

AiKen NEWS

Q1
2021

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Quality service as Japan, Friendly heart as Lao/Cambodia,
Standard medicine as Global

Topics

TS-ONE Adjuvant Treatment Seminar in LPB – Laos

LIVACT - BCAA Patients Case Discussion in LPB – Laos

Great customer feedbacks – Laos

TS-ONE case sharing seminar - Cambodia

Management Message

**Founder & Managing Director,
AI KEN PHARAMA Group
Kentaro Imamoto**



Dear all customers, Hope you all are doing very well. Luckily, COVID19 situation in Laos has stayed calm for the last 3 months. In Cambodia, it was announced some infection at certain places, certain people, but overall, the number of infections is relatively small and limited. Now vaccine injection has started in both countries, and we hope this COVID19 will calm as soon as possible. In the last 3 months, we had several big events in both countries. In Laos, we had LIVACT BCAA seminar and TS-ONE seminar in Luanprabang in December and January. Both events are very successful with top doctors in Laos. In Cambodia, we had the first TS-ONE case sharing meeting in Feb. It was also a great discussion for future cancer treatment in Cambodia. We hope you enjoy those contents. Thank you very much.

**General Manager
AI KEN PHARAMA LAOS
Kaisone Souvannasan**



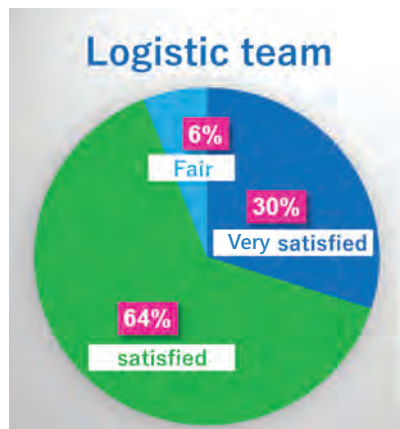
Great customer feedbacks – Laos



Ai Ken Pharma (Laos) initiated a customer satisfaction survey to seek better service quality for future. We checked the quality of sales service, logistics service, and overall company from over 40 pharmacies in Vientiane.



We thank you very much you very much for your time for the survey for our better future. We continuously improve: Quality service as Japan, Friendly heart as Lao, Standard medicine as Global to Laos forever.



LIVACT - BCAA Patients Case Discussion in LPB – Laos



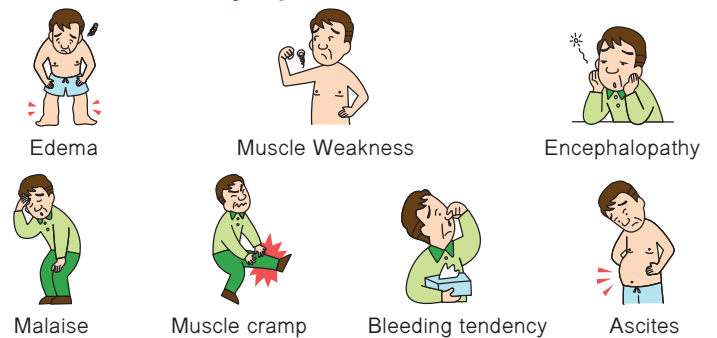
Ai Ken Pharma (Laos) invited 30 doctors from nationwide to participate in the LIVACT BCAA patients case discussion held in Luang Prabang on 21/11/2020. Dr. Sengdao Vannalath presented and explained the importance of BCAA for chronic liver disease and the nutrition control, and Dr. Sengkham Phaxayaseng presented patient cases with HPV treatment with

which showed significant recovery of the patient with the treatment. In addition, we have a live stream via Zoom meeting for those who are unable to attend the meeting. LIVACT is a high quality BCAA from Japan for Chronic Liver disease patients with hypoalbuminemia. LIVACT is used by more than 50 specialist doctors in Laos already for their treatment.



LIVACT High quality medicine from Japan
(For Hypoalbuminemia and liver Cirrhosis)

Main Symptom of liver cirrhosis



TS-ONE Adjuvant Treatment Seminar in LPB – Laos



30 top abdominal surgeons from the nationwide joined a meeting for TS-ONE Adjuvant Treatment on 19 December 2020, at PhuWao Hotel, Luangprabang. Starting with a special lecture from Dr. EkaPhong Sathidkanjanamany, Sinakarin Hospital Thailand, to present about D2 Surgery and Adjuvant Treatment in Gastric Cancer by ZOOM. After that, we moved to the TS-ONE patient case sharing session

that all the doctors discussed and exchanged information about treatment with each other. TS-ONE has been used in Laos for 2 years, and now it has already become a standard treatment for the first line therapy for cancer. Thank you very much for all the doctors who joined the seminar and kindly shared their cases for the future cancer treatment in Laos.

