

1870~
2020

EXECUTIVE REPORT

20
20



Hospitals



Orthopaedics



Pharma



Physio



Orthopaedic
Clinics



Spa

“Since 1870, at service of Health”

In 2020, the PRIM Group celebrated its 150th anniversary doing what it does best: putting its commitment and innovative instinct at the service of the health sector.

PRIM is a Spanish private equity business group that has been listed on the Madrid Stock Exchange since 1985. Thanks to the daily efforts of the almost 600 people that form part of it, the company has a diversified business portfolio that endorses its leadership in the field of orthopaedics and technical aids and its position as a strategic supplier for hospitals and sectors such as physiotherapy and rehabilitation, pharmacy products, and wellness facilities. Its export network stands testament to its international scope, offering solid coverage to more than 75 countries.

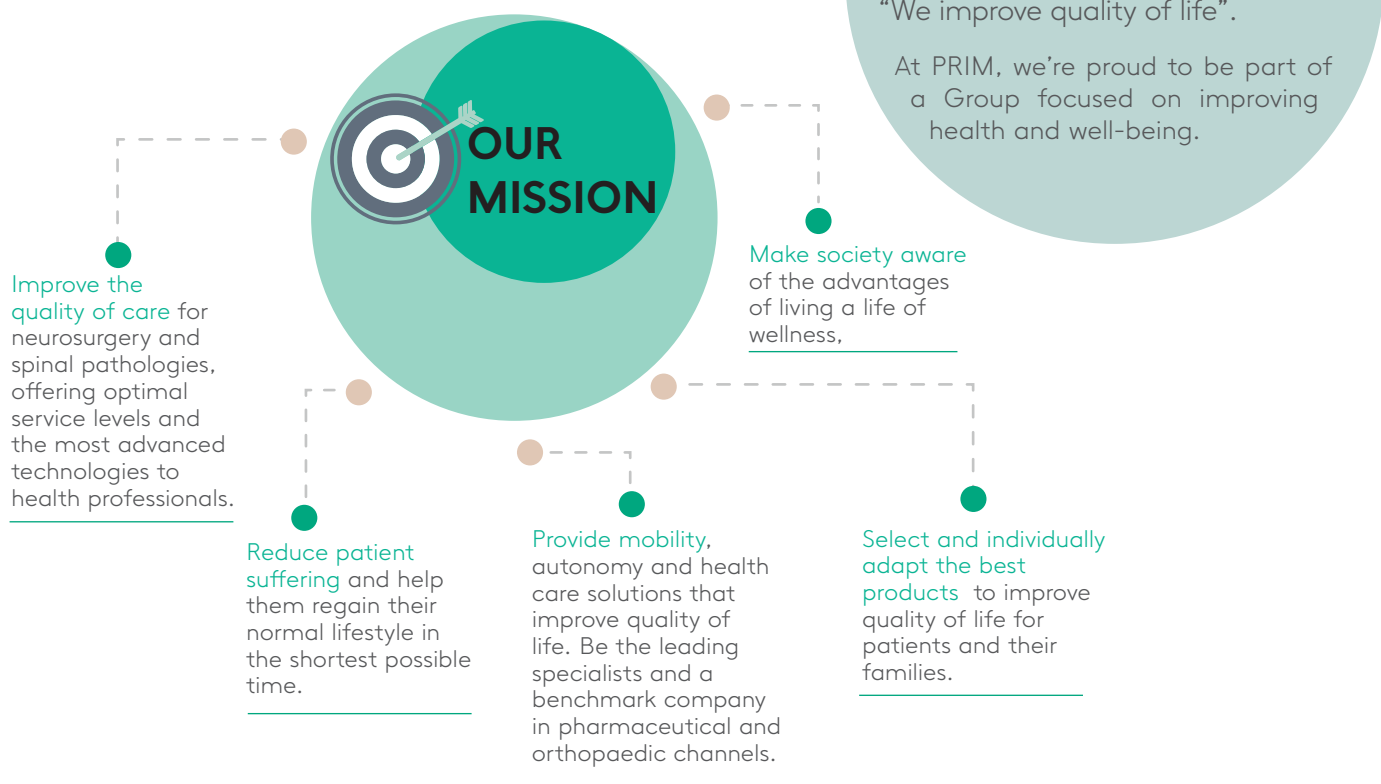
Renowned within the market for its avant-garde products, PRIM is committed to constantly seeking out new solutions, whether through its own innovation or alongside its strategic partners. The organisation registered its first patent in 1888 and has played a pioneering role in bringing emerging technologies to the market ever since.

Maintaining its family values, the group's quality excellence, adaptability to customer demands and the specialised technical advice that comes with its products are the three competitive advantages that have earned its status as one of the only 32 Spanish companies founded before 1900 to still be operational today.

In 2020, the uncertainty and vulnerable scenarios brought about by COVID-19 put the company's financial strength and resilience to the test. However, its rapid response to new demands, increased synergy between businesses, efficient readjustment of stock levels to sure up distribution channels, and operating expense optimisation saw the company close the year with a total turnover of 147.3 million euros, a figure similar to 2019.



VISION, MISSION AND VALUES



Commitment, identification and engagement with our Company and its customer satisfaction goals on the part of everyone at Prim.

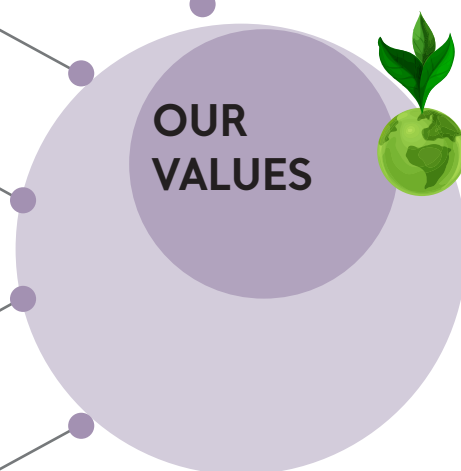
Offering **Quality** products and services to our consumers and users.

Transparency and a commitment to providing clear and accessible financial and non-financial information to our stakeholders.

