



MSI Showcase: Market sector focus

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Independent legal & accounting firms

SOH

MSI Showcase: Healthcare & Life Science market

Case Study | A great new opportunity for MSI members

Schmidt, von der Osten & Huber
Rechtsanwälte Steuerberater Partnerschaft mbB

I. Case study

Setting up business for Healthcare/Life Science Clients | Cooperation with Portuguese and Czech MSI members

Internationalisation is essential for a successful enterprise-lifecycle especially for Start-ups or VC/PE-financed companies. For companies with a healthcare background, the key question is always whether the regulatory setup developed can also be legally implemented in the target countries

How do we accomplish this?

- First: Check the regulatory environment and adapt to business model if possible and reasonable
- Second: Deal with the typical questions as
 - Corporate Set-up
 - Tax Set-up
 - Operative questions (Landlords, Competitors, Employees, Acquisitions etc.)

We started this guidance at MSI early this year with our Portuguese (Azeredo Perdigao&Pedro Correia) and Czech (Martin Mladek) MSI Members for a pharmaceutical company now considering to expand to the Baltics.

II. New opportunity for MSI Members: Support Aesthetify by DR. RICK & DR. NICK

Who they are and what they are trying to achieve

Now one of our other unique clients is casting an eye on expansion into attractive foreign markets ...



The Beauty Docs

- Highly avant-garde marketing
- Own TV reality show on German free TV
- Very strong branding
- Internationally experienced
- Perfectly well-organized business team



II. New opportunity for MSI Members: Support Aesthetify by DR. RICK & DR. NICK

Who they are and what they are trying to achieve



- Providing out- and inpatient aesthetical treatments
- Well-known especially for easy access to lifestyle medicine
- Fast growing company with a nearly finished market coverage in Germany for Healthcare services
- Estimated company-value currently > 170 Mio EUR (IDW S1)
- Simplified regulatory structure

Where geographically are they looking for support?

- Cities with a sense of beauty such as Nice, St. Tropez, Vienna, Zurich, Stockholm, Dubai, L.A. etc.

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What areas of expertise they require

- Corporate, tenancy and employment law
- Competition law and advertising regulations for medical services

Which questions will they ask you?

- Are foreign-owned holdings permitted to operate outpatient (aesthetic) medical services?
- What corporate forms are eligible for healthcare services provision in your country and are holding structures allowed?
- What are the restrictions concerning advertising for these services or for botox/fillers?

You should be in a position to answer the questions yourself or in cooperation with other firms.



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Who to contact at SOH

- We coordinate the legal matters related to international expansion
- We act as your first and central point of contact for efficient communication and project management across jurisdictions
- We will introduce you to the business-team of the client and open the pathway
- Please contact: Dr. Corinna Schmidt-Murra: Schmidt-Murra@soh.de/Swapcard or meet us for a English version of the company brochure or if you want to participate in the Aesthetify-Journey



Dr. Corinna Schmidt-Murra
Lawyer



Dr. Roland Flasbarth
Lawyer

We appreciate your support and interest.

Thank you!