entrepreneurial beginnings and the values that forged our growth and that set us apart in the marketplace. To live and serve daily the Carinacel company and service values to maintain a contented and driven workforce.

Carinacel values are:

- Teamwork
- Excellence
- Passion
- Integrity
- Innovation

Carinacel Service Values are:

- Friendliness
- Helpfulness
- Empathy
- Professionalism
- Competency



MISSION

Carinacel will provide quality surgical products to patients, doctors and hospitals, to uphold and improve the quality of life for all stakeholders. Promoting the profession to the benefit of its employees and community by disseminating knowledge, setting standards, fostering professional development and recognising excellence.

Through a combination of organic growth and strategic acquisitions of entrepreneurially owned and managed companies continue to grow in prospectus and lead as the surgical supply company in Africa.

Objectives

- To deliver our clients the standards of quality products and services specified in the contract.
- To create and maintain a culture of quality within the organisation.
- To ensure all employees and staff are trained in quality assurance on an ongoing basis.
- To meet all legal and statutory requirements.
- To provide the necessary resources to achieve the highest level of quality and service.



Keys to success

Due to our diversity in our product offering we can service our target customers with all their needs. Our sales representatives are well trained to add professional value to our customers. Our approach is focused and aggressive to obtain growth in the market and to make your needs our needs ... all with exceptional results.

Global Representation

We partner with the World's leading manufacturers and distributors of the most trusted brands to ensure true value for money.

Regional Representation

We strive and aim to adhere to governments legal and statutory requirements in terms of the broad based black economic empowerment goals and targets. We therefore pride ourselves to partner with representatives from reputable medical companies in South Africa who adhere to and promote B-BBEE equality.

Professionalism

At **CARINACEL (PTY) LTD.** we understand and appreciate the importance and significance of professionalism. We have a holistic approach and have adopted a systematic organisational structure to ensure effectiveness at every stage of our business to ensure and promise Quality, Efficiency, Accessibility and Accountability.



Management

SARAH THABETHE – CHIEF EXECUTIVE OFFICER



Sarah is the Chief Executive Officer of Carinacel. "Healthcare is a multi-billion Rand industry, and any time there is change, there's going to be opportunities for entrepreneurs to find success and not only in directly related services and products, but in the ancillary areas like operations, communications, and support." With a career in IT at the age of 19 Sarah officially embraced her love for Television. She burst onto the scene as the presenter of a SABC 1 magazine show CRUX. She has since become a confident, no-holds-barred presenter of SABC 1's The Chat Room and following stints on Isidingo and Scandal.

Sarah is currently **CEO: First Grade South Africa**- A content driven Mobile Virtual Network Operator (MVNO) that was established in 2012, with the aim to dominate the African MVNO space by driving demand through various forms of premium content. First Grade provides end-to-end video/audio streaming platform that assists content owners in Launching their own branded multi-screen over the top (OTT) service, offering a mix of video or audio content

Director: Dunlop Industrial Africa – a leading manufacturer of Conveyor Belts to Transnet Port Terminals, Eskom, Foskor, Sibanye Mines and others.

Director: New Coal Africa – a coal mining and benefaction entity in partnership with Glencore and holder of a number of prospecting righteousness.

REMA TIP TOP: A globally operating system provider of services and products in the field of conveying and treatment.

Sarah has a strong passion for EARLY CHILDHOOD DEVELOPMENT (ECD) Especially disadvantaged young minds in communities where child stimulation is essential. She is involved in projects assisting young women. Our country is in the midst of a major shift in the healthcare economy, and this creates an opportunity for healthcare entrepreneurs.

MARIUS LE ROUX – DIRECTOR



Marius is a Director at Carinacel and was an attorney by profession. He holds a B-Proc Law degree and practiced law in the Free State for a number of years with prominent Bloemfontein and Welkom Law firms.

Marius is also qualified in the fields of Investment Advice, Business Management, Forensic Medicine, and Dispute Resolution. Marius has been admitted with the Right of Appearance to appear in the High Court of South Africa.

He currently holds positions as General Manager of a well reputed broker firm XPert Health Consultants, Director at Mech-Industries who specialise in the engineering of Mining Equipment, Director at SoftMatix who specialise in CRM development.

