

1985 FAR EAST REGION 
PRELIMINARY MARKETING PLAN

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No. 620-20 Konyne 500 i/u Sales History and Budget

	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984E</u>	<u>1985B</u>
\$ Sales	30,000	40,000	58,000	78,874	76,000	90,000
Units	655	769	1,100	1,500	1,800	2,000
ASP	46.57	52.13	52.19	52.55	42.50	45.00

No. 650-20 Koate 250 i/u Sales History and Budget

	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984E</u>	<u>1985B</u>
\$ Sales	193,000	293,000	315,017	289,000	373,000	447,000
Units	7,100	12,500	13,800	11,600	16,000	19,000
ASP	27.25	23.42	22.83	24.97	23.30	23.50

Koate Sales to New Zealand over the period 1980-84 have completely diminished, thus taking some luster from the above growth figures:

New Zealand Koate Sales

<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984E</u>	<u>1985B</u>
\$74,000	\$62,000	\$25,000	\$8,000	0	0

In New Zealand, Cutter products were largely displaced by new concentrates made in Auckland and products supplied on a reciprocal agreement with Commonwealth Serum Laboratories. What Koate business Cutter had left in New Zealand as of 1982 was terminated when AIDS became an issue there.

AIDS has not become a major issue in Asia. Perhaps it is because the region has so many other health hazards

of greater, more common concern. The hepatitis risk of American-made concentrates is not of such great concern in a region where hepatitis B is so prevalent. In Taiwan, for instance, where 16% of the population are carriers of Hepatitis B, a hemophiliac is apt to suffer as much risk routinely using cryoprecipitate or blood as with American-made concentrates. With these considerations in mind, we have no immediate plans to introduce Koate-HT or Konyne-HT.

If we see need for a heat-treated product in the Far East, we will react to the demand swiftly. Otherwise, we will try to continue to dominate the markets with low-cost standard Koate and Konyne.

In each Far East country, Cutter gives constant attention to maintaining close ties with leading hematologists who are national leaders in hemophilia care. Each year, our list of such contacts is expanded and updated. Because English language is common amongst Asian medical specialists, most domestic sales aids developed by Cutter for the American market can be used in the Far East. Slide programs, exercise programs, Echo magazines, pamphlets, brochures, etc. from Cutter Biological will continue to be used as important tools in the development of sales.