

FOCUS - ON - PATIENTS

 **corpuls®**

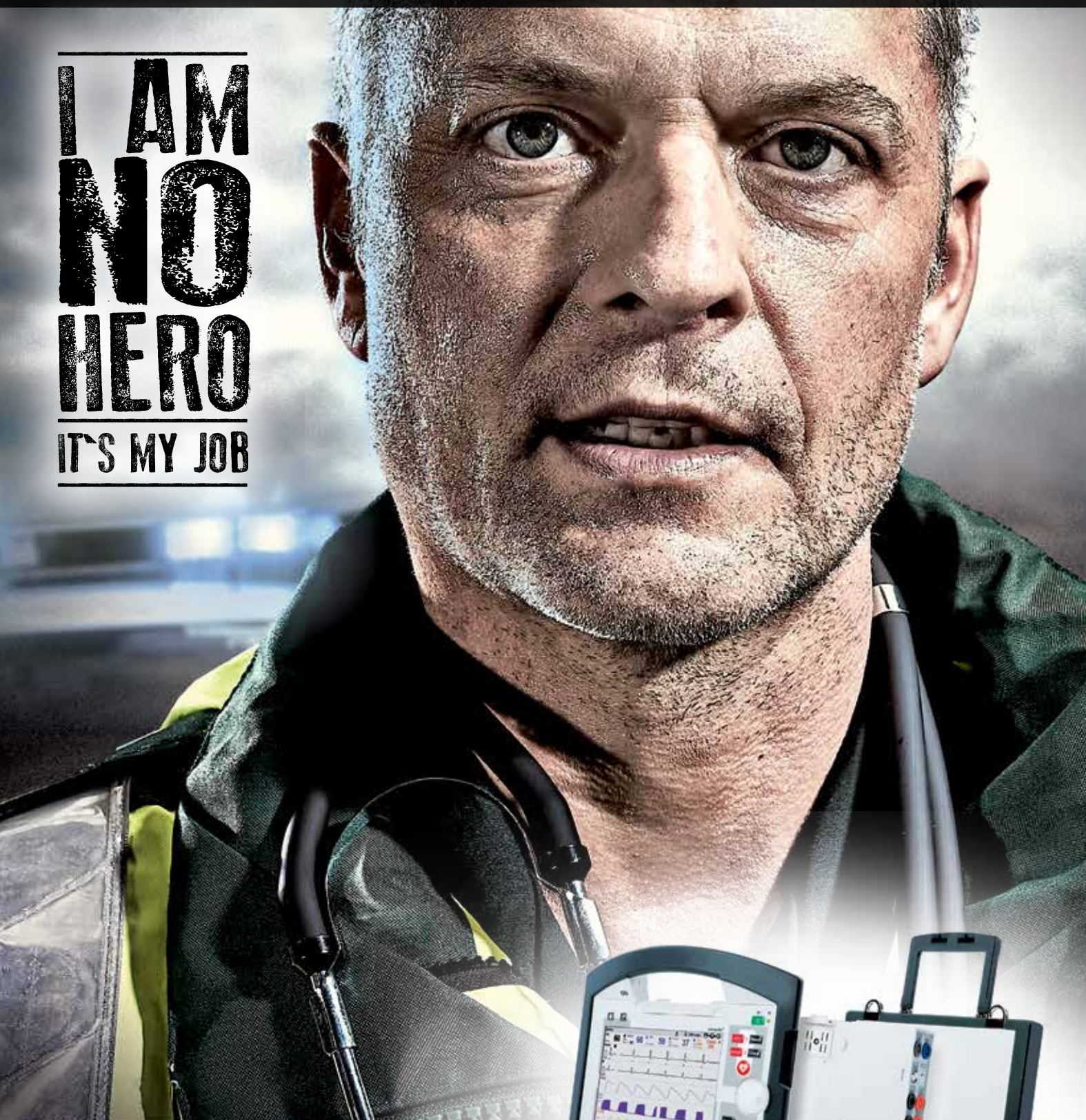
**I AM
NO
HERO**
IT'S MY JOB



I AM NO HERO - IT'S MY JOB
**TELL MY
STORY**
CORPULS.COM/NOHERO

Medical
Technology
Made in
Germany

**I AM
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MATTERS OF THE HEART...

Some people focus their life on saving the lives of others. These are exactly the people for whom we have developed the corpuls³. It's our job.

www.corpuls.com/nohero

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COMMITMENT IS THE BEST INVESTMENT...