PIERRE LE ROUX – DIRECTOR



Pierre is a Director at Carinacel and a well-known broker and Marketing Manager of XPert Health Consultants. He has more than 20 years' experience in the field of Medical Aid Advice and during his time at XPert Health has secured clients like ESKOM, TELKOM, IMPALA PLATINUM, DSR MINING and ER 24, to name a few.

Through his years of experience, Pierre has gained and earned the trust of many well reputed Healthcare providers and has, on many occasions, assisted with the designing and implementation of Medical Benefits for various Medical Schemes.

WRIGHT NGUBENI – DIRECTOR



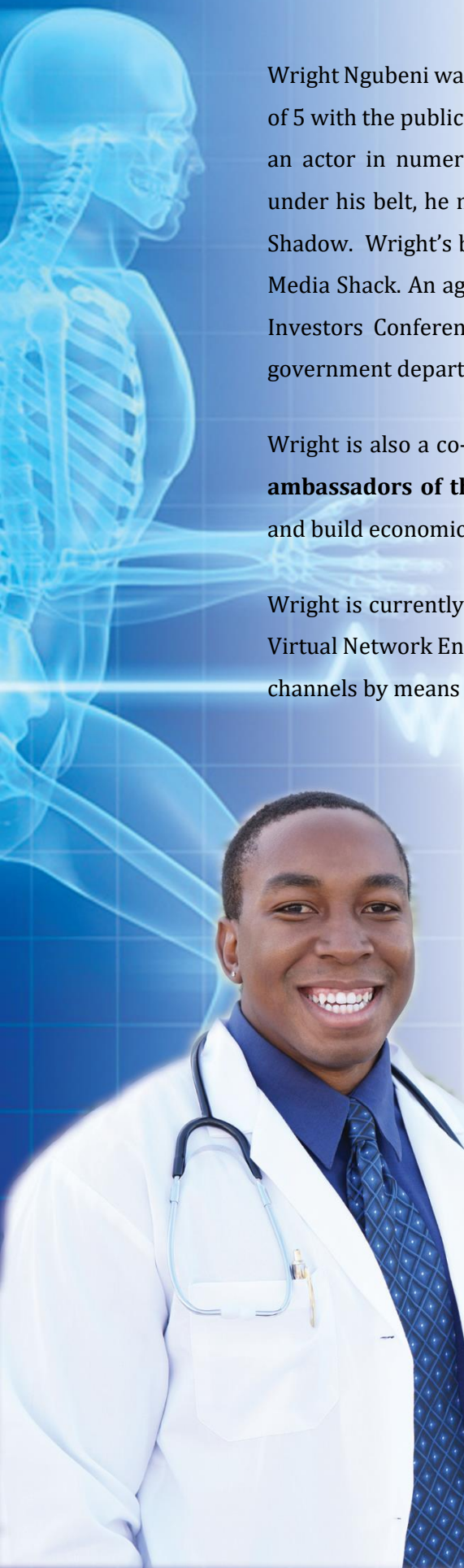
Wright Ngubeni was born in Soweto, Johannesburg. His career began at the tender age of 5 with the public broadcaster SABC. At the tender age of 10, Wright had featured as an actor in numerous television commercials. With over 10 international movies under his belt, he made his international debut in the miniseries, *Human Cargo and Shadow*. Wright's business career took off when he bought into the media agency SS Media Shack. An agency house that produced work for the Department of Transport Investors Conference, SAMSA, Department of social development and many more government departments.

Wright is also a co-founder and a member of Self Made Cheese. **SMC who were the ambassadors of the Nyda**, a movement designed to empower youth development and build economic development.

Wright is currently - **Director: First Grade International** - a content driven Mobile Virtual Network Enabler (MVNE) supplying an extensive catalogue of video and audio channels by means of live and on-demand streaming.

CEO: SS Media Shack – a 100% black owned one stop media agency that was established in 2008 and has become independent specialist in audio visual production, creative and graphic design, project management, audio production, events management and marketing communications. Having serviced the likes of the National Department of Transport, McDonalds, Department of Women, Tsogo Sun, Nestle, City of Johannesburg Municipality, National Youth Development Agency, Super Sport and others

Vice-President: Self Made Cheese (S.M.C) – an empowerment and upliftment movement comprising of young black influential media mavericks, creatives, musicians, actors, film makers and entertainers who refer to themselves as a new breed of innovators and creators who chose to define their own destiny, a decision that's driven by the idea of independence.





