



HEALTH HUB

Discover the Next Level in Supplements

The business model



Introducing a better business model into an existing market is the definition of a massive innovation.



Our approach begins by focusing on the customer value proposition.

How it works



It identifies those aspects of the profit formula, the processes, and the resources that make the rival offering not only better, but harder to copy.



By changing the mix of products or services, not delaying decisions, empowering our employee to make decisions, and changing the incentives in the value chain.



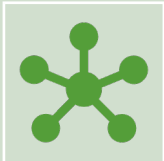
Health Hub: Enhancing Health, Empowering Lives

- **Company Overview:** Health Hub is a Bulgaria-based company, established in 2017 and specializing in the production and trading of supplements.
- With a focus on men and women's reproductive health, Health Hub has emerged as a leading player in the market.
- Our commitment to quality, innovation, and customer satisfaction has propelled us to the forefront of the industry.

Key Strengths:



Product Range: We offer a diverse range of supplements tailored to address various aspects of men and women's reproductive health. Our products are formulated using high-quality ingredients and cutting-edge research to ensure efficacy and safety.



Distribution Network: Health Hub operates with key account managers (KAMs) / Sales Manager, based in Sofia, Plovdiv and Varna and covering the whole country. We maintain two strategically located storages facilities - rented (Sofia and Plovdiv). Leveraging our strong distribution network, we have established partnerships with the three main distributors (Sopharma, Phoenix Pharma and Alta) and have access to all major pharmacy chains in Bulgaria.



Market Leadership: With a total turnover exceeding 500K Euro, Health Hub has solidified its position as a market driver in men and women's reproductive health.

Our commitment to excellence and continuous innovation sets us apart from competitors.

Product Highlights:



Men's Reproductive Health: Our innovative supplement (POLUX Forte) for men's health addresses various concerns, associated with an improvement in the indicators of spermatogenesis, which leads to a significantly increased male fertility. Backed by scientific research, these product offer comprehensive support for men at every stage of life.

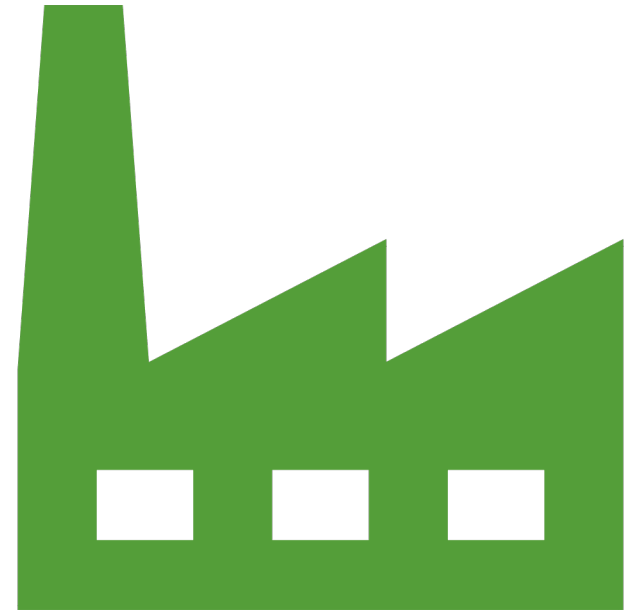


Women's Reproductive Health: We understand the unique needs of women's health and offer a range of supplements targeting fertility, menstrual health, and hormonal balance (DroPyl 500 / Zefema).

Our products are formulated to support women's well-being and enhance reproductive outcomes.

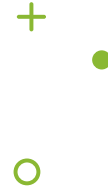
Quality Assurance:

- At Health Hub, quality is our top priority. We adhere to stringent quality control measures throughout the production process to ensure the safety, purity, and potency of our supplements. Our products are manufactured in compliance with international standards.
- We produce with:
 - **Sensilab – Slovenia (GMP)**
 - **Laboratorios Virens- Barcelona (GMP)**



Future Outlook:

- As we continue to expand our product portfolio and strengthen our distribution network, Health Hub is poised for continued growth and success in the years ahead. We realize constantly growing turnovers and a high percentage of net profit.
- We remain committed to empowering individuals to take control of their health and well-being through innovative, high-quality supplements.



Conclusion:

Growth and Success

With a steadfast commitment to excellence, Health Hub is redefining the landscape of men and women's reproductive health in Bulgaria.

Through our premium-quality products, strategic partnerships, and unwavering dedication to customer satisfaction, we are shaping a healthier, happier future for all.