Respect for laws, the Code of Ethics, and any other applicable regulations, as well as the rules and procedures that implement them and the duties and obligations derived from them.

Integrity in our decision-making and behaviour.

Good Corporate Governance and **Corporate Social Responsibility** with regard to both our internal collaborators (administrators, managers and employees) and society as a whole.



THE 6 C’S THAT INSPIRE US...

Our 2020 - 2023 corporate strategy also incorporates six identifying traits designed to strengthen the organisation’s vision, mission, and values.

We want our organisation to be

COMPETITIVE

COMPETENT

CONNECTED

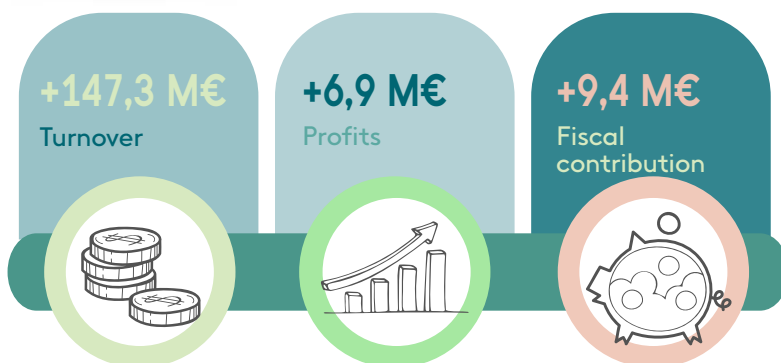
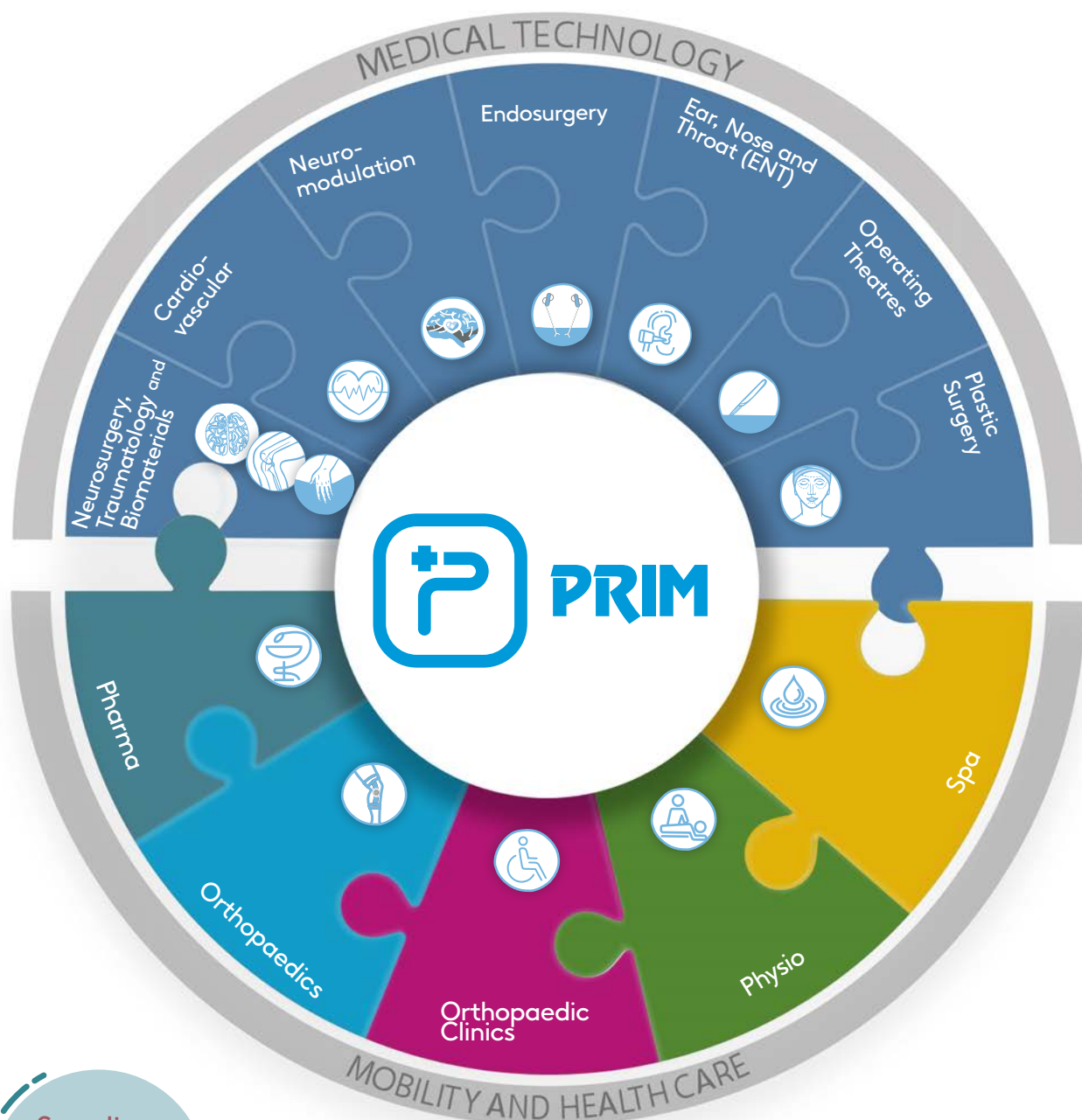
COLLABORATIVE

