



# Powerful service



MSM company



### **About MSM**

Mongolian Star Melchers (MSM) was established in 1998 by David Reiner, Bolormaa Suren, and Laurenz Melchers. MSM is a Mongolian, German, American joint venture which officially distributes and services globally recognized brands. MSM is now made up of 300 dedicated people working to satisfy the demands of our growing customer base.

### **Our Vision**

MSM strives to be a trusted socially responsible market leader that delivers quality products & services, enhancing the lifestyle of our team and those around us. This will be achieved through the application of a sustainable and successful business model delivered by a collaborative, self managed and engaged workforce.

### **Our Mission**

Success and achievement through powerful service and attention to our customers.

### **Scope of Business**

MSM's business scope includes the import, distribution, sale and service of cars, vans and trucks, construction and mining equipment and consumables, hospital and medical equipment and consumables, beverages and household as well as beauty products. MSM exclusively represents companies that include amongst others Mercedes-Benz, BASF, Chrysler, Bosch, Atlas Copco, Johnson & Johnson, Kimberly Clark, Moët Hennessy, Henkel and SC Johnson.

### **Core Business**

Our core activities are:

#### **1. MSM Industrial and Automotive with the following departments:**

- a. MSM Automotive
- b. MSM Industrial & Truck
- c. MSM After Sales & Service

#### **2. MSM Distribution**

- a. MSM FMG (Fast Moving Goods)
- b. MSM Beverages
- c. MSM IGD (Industrial Goods Distribution)
- d. MSM Health & Medical





### **Our Achievements**

MSM is consistently honored for its contribution to the economic development of Mongolia and has continued to receive the award "Top 100 Company" in Mongolia since 2001.

### **Company Structure**

80% of our 300 employees have advanced degrees.

### **Environmental responsibility**

MSM strives to take a responsible attitude to attain a harmonious relationship between our enterprise and the environment.

### **Careers**

If you seek a truly challenging employment opportunity where you can make a difference, then there is a never been a better time to join MSM company. We're growing, result-oriented, business with ambitious goals, and we're looking for experienced individuals who want to help us achieve them.

We're all committed to delivering first-class customer service as we carry out our mission to protect and increase our customer's welfare, and help them enjoy their prosperity. If you have ambition, enthusiasm, and integrity, then we're interested in hearing from you.

### **MSM Divisions and Partners**

A) MSM Industrial and Automotive Sales and Service Department

Our Mission is to meet the demands and wants of our customers on a daily basis. By meeting this objective we will grow to be a stable, successful, and integral partner for our customers and proud of our work.

B) MSM Distribution

Our Mission is to be the leading company that delivers world class, high quality consumer good, beverage, industrial goods and medical brands to Mongolian customers efficiently, reliably, and at a reasonable price.

### **Contact Us**

We welcome your comments at MSM. Your feedback will encourage us to develop and innovate as part of our desire to provide a Powerful Service.





### MSM Automotive

MSM Automotive sells, supports and services a wide range of vehicles. MSM is General Importer of Daimler AG, Chrysler, Jeep and Dodge. Financial services are available.

### MSM After Sales & Service:

MSM After Sales and Service Department supports and services a wide range of vehicles and equipment. MSM is the authorized agent for numerous international parts and engine manufacturers including:

- Cummins
- MTU
- Deutz
- Kubota
- Webasto
- Mercedes-Benz
- Chrysler
- Jeep
- Dodge
- Mopar
- FleetGuard

International technical professionals with our team of experienced Mongolian technicians deliver high quality repair and maintenance services both in our service center and throughout the country. For this, only genuine spare parts are used.

Our truck and engine teams are experienced and specialized in heavy duty, off road and high payload haulage unit repairs and related equipment. We offer fleet service contracts throughout the country.





### MSM Industrial & Truck

MSM Industrial and truck department that supplies Construction and mining consumables to the market offers a full range of products from small hand tools to large mining equipment, trucks and machinery.

