

THE FRENCH COMPANY INTERNSHIP PROGRAM

International Intern Position (Marketing) BTF – A bioMérieux Company

Associate Product Manager, Food Microbiology Applications

CONFIDENTIAL INFORMATION

Background

BioBall is a small water-soluble ball containing a precise number of viable (live) microorganisms used for quantitative microbiological testing in pharmaceutical quality, food and beverage testing, and water and wastewater analysis (www.bioball.com). BioBall is unique to the extent that its production is based on intellectual property (patents and know-how) that deliver exceptional precision at low microbial counts. That is, very low numbers of microbe (such as 10-100 viable organisms) can be dispensed accurately and reproducibly (with low standard deviation) and preserved for long periods in BioBall. BioBall is therefore a Certified Reference Material according to ISO Guide 34 Accreditation and allows users to avoid laborious and far less precise methods of preparing quantitative controls to verify the quality of their routine microbiological analyses.

BTF Pty Ltd (in Sydney, Australia) developed this technology and the BioBall products since 2000 based on a novel application of flow cytometry. BTF was acquired by the global microbiology company, bioMérieux (Marcy l'Etoile, France, near Lyon) in 2007 to fortify its offering for microbial detection and enumeration in Industry Microbiology, and pharmaceutical and food microbiology specifically. BioBall global sales stands at more than A\$11 million in 2011 and complements bioMérieux Industry sales of more than €240 million. All BioBall development, production and marketing is located in Sydney (Macquarie Park), with global sales and distribution via bioMérieux subsidiaries in about 40 countries.

bioMérieux has more than 7000 employees worldwide and will turn over more than €1.3 billion in 2011, of which 17% will come from Industry Microbiology, including the recently acquired AES Chemunex business. This acquisition gives bioMérieux the largest market share of any contender in food microbiology globally. www.biomerieux-industry.com

Project Description & Scope

BioBall products are sold primarily for pharmaceutical quality and food testing applications and specifically for use as quantitative controls. In general, the pharma customers are willing to pay a premium price (sometimes 2-3x competitors' prices) for the exceptional precision of BioBall, along with its leading ease-of-use and brand strength in Industry Microbiology. Some customers in the food and cosmetics testing markets are also willing to pay high prices, however most find the specification and pricing of BioBall to be too high. Accordingly, there

seems to be potential for a range of BioBall products with lower specifications and lower pricing. But, a separate brand and perhaps different marketing (promotion, channel strategy etc) may be warranted to protect the premium BioBall brand from price erosion.

Also, with the acquisition of AES Chemunex, the cosmetics market becomes somewhat more significant within the bioMérieux Industry business. AES Chemunex currently distributes a competing quantitative microbiological control product (Microbiologics) in France and Spain. Options exist for retaining this Microbiologics business beyond the end of the distribution agreement, but need to be assessed for their merit. Consideration must be given to strategic options including acquisition of Microbiologics or adding products that directly substitute for those of Microbiologics.

Accordingly, analysis of the situation (market) needs to be completed, along with a comprehensive project proposal (business plan) to deliver a new BioBall offering specifically designed for penetration and growth in the food microbiology market (and the similar cosmetics market), taking into account the customers' requirements and the competitive context. The business plan should address the market opportunity and challenges broadly (5C model, perhaps), but also deliver specific recommendations in relation to New Product Development specifications and priorities, critical elements of marketing (4/5P marketing mix, maybe) and financial scenarios. It might include elements of primary market research, but must include significant strategy development and financial modelling to support recommendations and a risk assessment.

The scope of this project will be food microbiology related to testing, quality and safety, but excluding the use of microorganisms for production processes (e.g. starter cultures for fermented foods and beverages, etc). But, the definition of food should include foods and beverages, and should comprehend the regulations and practices that are applicable globally, not just in Australia. It should also capture microbiological testing of cosmetics to the extent that there are similarities with food and pharma microbiology applications and competitors are the same.

Interactions & Location

In Australia, the intern will be based in Sydney or Brisbane, and may work from a BTF or bioMérieux office. If based in Brisbane, it would be expected that work would largely be done from home, and that some air travel and some work away from home would be necessary.

In Australia, the intern will be supervised by the Senior Marketing Manager, and would also interact with the Marketing Manager and other members of the BTF team, including R&D, Operations, Finance and Quality.

In France, the intern will be based in bioMérieux head office (Industry Unit) in the Lyon region, but might also visit AES Chemunex in Brittany (Rennes) or Paris. In France, the intern will be supervised by the Manager, bioFood Scientific Marketing, and would also interact with members of the Global Marketing team.

While there is room for discussion on the timeline, it is anticipated the project would begin by early January 2012 with two months work in Australia, followed by 2-3 months in France, and conclude with 1-2 months back in Australia.

Specific Duties and Attributes (Selection Criteria)

In Australia and France the intern will work within the Global Marketing team, and will be exposed to aspects of the Strategic Marketing and Business Development activities of bioMérieux. The right person will have the following capabilities and personal attributes.

- Business background (preferably marketing) is preferred.
- General capacity to understand the relevant science(s), including very basic microbiology and microbial taxonomy, food microbiology (testing and regulations), and statistics. An existing knowledge of these areas is not a pre-requisite, but desirable.
- Sound understanding of market analysis frameworks, and principles of strategic marketing, new product development, branding, scenario analysis, etc.
- Research skills, including market research (primary and secondary), competition analysis, gathering and analysis of data to support business decisions,
- Business modelling and financial / risk analysis (business cases, scenario analysis),
- Personal computer skills, including MS Office suite (Outlook, Word, Excel, PowerPoint, etc) and skills in Internet-based research.
- Autonomous, self-motivated and self-directed, but amenable to guidance and accessing the knowledge and experience of others.
- Six months availability
- Ease with the French language (spoken and written)

The internship would be expected to generate a series of interim reports (written in English) that ultimately amount to a comprehensive business plan with specific recommendations and justifications.

In France, although bioMérieux associates commonly speak English, the intern will be operating in a business environment dominated by the French language. The intern's ability to communicate in French will be quite important to enable successful performance of their mission and to maximize the learning opportunity.

Conditions

1) Stipend

To be discussed with university.
Around A\$15,000 over six months.

2) Accommodation

bioMérieux may offer temporary accommodation for a short period to allow the intern to find appropriate housing in or near Lyon.

3) Travel

The intern will be provided a \$2,500 travel grant for a return airfare to France by the partner university.

4) Health Insurance

Health cover for the period worked in France will be provided through the French Embassy.

5) Visa

The intern will be delivered a student visa free of charge

Document required by the French Consulate: 'Convention de stage' signed by the host Company in France, the University and the Intern.

6) Language course

The intern will commit to attend an intensive French course which will be funded through the University for a value of up to \$2,000.