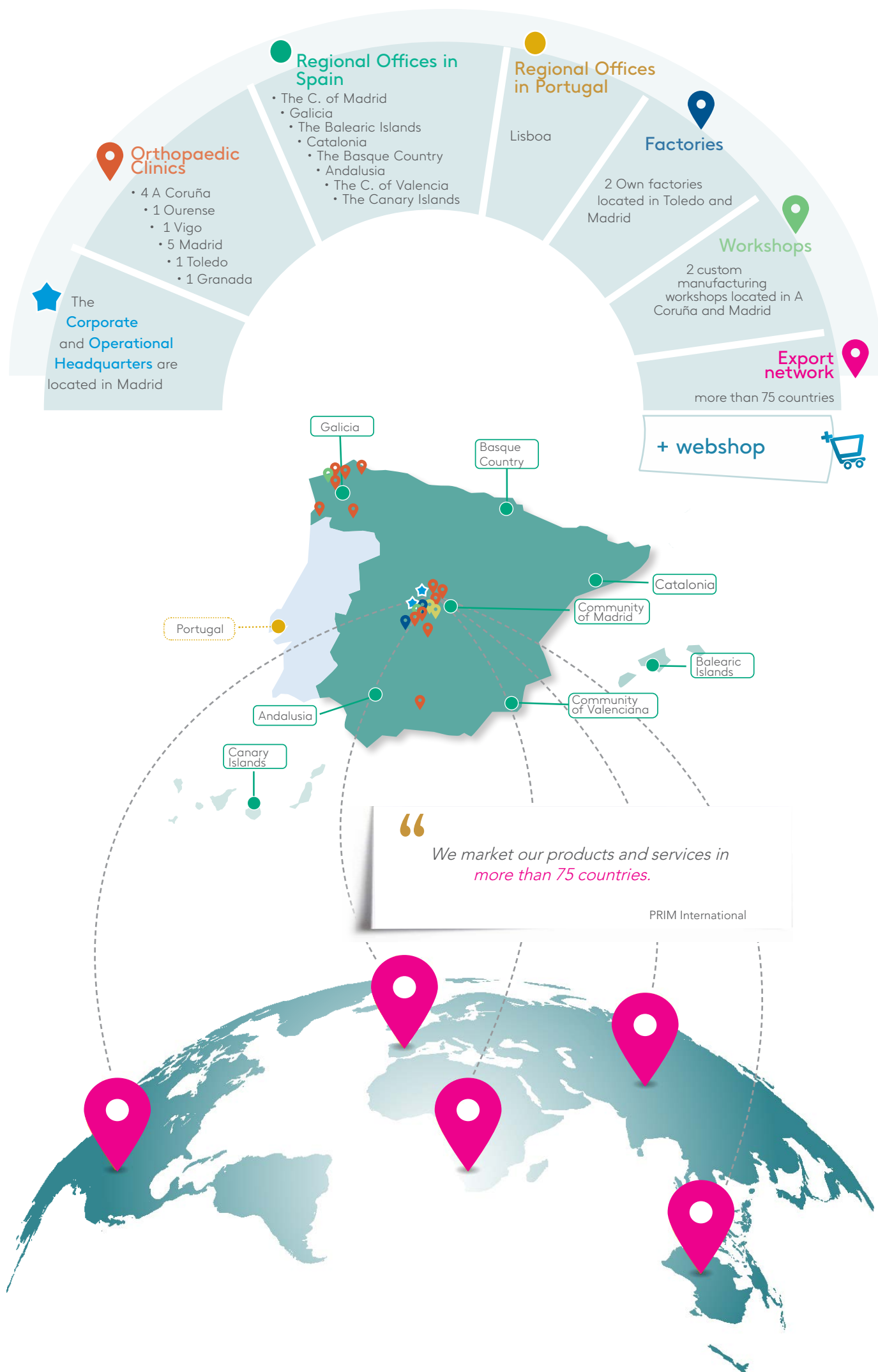
CONSTRUCTIVE

COMPASSIONATE

THE PRIM GROUP'S BUSINESS ACTIVITIES

PRIM has a diversified business portfolio that guarantees its leadership in the field of orthopaedics and its position as a strategic partner in the supply of hospital products, physiotherapy, thalassotherapy, thermalism, the spa industry, rehabilitation, geriatrics and technical aids.





DISTRIBUTION BY BUSINESS

MEDICAL TECHNOLOGY

Specialises in the design, manufacture, marketing, installation and maintenance of products for:



Neurosurgery



Traumatology



Biomaterials



Endosurgery



Neuromodulation



Ear, Nose and Throat (ENT)



Operating Theatres



Plastic Surgery



Cardiovascular

Main products

NEUROSURGERY



Duraplasties
Ultrasonic aspirator
Neuromonitoring systems
Hydrocephalus shunt valves and external drainage systems
Bipolar generators and bipolar clamps
Cranial stabilisation systems

TRAUMATOLOGY



Transpedicular and occipito-cervical vertebral fixation systems
Intersomatic cervical, thoracic-lumbar and disc prostheses devices.
Devices for the replacement of vertebral bodies.
Interspinous devices.
Robotic navigation system

BIOMATERIALS



Minimally invasive vertebral fracture: kyphoplasty and vertebroplasty
Human origin osteoinductors and allografts
Synthetic biological osteoinductors
Anti-adhesive and anti-fibrotic barriers
Cements and vertebral filling

ENDOSURGERY



Intelligent continuous flow insufflator
6K laparoscopy equipment
Ultrasonic aspirator
Disposable trocars
Disposable and reusable laparoscopic dissectors and forceps
Laparoscopic irrigation/aspiration and mechanical suturing

NEUROMODULATION



Medullary neurostimulation
Radiofrequency
Peripheral nerve stimulation
Stimulation to control urinary and faecal incontinence
PENS

EAR, NOSE AND THROAT (ENT)



Middle ear and osseointegrated implants
SAHS treatment implant
Tubal dilation system
Motors for otology and endoscopic surgery
Equipment for electrophysiology and auditory and vestibular pathology diagnosis

OPERATING THEATRES



Surgical smoke evacuators
Drains and reservoirs
Electrosurgery
Surgical separators
Macerators

PLASTIC SURGERY



Dermal substitutes
Dermatomes and meshers
Biological matrices
Negative pressure therapy
Nerve stimulators

CARDIOVASCULAR



Suture organisers
Thoracic protector
Drug-eluting or double-lumen PTCA catheters
Vascular prostheses
Drug-eluting peripheral stents

Main clients

Hospitals, clinics and mutual and medical insurance companies.



PHARMA

Operates in the pharmaceutical channel, both with its own manufactured products and with national and international distributions. Its main market areas are:

- Design, manufacture and marketing of orthotic products and treatment and comfort of the feet.
- Distribution of electromedical products, technical aids and OTC products.