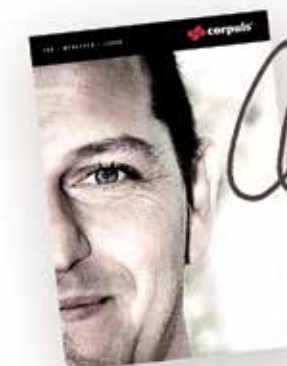
Things change at the age of 30. Not just on the outside. You start to reflect about yourself more and your view of the past and the future becomes more focused. At corpuls, too, at just over 30, a lot has changed: in just a short period we have doubled in size; both in area and in personnel, and we now despatch our products for use in over 60 countries worldwide. Whether it's in the Arctic ice or in the Australian outback, in the air, on top of a mountain or on the open sea – our equipment helps paramedics to save lives around the world every day. We're proud of that. Looking back, that's definitely a reason to smile.

To be able to keep smiling when you look ahead too, you need to reflect consistently on what you do, on what your goals are and on your ability to adapt to the challenges of today. At corpuls, in recent times this has led to a lot of new thinking and activity, above all, and to an even more flexible, stronger and more agile corporate philosophy, both internally and externally. Certainly some of these steps are definitely courageous – but probably not nearly as courageous as every step a rescuer has to take every single day in the field. A natural respect for this has been our inspiration since day one – now we just want to talk about it a little more.

We don't just want to show you more about the benefits our technology is able to deliver from now on but, above all, what impulses lead to the ideas and innovations required for this. And the core impulse since day one has been the human factor. Those people who use corpuls. Those people who invest their heart and soul with us and our partners for the development, production and distribution of the most worthwhile medical technology every day. Those people whose lives can be saved with the support of corpuls. And finally, you, the person we would like to choose corpuls every time and who trusts in corpuls.

Now, with a new image, a new level of service and various new opportunities for dialogue, we want to give this philosophy a new face. Best of all, your face because you are the starting point for our success. At the same time, quite consciously, we don't want to follow the inflationary marketing trend within the industry and transform our target groups into stereo-typed brightly-polished heroes from the photo catalogue. Because genuine rescue workers don't view themselves as heroes. They do their job. Because they love it and they experience it. Those who take on the sweat, the struggle, the pressure, all the risks and extremes of emergency and intensive care medicine don't do it for the show. For the genuine paramedics and EMT's, it's a matter of the heart. For us too.

Let's talk about it.



Christian Klimmer
Dr. Christian Klimmer, CEO

FOCUS - ON - PATIENTS

DOCTOR

We want to make our philosophy even more tangible by giving absolute priority to the people around corpuls. And not just visually but materially as well. More person to person dialogue instead of from the company to the contact person.

NOW, WE'LL GO INTO IT IN FURTHER DETAIL. And show the genuine people all about our product. And its job. Just like it is: sometimes hard, sometimes dirty, always human, always genuine.

Slogan: "I AM NO HERO - IT'S MY JOB". Courageous - and authentic. A considerable number of former and volunteer paramedics also work for us. So we are aware that authentic rescue workers would rather save lives than pose. The same goes for us.

JE NE
SUIS PAS UN
HÉROS
C'EST MON MÉTIER

RIGHT THERE IN YOUR JOB: We'd like to learn even more about you and the particular demands of your everyday work by means of even more dialogue and show it by incorporating only genuine testimonials in our communication. For that reason, we will invite you to exchange experiences with us and with colleagues from across the world via a various media in the future.

What drives us, in a nutshell: our products are precisely adapted to the requirements of our users. And since we have got to know their requirements over the past 30 years, we know what they need. That fits well into 3 lines. Anything more would be too much.

CELA NOUS TIENT À CŒUR...

Certaines personnes consacrent leurs vies à sauver celles des autres. C'est pour ces personnes là que nous avons développé le corpuls **cpr**. C'est notre métier.

www.corpuls.com/nohero



TELL MY
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CORPULS.COM/POWER

Medical
Technology
Made in
Germany

THE ESSENTIALS HAVEN'T CHANGED: Even if there have been cosmetic and material changes, the technological thrust is still what has successfully provided a large number of innovations, evolutions and revolutions within intensive care and emergency medicine for 30 years: intelligent, robust, convenient, independent and ergonomic medical technology. Made in Germany.

