



meter
MEDICINA TECNOLOGIA E RICERCA

COMPANY PROFILE

AGGIORNATO GIUGNO 2021



ABOUT US

As the most important and famous Italian companies **METER S.r.l.** is a family run business and was founded in 2009. Is situated within a prestigious context of scientific and technological research, such as the “Cittadella della Ricerca” in Brindisi. As can be imagined by its name, which is being made up by the words MEdicine, TEchnology and Research, the company’s core business is focused on the research of innovative solutions to monitor and cure diseases such as diabetes.

In 2011, Meter srl and ForaCare Suisse AG (Multinational Company based in Switzerland) sign an exclusive agreement for the distribution and sale of Fora’s products in Italy.

The result is a strong partnership between the two companies that leads to an increasing market share in the Italian market.

As in every companies, even for the Meter srl sales results depend on a number of factors, including the people who make up the staff.

Thanks to the work of the medical representatives and its sales agents, Meter Srl reaching 4% market share in products related glucose monitoring in Puglia, Sicily, Campania and Toscana. The goal is to reach by the end of 2018, share of 2% throughout the national territory.

Point of pride and excellence for Meter Srl is represented by Diabtel.net, an innovative system for remote monitoring of vital parameters completely free and able to shorten times and distances between patients and doctors.





COMPANY OVERVIEW

METER S.R.L.

Judicial Form: SOCIETA' A RESPONSABILITA' LIMITATA (S.r.l.)

Registered Office: c/o Cittadella della Ricerca Pad. 6
S.S. 7 Km.7+300 per Mesagne 72100 Brindisi

SDI Code: 5RUO82D

PEC mail: direzione@pec.metersrl.it

Tax Code and VAT: 02251200743

REA Number: BR - 131938

Business Register: Brindisi

Sole Administrator: Francesco Bassi



COMPAGINE SOCIALE

Nominativo Socio	Quota Detenuta	Ruolo Societario
Sig. Francesco Bassi	67,37%	Socio e Amministratore Unico
Dr. Nicola Frigione	1,05%	Socio
Dr. Giorgio Frigione	21,58%	Socio
ForaCare Suisse AG	10%	Socio e Principale Fornitore



MAIN ACTIVITIES

- **Research and distribution** of systems and solutions for the monitoring and treatment of chronic diseases such as diabetes
- **Distribution** of glucometers (for free) to hospitals, private clinics, medical centers, associations and pharmacies;
- **Promotion and installation** of free tele-monitoring service **Diabtel.net** at hospitals, private clinics, medical centers, associations, pharmacies, private homes of patients and Prison Inmates;
- **Training and scientific information** given to employees, physicians and patients;
- **Raising awareness** of diabetes to the population, performed with several days of free diabetes screening in many Italian squares;
- **Participation and sponsorship** in the most important National Scientific Conferences;
- **Commercialization** of test strips reimbursed by the national health system, to be used with our blood glucose meters;
- **Marketing of products** (in-vitro and not) linked to the pathology of diabetes and arterial hypertension;
- **Sales** of electronic products for self-monitoring of vital parameters such as body temperature and body weight.
- **Marketing** of food supplements.
- **Economic and promotional support** and support aimed at non-profit diabetic associations;
- **Customer care** and Technical assistance.



HEADQUARTER

Considering the social and health value of free tele-monitoring system, the specific activity that appears to be almost unique in the Brindisi province and even the high rate of technological innovation of its marketed products, in 2012 Meter srl was met within a prestigious scientific research and technological context where the Cittadella della Ricerca di Brindisi. The science park owned by the Province of Brindisi houses inside reality of national importance including **ENEA, CNR, CETMA, DITNE, Italcementi, University of Salento**.



It is also the strategic geographical location, which allows to easily reach the city of Brindisi and effortlessly the city of Taranto, Lecce and Bari.



HUMAN RESOURCES

EMPLOYEE

As in many young and dynamic companies, the number of Meter employees is growing. The main activities of employees are closely related to administrative, logistical, accounting, commercial and scientific information.

To date, the company has 28 permanent employees, including 16 women and 20 men. The average age of employees is 40 years and among them we have 3 employees over 50 years.

Task	Employees Number	Women	Men	Over 50
Executives	4	-	4	-
Pharmaceutical Representatives	22	8	12	2
Headquarters	10	8	2	-
Warehouse Workers	2	-	2	1
Management	1		1	1

TRADE AGENTS

Along with the medical information activities conducted with employees and collaborators, Meter makes use of a sales network made up of sales agents and distribution agencies. In both cases, the relationship between the parties is always subordinated to a commercial agreements.

To date, the company has 49 Trade Agents. To better chart the structure of the sales network, we provide the table data grouped by region.



PRODUCTS

FORA NATIONAL DISTRIBUTORS

Since 2011 we have been distributing **FORA** branded products of **FORACARE Suisse AG**, a Swiss multinational company that markets highly accurate medical devices and solutions for the monitoring of **diabetes and arterial hypertension** all over the world.



METER PRODUCTS

In 2019 we launched our own line of **Natural Food Supplements** with globally patented **Organic Lycopene** (powerful antioxidant extracted from tomato) which contributes to the well-being of the human body and to the prevention of the most common diseases.