Main products

Orthotics
Podiatry
Technical aids
OTC
Anti-COVID product range



Main clients:

Pharmacies and parapharmacies, cooperatives and pharmaceutical distributors.



ORTHOPAEDICS

Division dedicated to developing, producing, and distributing a wide range of orthotic and prosthetic products, technical aids, and mastectomy products.

- The only distributor in Spain to offer a complete range of orthopaedic products.

Main products

- Orthotic (upper limb, lower limb, trunk, neck...)
- Lower and upper limb prosthetics
- Mastectomy
- Technical aids
- Custom manufacture service



Main clients:

Orthopaedics shops, pharmacies, parapharmacies, mutual insurance companies, hospitals and clinics.



ORTHOPAEDIC CLINICS

Specialising in the custom manufacture of technical orthopaedic products and the personalisation of technical aids for people with disabilities.

- It has thirteen qualified clinics and two in-house manufacturing workshops.
- The leading business in the sector.

Main clients:

Patients, end-consumers, hospitals, clinics and mutual and medical insurance companies.

Main products

- Standard and custom-made prostheses and orthoses
- Special prostheses: myoelectric, intelligent, etc.
- Pressotherapy, post-mastectomy and burns products
- Personalised adaptation of technical aids
- Anti-decubitus products
- Range of anti-COVID products
- In-house technical service



PHYSIO

Specialises in providing a comprehensive range of equipment, including some manufactured in-house, for physiotherapy, rehabilitation and sports medicine.

Main products

Electrotherapy, Laser therapy and Magnetotherapy
Ultrasound machines
Shock waves
Physioaesthetics line



Main clients:

Physiotherapists and rehabilitation specialists, hospitals, clinics, mutuals and medical insurance



SPA

Dedicated to the design and construction of comprehensive Hydrotherapy, Thermalism, Thalassotherapy and SPA equipment. In-House Technical Service.

Main products

Comprehensive wellness area projects for hotels, resorts and sports clubs
Equipment for spas (bathtubs, showers, pressotherapy, etc.)
Saunas and steam baths for private clients.



Main clients:

Spas, hotels, other tourist accommodations and individuals.

SOME OF OUR MOST REVOLUTIONARY PRODUCTS IN 2020

EXCELSIUSGPS™ ROBOT

The ExcelsiusGPS™ robot is a robotic navigation system that revolutionises minimally invasive spinal surgery. It provides real-time visualisation of instrument positioning and screw placement in the spine.

Using the ExcelsiusGPS™ minimises risks during surgery, improves workflow, and increases the available information to improve decision-making.



AIRSEAL® IFS

AirSeal® iFS is the world's only intelligent and integrated access system for laparoscopic and robotic surgery, representing a revolutionary transformation from conventional insufflation systems. This innovative system makes it possible to perform laparoscopic surgeries at much lower intra-abdominal pressures than with a conventional insufflator.

The system means that laparoscopic surgeries can be brought into line with Enhanced Recovery After Surgery protocols (ERAS).



CELLA MEDICAL SOLUTIONS

The Cella Medical Solutions virtual models empower surgeons by allowing them to plan for complex surgical interventions with a digital simulation that uses virtual 3D models of human organs. The innovative software navigates through the organs, minimising the risk of causing new injuries during surgery and dimensioning the real scope of the pathology.

The virtual model can be printed in transparent resin with a 3D printer to provide a complete and life-size image of the organs and their surroundings.



TASKA HAND

Taska hand is the world's first waterproof bionic prosthesis. With more than twenty types of grip, the bionic hand works with the microelectronic signals in the remaining arm, allowing patients to perform a diverse range of activities, such as brushing their teeth, grasping objects, driving or lifting up to 20 kg of weight.

Its IP67 waterproof rating means it can be submerged up to 1 metre deep for a maximum of 30 minutes without damage.



VERNACARE WASTE DISPOSAL UNIT

The Vernacare organic waste disposal unit offers an innovative system that uses single-use containers which are subsequently disposed of in the bedpan macerator installed inside the hospital. Destroying the containers and organic waste in the same device reduces the risk of infection by preventing cross-contamination, which is vital for the management of COVID-19.