FÜR - MENSCHEN - LEBEN



ICH BIN
KEIN
HELD

DAS IST MEIN JOB



HERZENSSACHE...

Manche Menschen leben dafür, das Leben anderer zu retten. Für genau diese Menschen haben wir corpuls.web entwickelt. Das ist unser Job.

www.corpuls.com/nohero

I AM NO HERO - IT'S MY JOB
TELL MY STORY
CORPULS.COM/NOHERO

Medical
Technology
Made in
Germany

YOUR OPERATION IS OUR OPERATION

MOUNTAIN RESCUE SERVICES

WATER RESCUE SERVICES

AIR RESCUE SERVICES

FIRE SERVICES

AMBULANCE SERVICE

HOSPITAL

EMERGENCY DOCTORS

ARMED FORCES

CORPULS IS
USED AROUND
54 MILLION
TIMES EACH YEAR.

IN OVER
60
COUNTRIES

UNLIMITED STAND-BY DUTY

corpuls® is utilised around the world under the most varied geographical, meteorological, specialised and technical conditions. And it must and wants to fulfil each and every one of these different requirements and liabilities with exactly the right technology. No wonder this diversity is given more room in our communication now. We'll show you the everyday and the most extreme fields of use and let the real protagonists have their say. Whether it's a research station in Antarctica, an oil rig off the coast of Norway, an ambulance station in Indonesia or a hospital in the Alps, we want to take you virtually to the most exciting places in our range of operations and introduce you to the people who do things similarly to the way you do, and then again, differently.





ERGONOMICAL



ROBUST



CONFIDENT



UNIQUE

YOUR DAILY ROUTINE DEFINES OUR **PRODUCT...**

It all began in a basement workshop. Guenter Stemple had set himself the goal of revolutionising the German market with an entirely innovative portable defibrillator while the children were playing on the floor above. The basement workshop became a global technology company and some of the children playing became its well-trained executives. The family's influence, which still controls the company's fate and new challenges, can be seen and felt throughout the firm. Certainly most easily in our products, in the details of which you can clearly see that people have developed solutions with heart and mind for the individual requirements of other people. You can only do that if you understand what it comes down to. And understanding comes from knowing. That's why we always want to know in as much detail as possible what you need and what you want. For this, we have to get to know you. With the new **corpuls®** world of communication, we want to get to know you even better. Talk to us. We're listening.



THORAC COMPRESSION

DEFIBRILLATION &
PATIENT MONITORING

TELEMEDICINE

FOCUS - ON - PATIENTS

corpuls®



**NO
SOY UN
HEROE**
ESTO ES MI TRABAJO

ALGO QUE SALE **DEL CORAZÓN...**

Algunas personas viven para salvar vidas. Exactamente para estas personas hemos desarrollado el **corpuls cpr**. Este es nuestro trabajo.

www.corpuls.com/nohero



reddot award 2016
winner

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SENSE OF DUTY

COMMITMENT

COURAGE

DEDICATION

YOUR STORIES ARE OUR **IMPULSE**...

The protection of human life unites all of our customers, users, employees and partners – no matter how different the details of their daily routine may be. In this exceptional

job – with or without corpuls – they all experience thousands of breathtaking stories about life every day: triumphs, tragedies, experiences, humane, technical, mundane, funny, astonishing, exciting. We would be delighted to use these stories for our communication and to publish

some via new online and print media. At the same time, we would like to make “stars” out of some of the faces associated with the stories in our media as ambassadors for our philosophy.

You can find out more at www.corpuls.com/nohero.



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10 M HEARTBEATS PER WORKING DAY

FOR SOME OF THE WORLDS BEST MEDICAL DEVICES



For over 30 years, **corpuls®** has developed and produced innovative high-end equipment for emergency and intensive care medicine. Since then, over 200 hearts in our headquarters in Kaufering have each beat around 50,000 times every working day for the high aspirations of rescue workers from over 60 countries across the world.

corpuls defibrillators, patient monitoring systems and thoracic compression devices have set the standard since day one in the realisation of the most advanced insights in medical science, as well as in terms of innovation and ergonomics and so guarantee reliable and trusted aid in the struggle for the preservation of human lives.

The long-standing deployment of the equipment under the most difficult conditions and tens of thousands of satisfied customers are the best evidence of the success of the route we have taken and are the daily motivation for our team.

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BAVARIAN
BEST 50
PRESTIGE 2012



Deutschland
Land der Ideen
Ausgewählter Ort 2012



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