INTRODUCING AXON SCIENTIFIC
Your life science lab connection
Est. Since 2008
About Us – SCITIFIC GROUP

SCITIFIC Group is made up of distinct companies that focus on Life Science and Biomedical Science research market in the Asia-Pacific region.

Affiliated companies

1st BASE, Singapore (2002)
First BASE Laboratories, Malaysia (2003)

The tight synergy and complementary nature between these companies enable the SCITIFIC Group to be a nimble, fast expanding and dynamic corporation.
Functional Divisions – AXON SCIENTIFIC Team

Management
Francis Yap Director
Kok Choy Lee Director
BG Mah Country Manager

Sales and Business Development
Kevin Pot Sales Manager
Azrina Ali Senior Product Specialist
Sui Yee Tee Senior Product Specialist
Russel Lee Product Specialist
Functional Divisions – AXON SCIENTIFIC Team

Marketing and Creative Team
SG: Group Marketing Executive, June LEE + Creative Designer

Operations – Customer Care and Technical Support
Customer Care Coordinator: Nurhazwani binti Muhammad

Operations – Logistics & HR
Senior Logistic Officer: Muhammad Hafifi + 3 logistic officer: 1 Van + 3 bikes.
Purchasing Officer: Kumaravalli Belagam
Account Department: Huong Siew Ling

Operations – IT Infrastructure and Support
SG: IT Manager, Max JONG + 2 Software Engineers
Axon Scientific Sdn Bhd

- **Established 2008**, a **vibrant** and **dynamic** company focusing in the sales, marketing and distribution of life sciences products & services to the Malaysian research community.
- Eager to bring new life and vitality to the business of life science in Malaysia.
- Highly customer service oriented with a technical focus.

**Product Range**
- Instruments
- Molecular Biology
- Immunology
- Cellular Biology
- General Laboratory Reagents and Consumables
Our Mission

- Our Mission is to serve the needs and requirements of the life science research community.

- We aim to offer the widest selection of tools with a speedy turn-around time and at a fair price to our customers.

- We ensure that excellent customer service and technical support will always be part of Axon Scientific’s professionalism.

- We achieve these goals by always being attentive, continually innovating, seeking to create superior workflow and re-investing for the long term as we realize that scientific endeavour is constantly moving forward.
Our Customers

- Target markets are **Universities, Research Institutes, Hospitals, and Private Enterprises** involved in Life Sciences and Biomedical Science research.

- Developments in our industry demands that we keep up with the trends and advances in science and technology.
Our Portfolio

We meet the needs of life science researchers with different categories:

Our Core Product

Nacalai Tesque is one of the leading life science reagent suppliers in Japan. Manufacturer of HPLC and capillary columns, toxins, antibodies, enzymes, cell culture media, analytical kits, fine chemicals and research chemicals.

FINE CHEMICALS
- Molecular Biology Grade
- Biotechnology Grade
- Biochemistry Research
- Tissue Culture Grade
- Extra Pure Grade
- Guarantee Reagent
- etc

IMMUNOLOGY CHEMICALS
- Western Blot
- Protein Electrophoresis
- RIPA Buffer
- Immunohistochemistry
- etc

CELL CULTURE MEDIUMS
- DMEM
- RPMI
- Antibiotics
- etc

HPLC COLUMNS
- Analytical Column
- Guard Column
- HPLC Standards
Our Portfolio

- We meet the needs of life science researchers with the following categories:

  - **1st BASE**
    - Molecular Biology Reagents and Chemicals
      - (PCR reagents, Agarose and etc.)

  - **TOYOBO**
    - Japan No.1 molecular biology reagents.
      - (PCR, Real-Time PCR and more!)

  - **Geneaid**
    - Nucleic Acid Extraction Kits from Taiwan

  - **enzymatics**
    - **Ultra Pure Enzymes** from USA!
      - Specialized in PCR Reagents and NGS System reagents support!

  - **Polyplus transfection**
    - Transfection Reagents for DNA & siRNA, France.
Our Portfolio

We meet the needs of life science researchers with the following categories:

- Cell-Based Assays
- Viral Expression and Purification Reagents
- Oxidative Stress Assays
- Small GTPase Kits and Reagents

- Cell Based reagents for research: human obesity, diabetes, and cardiovascular disease.

- 30 years of providing Cell Cultures products from USA!

- We able to supply ATCC cultures which popular source all the time!

- Everybody is talking about iPSC studies! Choice of EPS/iPS research, from Japan!
Our Portfolio

- We meet the needs of life science researchers with the following categories:

  - The world largest antibodies manufacturer from Taiwan!
    - **Abnova**
  - Your excellent choice for ELISA Kits and relevant reagents! China, Wuhan.
    - **GeneTec**
  - Our best seller of antibodies all the time from Taiwan!
    - **Fitzgerald**
  - Premier provider of over 45,000 highly specialty Immunology research products.
    - **Arbor Assays**
  - Build the highest quality detection and immunoassay products for clinically important biomolecules
Our Portfolio

We meet the needs of life science researchers with the following categories:

- **Best Focused-Ultrasonicator system for Next Generation Sequencing.**
- **Western Blot and Protein Electrophoresis apparatus, from Japan.**
- **A leading manufacturer of innovative lab supplies and instruments, from USA**
- **You can get various labware and instruments from variety brands here!**
- **Mechanical Pipettes, tips, tubes, and more labware from Japan, Kobe.**
Key Marketing Priorities

- **Seminars and Roadshows** with close collaboration with Principle Agencies
- **Speedy services** to customers
- **Strengthen relationship** with Principals
- **Focused Promotions and Programs** to direct sales efforts of young sales team
- **Innovative marketing initiatives**, loyalty programs to engage customers
- **Newsletters and related Print Collaterals**
Marketing Initiatives

- Monthly Promotions, EDMs
- New Product Launches and Sampling
- Promotions (Bundled promotions, Discounts)
- Roadshows and Symposiums
- Giveaways, Gimmicks
Targeted Sales Strategies

- Focused Sales Approach to specific customer base
- Develop strong relationships
- Enhance operations to meet customers' research needs
Our People Make the Difference

- Strong team of young, empowered managers
- Passionate in keeping our Customers happy
- All our staff in Sales, Customer Care and Production possess either a Degree or Diploma in the Sciences or Biotechnology
- Continuous improvement and training to stay abreast of market trends
Success in MALAYSIA’s Life Science Market (Chemical)

- **SUCCESS** penetrate local chemical market distribution by introducing *Nacalai Tesque*, Japan.

- Accumulate sales since 2010 up to date:
  - **USD 530,000.00, appx RM 1,680,000.00**

**Sales Record:**

2010 (USD 43,000) - est RM 141,000  
2011 (USD 106,000) - est RM 349,000  
2012 (USD 155,000) - est RM 511,000  
2013 (USD 206,000) - est RM 680,000
Critical Success Factors Driving Business Growth

- Serving the Life Sciences Market since 2009
  - a focused approach to allocating business priorities and resources

- Right People in the Right Places
  - Young, dynamic & diverse team with the energy, passion and expertise to cover the local market

- Execution, Discipline & Integrity
  - Having the right plan and the discipline to follow through to achieve goals, and keeping promises without compromise

- Invaluable spectrum of experience: Distribution to Manufacturing and then to Channel Management

- Constantly thinking out of the box

- Willingness to invest to build for the future
Thank You!