

Leading Technology Ecosystem for Pharmacy Channel Execution



MERGERSCORP

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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. |

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