

Leading Technology Ecosystem for Pharmacy Channel Execution



MERGERSCORP

Leading Technology Ecosystem for Pharmacy Channel Execution

Founded 11 years ago, the Company operates an end-to-end technology ecosystem for the execution of commercial programs in the pharmacy channel, connecting laboratories, pharmacies, and healthcare professionals through proprietary platforms (CRM, validator, and point-of-sale operational integration). The Company has built a strong market position and is currently a leading player in its segment.

The business model is scalable and proven, with over 5.5 million vouchers issued and a significant nationwide pharmacy presence, supported by a well-established network of ecosystem players and integrations with corporate systems.

Over the past 12 months, the Company has significantly accelerated its growth, achieving a CAGR of over 200% over the last three years, while maintaining high revenue recurrence and attractive margins — with clear upside potential through regional expansion and adjacent channels.

Market potential

The Digital Health market in Latin America is valued at USD 17B in 2024, with a strong projection to reach USD 58.8B by 2030. This growth is driven by rising healthcare costs, a shift toward patient-centric care, increasing demand for real-time data analytics and regulatory compliance, and the impact of generative AI — which is projected to increase healthcare worker productivity by up to 40%.

Within this landscape, the Health & Wellness sector in Latin America is expected to grow to USD 337M by 2034, highlighting a specific high-growth niche for the Company's platform.

TAM

Includes Digital Health, Pharma Marketing, and health eCommerce
USD 30–40B in Latin America

SAM

Represents the segment accessible by geography and business model — approximately 30% of TAM
USD 9–12B (estimated)

SOM

The Company is currently in an active capture phase, targeting a significant market share within the next 3–5 years
Key differentiators

Differentiator	Description
Brand Awareness in the Health & Wellness Industry	The Company has 11 years of market presence and holds a dominant position in its segment. The leadership team is composed of founders with over 30 years of experience in the pharmaceutical and healthcare industries.
Proprietary B2B SaaS Platform & End-to-End Solution	The Company operates a fully in-house technology suite with complete traceability. This infrastructure centralizes and aggregates all data generated during program execution, creating a high-value strategic data asset.

GROSS REVENUE

\$1,700,000

EBITDA

\$1,020,000

BUSINESS TYPE

Internet Businesses

COUNTRY

Argentina

BUSINESS ID

L#20261027

Differentiator	Description
Proven High-Profitability Model	The business model is characterized by high recurring revenue and strong EBITDA margins, ensuring long-term financial stability and scalability.
World-Class Client Portfolio & Consolidated Ecosystem	The Company maintains a strong market position with Tier 1 global clients and very low churn rates. It operates a robust, fully integrated ecosystem aligned with the corporate systems of laboratories, distributors, and pharmacies.
Proven Operational Traction & Accelerated Growth	A highly validated business model with over 5.5 million vouchers issued and an active network that delivered +280% year-over-year revenue growth in the last year.
Unique Vertically Integrated Solution	The only regional platform offering full vertical integration (from medical prescription to financial reimbursement) combined with horizontal segmentation tailored to multiple business use cases.

The information contained herein does not constitute an offer to sell or a solicitation of an offer or a recommendation to purchase securities under the securities laws of any jurisdiction, including the United States Securities Act of 1933, as amended, or any US state securities laws, or a solicitation to enter into any other transaction

The projected financial information contained in the Memorandum is based on judgmental estimates and assumptions made by the management of the target Company, about circumstances and events that have not yet taken place. Accordingly, there can be no assurance that the projected results will be attained. In particular, but without prejudice to the generality of the foregoing, no representation or warranty whatsoever is given in relation to the reasonableness or achievability of the projections contained in the Memorandum or in relation to the bases and assumptions underlying such projections and you must satisfy yourself in relation to the reasonableness, achievability and accuracy thereof.

By delivering this Memorandum, neither MergersUS Inc., nor its authorized agents are making any recommendations regarding the acquisition or strategies outlined herein. Interested parties shall exercise independent judgment in, and have sole responsibility for, determining whether an acquisition of the Company is suitable for them, and neither MergersUS Inc, nor its authorized agents have responsibility to, and will not, monitor the condition of interested parties to determine that an acquisition is or remains suitable for them. Among other things, suitability of an acquisition will depend upon an interested party's investment and business plans and financial situation.

This document is prepared for information purposes only. It is made available on the express understanding that it will be used for the sole purpose of assisting the recipients to decide whether they wish to proceed with a further investigation of the Proposed Transaction.

The recipients realize and agree that this document is not intended to form the basis of any investment decision or any other appraisal or decision regarding the Proposed Transaction, and does not constitute the basis for the contract which may be concluded in relation to the Proposed Transaction.

All information contained in this document may subsequently be updated and adjusted. MergersUS Inc. has not independently verified any of the information contained herein or on which this document is based. Neither the Company, nor its management or shareholders, nor MergersUS Inc. , nor any of their respective directors, partners, officers, employees or affiliates make any representation or warranty (express or implied) or accept or will accept any responsibility or liability regarding or in relation to the accuracy or completeness of the information contained in this document or any other written or oral information made available to any interested party or its advisers. Any liability in respect of any such information or any inaccuracy in or omission from the document is expressly disclaimed.

MERGERSCORP

© 2026 MergersCorp M&A International. All rights reserved.

© 2026 MergersCorp M&A International. MergersCorp™ M&A International is the collective brand name of independent affiliates of MergersCorp M&A International. For more details on the nature of our affiliation, please visit us on our website <https://www.mergerscorp.com/disclaimer>. MergersCorp M&A International is not a registered broker-dealer under the U.S. securities laws. MergersCorp M&A International does not offer or sell securities or provide investment advice or underwriting services. The articles or publications contained in this presentation are not intended to provide specific business or investment advice. The author or MergersCorp M&A International shall not be liable for any errors or omissions, or for any loss suffered by any person or organization acting or refraining from acting as a result of the content of this website. It is recommended that specific independent advice be sought before making any business or investment decision.

MERGERSCORP

WWW.MERGERSCORP.COM