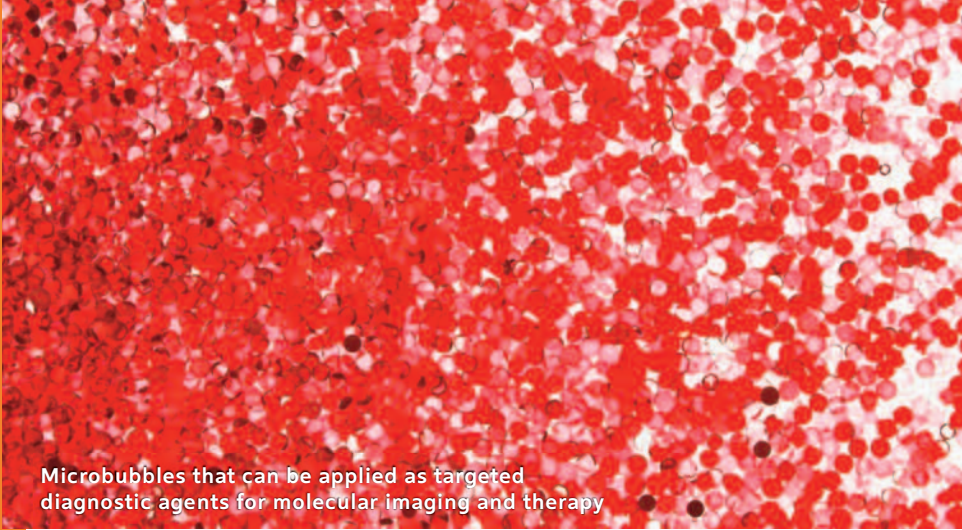


## The Netherlands: Your Med-Tech Gateway to Europe

From minimally-invasive surgery and targeted drug delivery to advanced exo-robots to boost recovery: for many in the medical technology industry in the Netherlands, these are revolutionary times. The Netherlands is home to some of the world's leading universities in this field, a reason why an increasing number of international medical technology companies are flocking to the country, to do clinical trials, get a CE mark approval, or to make use of its educated workforce, attractive business climate, and its great logistics infrastructure.

A microscopic view of numerous small, red, spherical microbubbles, some with darker centers, scattered across the field of view.

Microbubbles that can be applied as targeted diagnostic agents for molecular imaging and therapy



Source: ©Koninklijke Philips Electronics N.V.

### *What other U.S. med-tech companies are saying*

"Establishing our European headquarters in the Netherlands enhanced our ability to better serve our growing customer base in Europe, compete more effectively in the international arena, and take advantage of new market opportunities across the Middle East and South Africa. As IDEXX continues its global expansion, securing a strong position in Europe has become even more important."

**Jon Ayers**, *President and CEO*, IDEXX Laboratories

"Our logistics center in the Netherlands is a world class operation—great technology, great people, etc."

**Michael D. Gowen**, *Executive Vice President GQO*  
*Global Quality & Operations*, Bausch + Lomb

"Our location in the Netherlands means that we have access to superb road, rail, water, and air transportation systems. This connects us to our customers globally, in an efficient and cost-effective manner. The Netherlands' logistics infrastructure is the best in the world, which is vital for us as a global leader in the medical devices industry."

**Hans Willems**, *VP Operations*, Boston Scientific

American Medical Systems | Biomet | Boston Scientific | Bausch + Lomb | Coherent | Conmed | Corning Life Sciences  
Dionex | Ecolab | Endologix | Estech | GE Medical Systems | Henry Schein | Hollister | Hologic | IDEXX Laboratories  
Medtronic | Merge Healthcare | Merit Medical Systems | MicroMed Technology | Spectranetics | Transonic  
TransMedics | Verathon | Vitatron | World Heart | Wright Medical Group



Pioneers in international business

## Why get your CE Mark first?

After the U.S., the EU is the world's second largest consumer market for medical devices. Med-tech companies mostly find the regulatory process in Europe less bureaucratic and more predictable than in the U.S. The FDA requires evidence of both safety and efficacy of a device, whereas a CE Mark only requires proof of safety and proof that the device performs in a manner consistent with the manufacturer's intended use. In addition, the timeline for obtaining a CE Mark is typically much shorter than the timeline for gaining FDA approval.

## Why choose the Netherlands as your entry market?

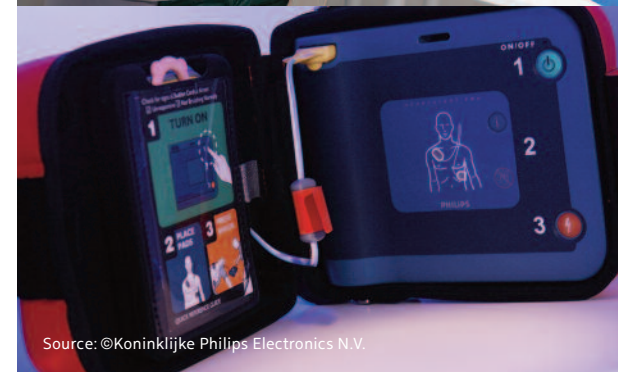
Clinical trials are widely available in the Netherlands. So are reimbursement opportunities. The Netherlands is home to Europe's largest bio-bank, and scientific networks and hospitals are easily accessible and eager to cooperate.

## Highly attractive R&D incentives

To boost innovation, the Dutch government has put in place an R&D tax incentive package that is one of the most generous in the world. R&D operating costs can be grossed by 40%, wage taxes for R&D workers are cut by 50%, and R&D related income is taxed at an effective tax rate of 5%.

## Logistics made easy

The Netherlands is Europe's most important logistics hub. The country is home to Europe's largest port and third largest cargo airport. The Dutch government actively promotes the competitiveness of the logistics industry, by allowing companies to defer paying VAT until reimbursement (no cash out). It's also possible to postpone paying custom duties until products are sold.



## Seven Key Advantages of the Netherlands

- Superior strategic geographic location to service EMEA markets
- Highly competitive fiscal climate
- Superior logistics and technology infrastructure
- Pro-business outlook that is ingrained in the Dutch culture
- Highly educated, multilingual and flexible workforce
- Strong scientific knowledge base
- High quality of life

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