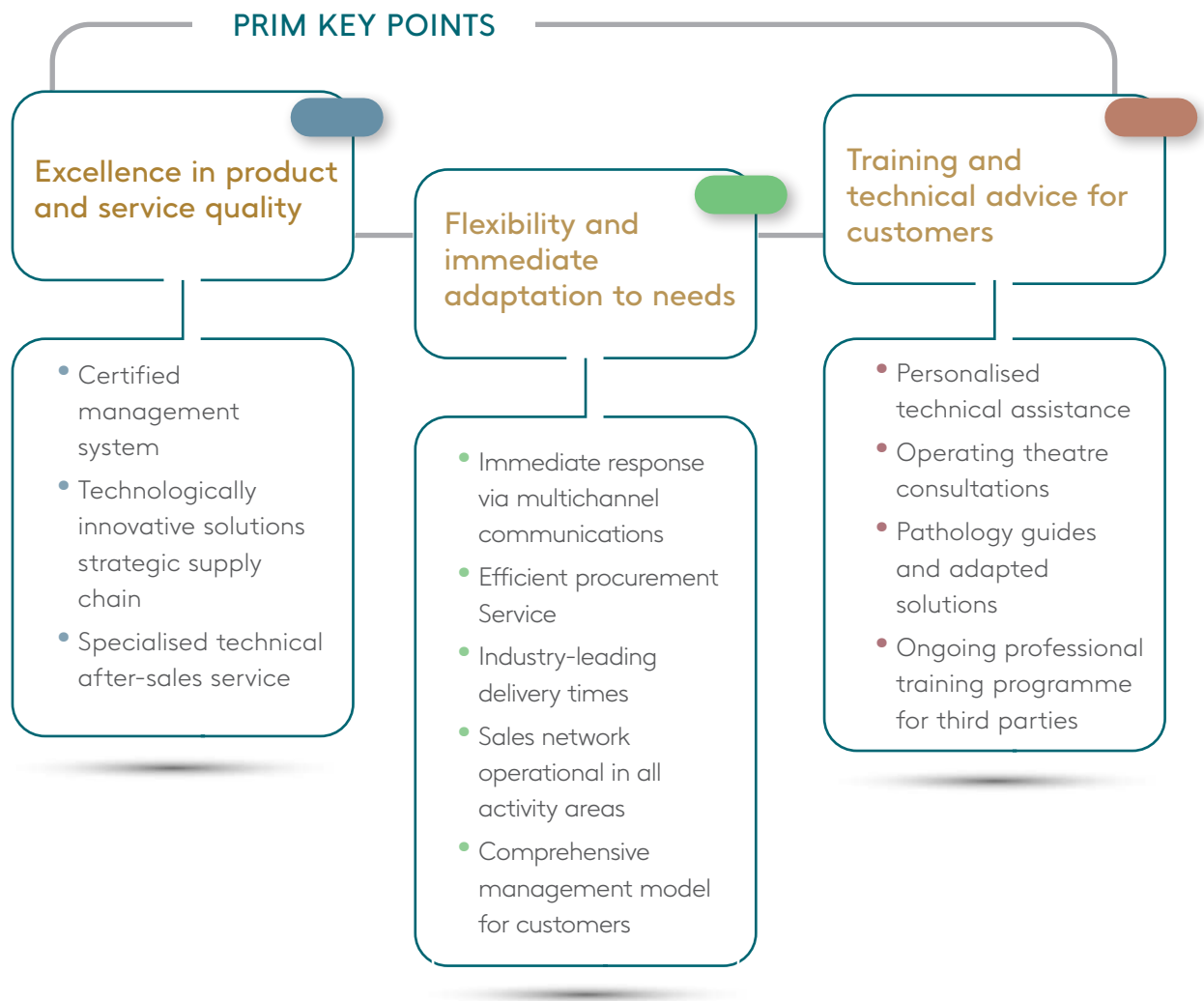
COMFORSIL SEAMLESS RANGE

PRIM has led the way in developing and marketing the first ever line of seamless podiatry products made using bonding technology. Corrective Hallux Valgus orthotics and protective orthotics for both the Hallux and metatarsals combine lycra with different elasticities and a silicone hydrogel padding to correct the position of the first toe without introducing solid pressure elements.



BUSINES MODEL

PRIM's unique selling point is its focus on three principal areas, positioning it as a strategic health sector provider: Excellence in product and service quality, technical advice on usage, and flexibility to adapt to demands and deadlines.



“Prim, at the Service of Healthcare since 1870”

Excellence in product and service quality

Products and services in the healthcare sector require a high level of diligence when it comes to their quality, and our technical service ensures the extension of that diligence through a specialised after-sales service.

Compliance with legal requirements, ensuring the conformity of the products and services supplied, and the principle of prevention and continuous improvement are the main characteristics of the PRIM Group's excellence in quality management

CERTIFIED EXCELLENCE

ISO 13485 SAFETY AND QUALITY OF MEDICAL DEVICES



PRIM's activity, primarily concentrated in the health sector, is regulated by its operating license No. 134-PS.

The Prim, S.A. Quality Management System, certified by UNE-EN ISO 13485:2016, which also applies to the company's approved factories, endorses the excellence of its products for the health sector.

ISO 9001



The company Establecimientos Ortopédicos PRIM S.A. has a quality management system certified according to UNE-EN ISO 9001:2015, which guarantees excellence in the custom manufacture of technical orthopaedic products and the personalisation of technical aids.

CE MARK



The organisation scrupulously complies with the European and Spanish health regulations in relation to the CE mark on manufactured or imported products where applicable. Marketed products are subjected to specific registration and review controls to ensure they meet the standardisation and/or CE mark requirements, as applicable.

AUTHORISED TISSUE BANK

PRIM is authorised by the Community of Madrid to operate as an official Tissue Bank for the storage and distribution of products derived from human tissue. Consequently, it operates a strict control model to ensure the traceability of human tissue products distributed in Spain, from the authorised tissue banks or establishments in the European Union to the health centres approved for the implantation

COMMITMENT TO INNOVATION

PRIM's business model draws on two innovation sources to provide cutting-edge solutions for the health sector:

In-house innovation

The R&D department focuses on developing new orthopaedic solutions or improving existing ones. The milestones achieved by PRIM over the years endorse its undisputed role as the leading business in the sector.

Strategic synergies

Within the markets it operates in, the company incorporates emerging and innovative technologies through its network of national and international partners, making PRIM a benchmark provider in multiple fields, including neurosurgery, traumatology, neuromodulation, endosurgery and physiotherapy.

SUPPLY CHAIN QUALITY

A significant percentage of our supply chain is comprised of suppliers with a high degree of technological specialisation in a market with a small number of competitors. The peculiarity of our supply chain influences the relationships within it, which take the form of long-term strategic alliances designed to achieve PRIM's strategic goals.

SPECIALIST TECHNICAL SERVICE

PRIM has highly qualified teams tasked with providing permanent technical support to customers and patients after purchase. This ensures the company can offer a comprehensive service for its entire product portfolio, both in terms of technical advice on usage and incident management and repairs.

INFORMATION SECURITY AND PRIVACY

Given the sensitive nature of the information involved, the company operates computer systems that guarantee a secure flow of information, both within the organisation and in virtual interactions with third parties.

Flexibility and immediate adaptation to customer requirements

Our efforts to gain an understanding of the particular needs of individual clients allow us to create a custom client map, drawing an appropriate behaviour pattern for each profile and training teams to meet individual expectations.

The verticalisation of our specialised customer service teams enables us to provide a personalised service, reducing response times and accelerating our ability to meet customer demands.



IN-HOUSE LOGISTICS AND DISTRIBUTION NETWORK

PRIM's reliable storage and distribution network ensures our products are delivered immediately, and our invoicing system facilitates an integrated management model for our customers. Efficient delivery times have allowed the company to position itself as a strategic supplier in the health sector.

Distribution network and own storage



Training and advice for customers

PRIM's products are backed up by individualised technical advice and, in particularly complex areas, ongoing assistance to healthcare professionals to ensure the safety of patients, doctors and other medical professionals during the intervention and subsequent treatment with our products.