LUYANDA NENE – DIRECTOR



Luyanda is a Director at Carinacel. A sales and marketing specialist with over 15 years of experience in the communications, media and advertising industries. One of his biggest strengths lies within his ability to facilitate the right business transactions within various sectors of business.

He was instrumental in curating the Black Middle-Class Study with Professor John Simpson of the UCT Unilever Institute which was the backbone of the understanding of the new emerged black middle class in South Africa.

He has negotiated and concluded various lucrative contracts with the likes of Coca Cola, Telesure Group, ABSA, Bidvest Group, Toyota SA, Haval Motors and a plethora of other noteworthy corporates. He holds a degree in Media Studies and Sciences. Luyanda also successfully completed his Business Management Degree and training under the leadership of Naspers Group CEO, Koos Bekker at the Stellenbosch Business School.



He is passionate about collaborations that play any role in the upliftment and empowerment to our communities in South Africa and the rest of Africa. He co-founded Eco-Domes Africa, a technology focused NPO focusing on alternative, affordable housing technology methods for the unsheltered in South Africa and Africa. Luyanda is also a Director at Headliners Media Group, an outdoor advertising specialist company.

What we offer

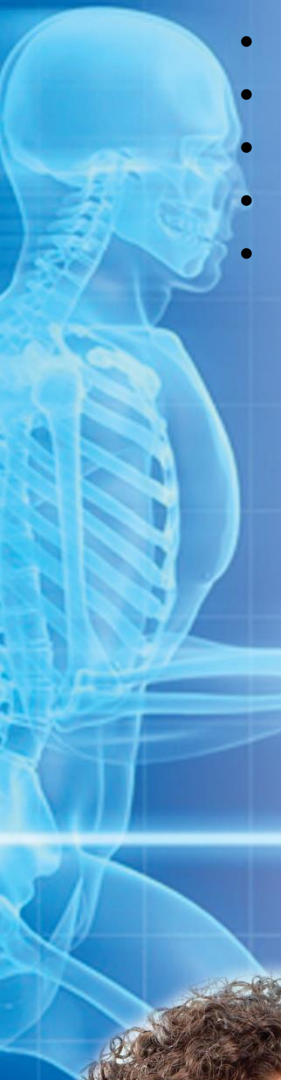
Carinacel is involved in the import, export and distribution of inter alia: -

- Branded Medical, Surgical and Pharmaceutical products and supplies
- Generic Medical, Surgical and Pharmaceutical products and supplies
- Fast moving consumable goods
- Hospital consumables and disposables
- Medical Equipment and Software upgrades
- Medical training through our strategic partnerships

Products and Services

Being a multi-discipline company, Carinacel offers a wide range of Medical, Surgical and Pharmaceutical products, but not limited to:

- Supply of medical and surgical products
- Supply of medical and surgical disposables
- Disposable and hygienic theatre wear
- Catheters and tubing
- Incontinence products
- Bandages, gauze's, dressings, plasters, tape, swabs, cotton wool
- Needles and syringes
- Linen savers and sheets
- Gloves and latex products
- Intravenous and spinal products
- Respiratory products
- Haemostatic products
- Orthopaedic products
- Neuro-surgery products
- Sterilisation products
- Laboratory products
- Gynaecology products
- ECG and Ultrasound products
- Skin staples and sutures



Conclusion

Carinacel is a capable and dedicated multi-discipline management company with a tailor-made solution-based approach in fulfilling and exceeding our Client's needs and expectations.

Our dedication, experienced and focused team are well placed and equipped with the correct experience and qualifications to carry out their functions and responsibilities with due diligence, skill and care.

We strive to be "*Your Supplier of Choice*", a leader in quality service.

Contacts

PRETORIA

881 OLD FARM ROAD
OLD FARM OFFICE PARK
BLOCK D
PRETORIA

TEL: +27 12 111 0910

EMAIL: info@carinacel.co.za