TS-ONE case sharing seminar - Cambodia



The first TS-ONE patient case sharing meeting was placed at Sofitel Phnompenh, Feb 20th. Nearly 20 doctors joined the meeting, some from Phone Penh and provinces as well. The seminar started with a special lecture from Dr. Ka-on Lam, Hong Kong University Hospital for "Novel treatment for Gastric Cancer", how TS-ONE efficacy is great for gastric cancer, and the less side effects. At the 2nd session, Dr. Sothea from Chakra Cancer Clinic took a role of chairman

of Round Table Discussion, and Dr. Sarameth presented the patient cases of Gastric cancer and Pancreatic cancer. Dr. Lyteng also presented a colorectal cancer treatment case. It was a great discussion from all the attendances for TS-ONE and the efficacy which will be a strong new option for cancer treatment in Cambodia. TS-ONE is a high quality made in Japan cancer medicine, available in Cambodia now.

Bain Syrup top pharmacy interview "Why sales good?" - Laos

1. Inphiw pharmacy.

Location: In front of Mittaphap Hospital, Open everyday 7:00-20:00

AKP: Who are the consumers?

Inphiw: Most of the mothers concern their children don't eat much

AKP: How do you introduce Bain Syrup?

Inphiw: We explain Bain Syrup such as DHA, Muti-Vitamins, good for appetite as well

AKP: How do you see Bain Syrup and the other products?



Inphiw: Compared to the other products, Bain Syrup has a balance of quality, efficacy and price. So easy to sell for us. In average, we can sell nearly 100 box per month

AKP: Any support you need?

Inphiw: we need more advertising support with famous presenter, celebrities that our consumers can recognize and remember before they come to the pharmacy. Thank you very much.



2. Sokdy pharmacy.

Location: Nongduang village (beside Saisaard pharmacy), Open everyday 7:00-18:00.

AKP: Who are the consumers?

Sokdy: Most of the mothers concern their children don't eat much

AKP: How do you introduce Bain Syrup?

Sokdy: We share our own children experience start eating with Bain syrup, and also customer experience that they like Bain Syrup



AKP: How do you see Bain Syrup and the other products?

Sokdy: Many consumers already know the brand. Also Bain syrup is reasonably priced with good quality, lower price than others, and from Thailand. We can sell 50 boxes per month on average.

AKP: Any support you need?

Sokdy: We want to put a big Brand advertisement in front of our shop. Thank you.



3. Keophaivanh pharmacy.

Location: Thatluang village, Open everyday 7:00-18:00..

AKP: Who are the consumers?

Keomanyod: Mothers come to find Bain Syrup for their children since some children already see the advertisement, Radio, Facebook, Events, and sign in front of the pharmacy, and ask Mom to buy for them.

AKP: How do you introduce Bain Syrup?

Keomanyod: explain the product to them by brochures



AKP: How do you see Bain Syrup and the other products?

Keomanyod: I sometimes use the Bain Syrup leaflet to explain to consumers. It's easy to do, and we keep it in Bain Syrup shelf in the shop

Keomanyod: Bain Syrup is the only one product with DHA 70%. It's easy to recommend to mothers. Although we are a new pharmacy, we can sell nearly 20 box per month. We are also happy for the good feedback from our consumers as well. Only a few kids feel a bit fishy smell, but almost all kids like the taste. Thank you



Ai Ken Crew Snap shot



Profile:

Name: Mr Kea Lai
Position: Medical Sales Representative
Born and grown up: Acha leak Village, Acha Leak Commune, Steung Sen city, Kampong Thom Province
Education: International University, Medical Doctor course

Today we would like to introduce Mr Kea Lai, our Medical Sales Representative at Ai Ken Pharma Cambodia.

What is your career experience?

I used to work in a clinic for 1year as a medical assistant and also was doing a medical charity. After that, I started to work at Ai ken Pharma as Medical Sales Representative in October 2018.



What motivate you to work with Ai Ken Pharma?

Of course, Ai Ken Pharma provided me with many training to develop skills, how to grow ourselves as business professionals!

When do you feel happy on your work?

When i got more than 100% achievement on target, and get more incentive.



What is your challenge on your job?

I try to see the problem from all side (Good and bad points) and solves it's became smoothly.



How about your family?

My parents are in hometown, my brother, sister and myself are working or studying in Phnompenh

What do you do on your holiday?

I like singing songs at Karaoke, fishing, and party with my friends

Any comment to customers

We are standardized Japanese company, and thank you very much for for purchase our medicine to support our company always.

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