TECHNICAL CONSULTATION

In some divisions, such as Neuromodulation, the product managers support the patient throughout the useful life of the implants. In the Orthopaedic sector, our technicians assist the patient from a technical and emotional perspective to help them integrate new realities into their everyday life. In specialist areas like Neurosurgery, Traumatology and Endosurgery, product specialists are present during surgeries, when necessary, to ensure the correct functioning of the product.

TECHNICAL TRAINING

PRIM takes a proactive approach to sharing the knowledge of all agents in the health sector as a tool for updating resources and improving service quality. For this reason, the company offers free technical training to surgeons, traumatologists, neurologists, plastic surgeons, physiotherapists, pharmacists, orthopaedic technicians and many other health sector professionals.

The company also contributes to training seminars organised by third parties, such as those run by higher education centres, professional associations, strategic partners or healthcare professionals.

SUPPORT FOR PHARMACIES AND ORTHOPAEDICS SHOPS

In the PRIM Pharma and Orthopaedics division, the company works closely with its clients to design and develop suitable point-of-sale materials, putting the organisation's Marketing resources at their service.

- Specialised product guides
- Made-to-measure vinyls
- Custom displays for individual pharmacies and Standard displays
- Shop window panels

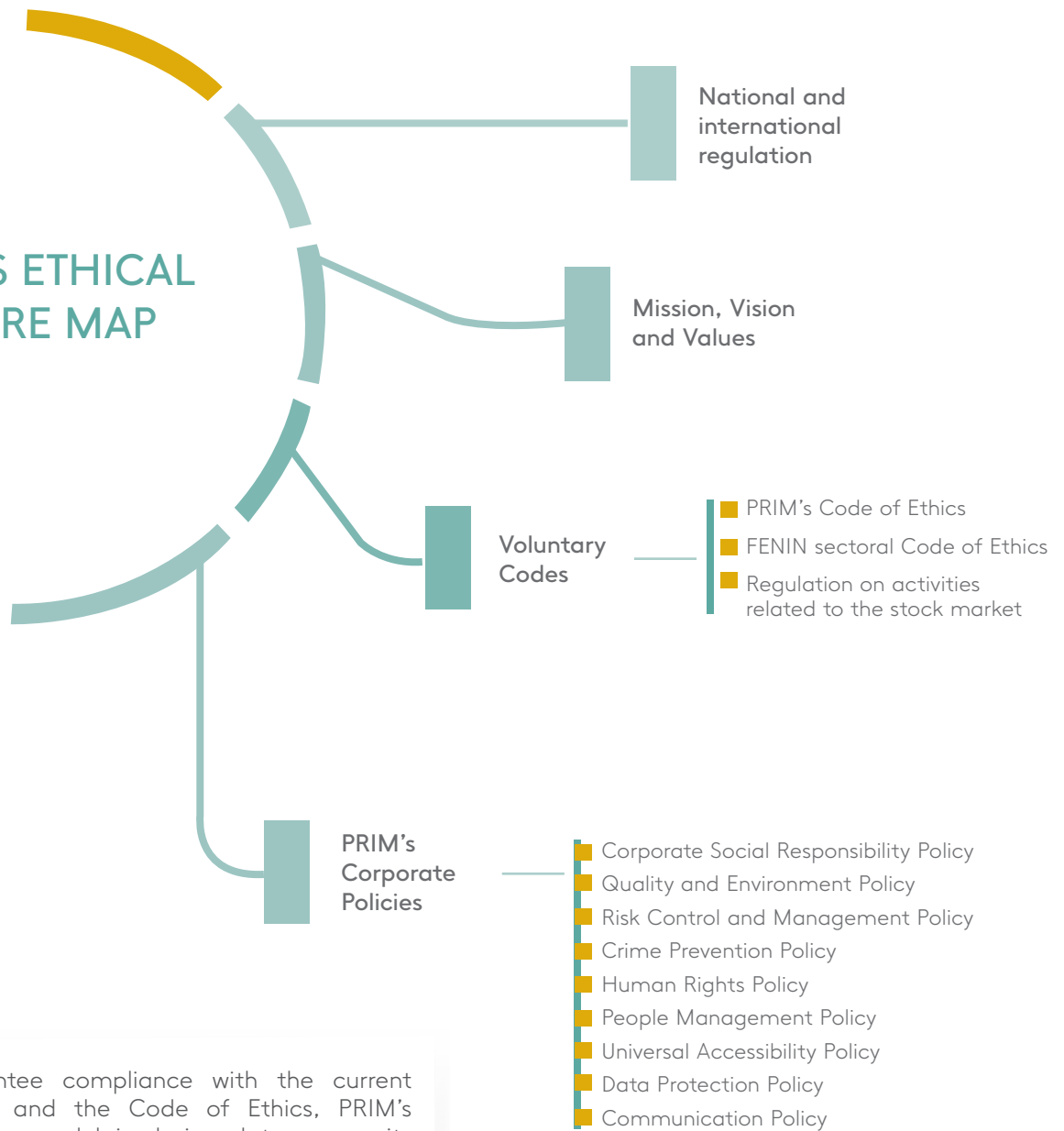


ETHICS AND GOOD CORPORATE GOVERNANCE



ETHICS AND COMPLIANCE

PRIM'S ETHICAL CULTURE MAP



To guarantee compliance with the current legislation and the Code of Ethics, PRIM's compliance model is designed to ensure its employees adopt its ethical culture and the efficiency of its procedures, controls and internal commitments established to that end as their own.

GOOD CORPORATE GOVERNANCE

Good Governance practices help generate value and protect the long-term interests of the company, its shareholders and its stakeholders.

Governance structure of the PRIM Group



PRIM's governing bodies ensure effective, transparent and rigorous management of all the company's businesses and operations.

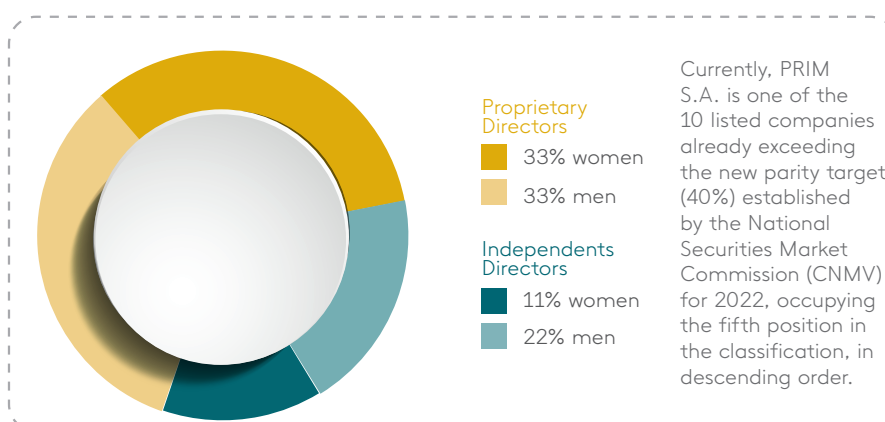
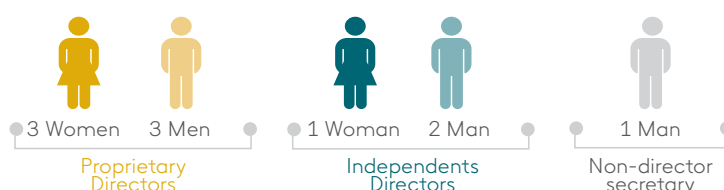
Structure of PRIM's Board of Directors

Prim's Board of Directors is selected on the basis of three criteria:

- complementarity
- professionalism
- diversity

These criteria provide for a broad perspective and approach to analysis, supervision and decision-making.

The Board, therefore, reflects a balance of executive, proprietary and independent members, as well as diversity in relation to age, training and experience and gender.



In 2020, PRIM implemented the recommendations introduced by the reform of the Good Governance Code established by the CNMV for 2022.



RESPONSIBLE MANAGEMENT

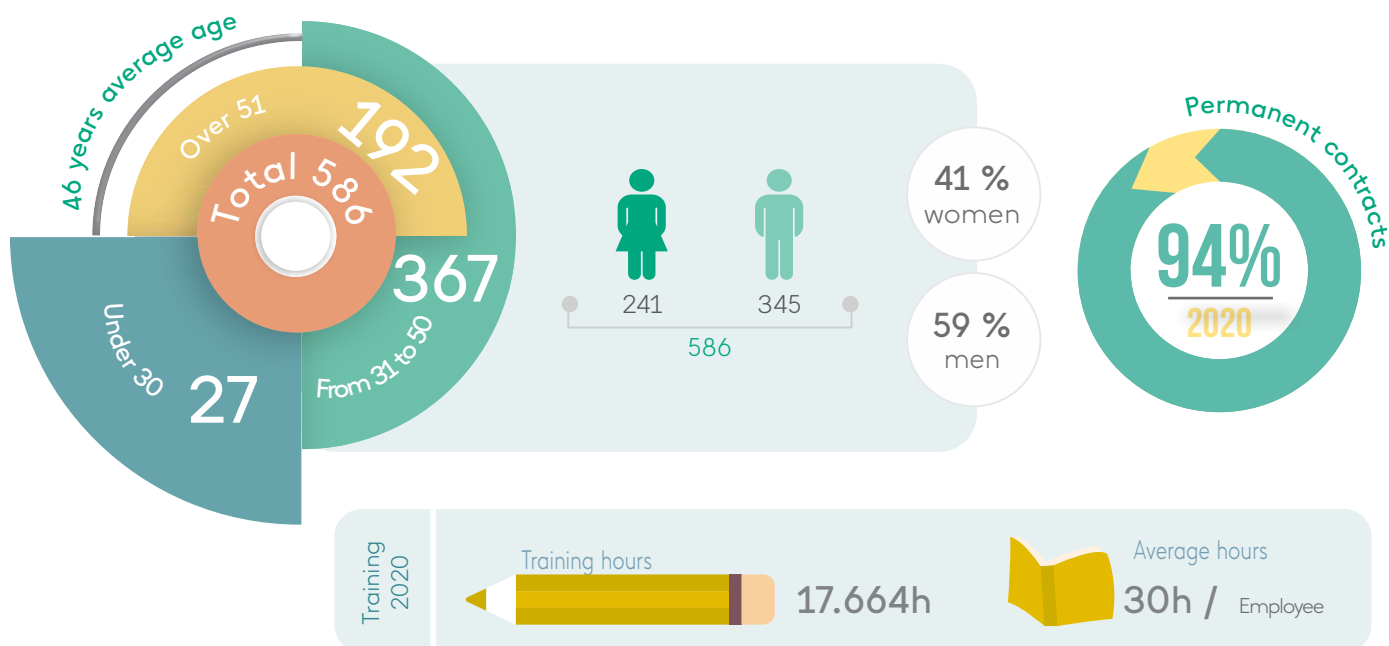


PRIM's business philosophy is based on creating shared value as the backbone for the sustainable growth of the company. Its commitment and respect for all stakeholders invite the company to operate in a reality whereby organisations are conceived as an indivisible group formed by the company and its environment.

PRIM's actions contribute, to a large extent, to the following United Nations Sustainable Development Goals (SDGs): Good Health and Well-Being; Gender Equality; Decent Work and Economic Growth and Responsible Consumption and Production.



COMMITMENT TO OUR TEAM



PRIM strives to offer its employees safe and motivating spaces that foster talent in collaborative and respectful environments. To do this, the organisation uses instruments that guarantee its commitment to work-life balance, equal opportunities and safety at work.

Family-Friendly Company seal (efr)

PRIM has a catalogue of 35 measures that aim to promote work-life balance, support families and further the personal and professional development of employees.



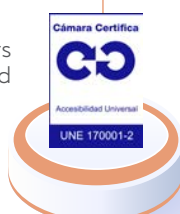
ISO 45001 approved for Occupational Health and Safety

Makes the company more proactive and increases its capacity to prevent work-related injuries and health problems. Certification applies to PRIM, S.A.



UNE 170001-2 approved for Universal Accessibility

Removes physical access barriers to and guarantees the free and autonomous use of work centres.



PRIM's Equality Plan

The company's Equality Plan, divided into 8 areas of action, guarantees effective equality between men and women in the organisation.

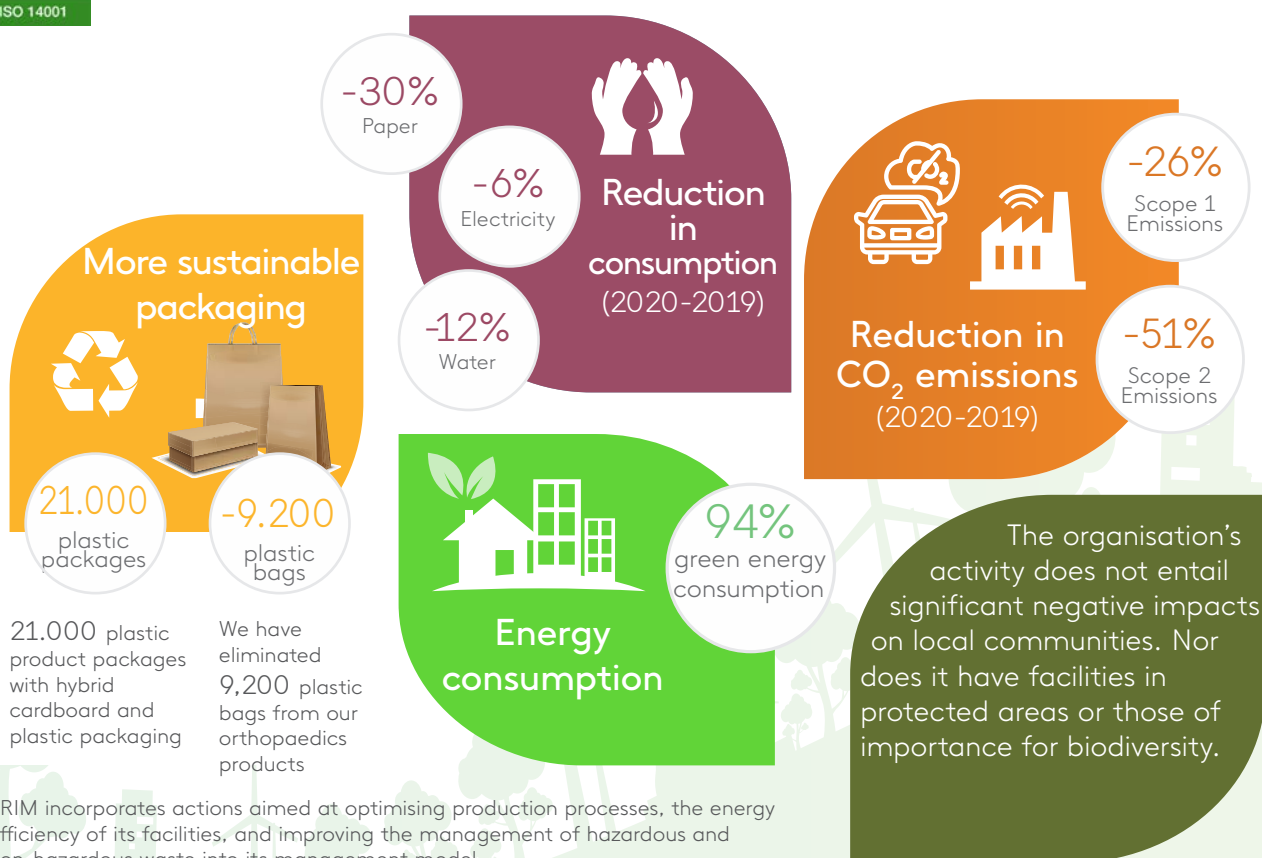




COMMITMENT TO THE ENVIRONMENT



PRIM S.A. has had its environmental management endorsed by UNE-EN ISO 14001:2015 approval since 2017, and Establecimientos Ortopédicos PRIM, S.A. obtained its accreditation in the first semester of 2020 - a milestone achievement in the field of orthopaedic clinics.



Join the PRIM digital community!



PRIM's new e-invoice project aims to digitise all customer invoices. By raising awareness, the finance department hopes to eliminate paper invoices permanently.

More than 2,100 customers have already joined the PRIM digital community, leading to a reduction of more than 42,500 paper documents.

If you're a PRIM customer and you still haven't signed up to receive your invoices by email, please contact us!

enviofacturas@prim.es



COMMITMENT

TO SOCIETY

PRIM structures its Social Responsibility Programme around four major areas of action, strategically designed to align its commitment to society with its original philosophy: improving peoples' lives.

The company supports the work of national and international cooperation and humanitarian development organisations in the healthcare sphere by donating materials and health products.

SOCIAL PROJECTS



Includes activities aimed at furthering the training and development of technical health skills in public and private institutions.

- Training courses
- Scholarship programmes
- Social renting of spaces
- Equipment loans
- Donation of health products

TRAINING

SOCIAL INTERVENTION AREAS

COLLABORATIVE INITIATIVES

The collaborative initiative area arranges internal and external activities to encourage active participation from employees and social agents and promote corporate values such as health, teamwork and sports.



RESEARCH



PRIM promotes research and development through collaboration agreements with Research Centres and Universities.

Joint work programmes allow the organisation to put economic resources, manufacturing facilities and specialist expertise at the service of innovation.

CONTACT DETAILS PRIM GROUP'S

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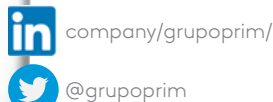
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MEDICAL TECHNOLOGY

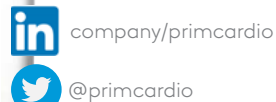
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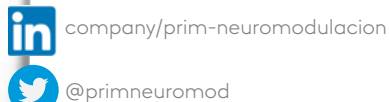


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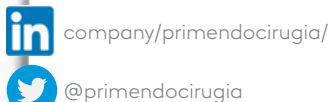
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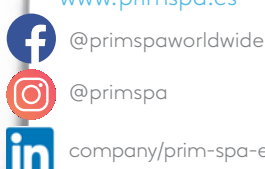
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at the service of Health



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