MSM Industrial only distributes machinery and equipment of high quality. MSM locally stocks and supplies a large range of the construction tools and mining equipment including:

1. Trucks (Mercedes-Benz Trucks)
2. Coal Processing (MBE, formerly Humboldt Wedag)
3. Industrial chemicals and additives (BASF)
4. Hand and power tools (Bosch, Stanley, Proto)
5. Generator, compressors and lighting solutions (Atlas Copco, Pramac and Kubota)
6. Excavators and forklifts (Kobelco, TCM)
7. Drilling equipment, consumables and drilling additives (Boart Longyear and Fluidstar)
8. Industrial and automotive lubricants (Shell and Petro Canada)
9. Safety equipment (MSA)
10. Workshop equipment
11. Welding equipment and consumables (Lincoln Electric and Cigweld)
12. Heating solutions (HermanNelson, SIAL, Wamsler, Webasto and Kroll).

MSM Industrial & Truck division insures fast service and prompt delivery of product orders to designated locations in the capital city. Different rental options, various credit terms, and a large selection of additional products are available for the customers. MSM warrants and services locally or in the field all products supplied.





**MSM Fast Moving Goods**

MSM is the official distributor of Johnson & Johnson (consumer goods), SC Johnson (household chemicals), Kimberly Clark (paper products) and Henkel (laundry and home care products). As an official representation of these companies, MSM makes these globally well known brands available to the Mongolian customers. With this wide range of products, MSM has become one of Mongolia's largest non-food distributors. Currently MSM FMG is a fully automated department with over 90 full time staff, full logistics with a trucking fleet, and a fully automated order and delivery system.

**Johnson & Johnson:**

- Johnson's baby –baby skin care products
- Johnson's -adult skin care products
- Clean & Clear -teenager skin care products
- Neutrogena -dry skin care products
- T-Gel -anti dandruff treatment shampoo
- Reach -oral care products
- Carefree -panty liner, o.b tampon
- and are bearing responsibility for over 1800 clients.

**SC Johnson:**

- Glade- air freshener
- Mister Muscle –window mirror, flat surface cleaner
- Toilet Duck –toilet cleaning products
- Pronto –furniture cleaning products
- Raid –pest control products, Off- insect repellents

**Kimberly Clark:**

- Kotex –feminine hygiene & panty liner products
- Huggies –diapers, wet tissues, Kleenex
- Scott–high quality of tissue and

**Henkel:**

- Persil, Losk, Deni, Pemos -detergents
- Pril, Pemolux - dish cleaning products
- Pemolux - cleaning powders
- Perwoll - laundry liquids for special delicate fabrics and wools
- Vernel - fabric softener
- Bref - toilet cleaners
- Clin - glass cleaner
- Somat - detergent and liquids

for automatic dish washing machine.

Through these partnerships, MSM FMG supplies Mongolian customers with a wide selection of the highest quality products. We continue daily our mission to be the leading company and are bearing responsibility for over 1800 clients.





### MSM Beverages

MSM Beverages sells and distributes international well known luxury brands: Moët Chandon, Hennessy, Johnnie Walker, Bailey's, Gordon's, Smirnoff, Jack Daniel's, and Finlandia.

MSM only distributes products of the highest quality. MSM locally stocks and supplies a large and steady inventory of the complete lines of these brands.

MSM sales team reaches every on and off trade customer and delivers individual orders.

Our mission is to meet the growing demand of our clientele including retail outlets, supermarkets, hotels, entertainment establishments, and restaurants. We will achieve this through consistent, competitive and proactive service of these customers.



### MSM Industrial Goods Distribution

MSM IGD distributes industrial product brands from Henkel Adhesive, BASF, Bosch, and Stanley to the local industrial retail market and large construction end users.

MSM IGD only distributes construction products of the highest quality. MSM has established a well structured inventory management system that ensures the availability of products from our partner companies.

MSM's professional sales team is very experienced and consists of many qualified personnel that work to satisfy our customers' needs. Our mission is to meet the growing demands of our clientele. We will achieve this through consistent, competitive and proactive service of these customers.

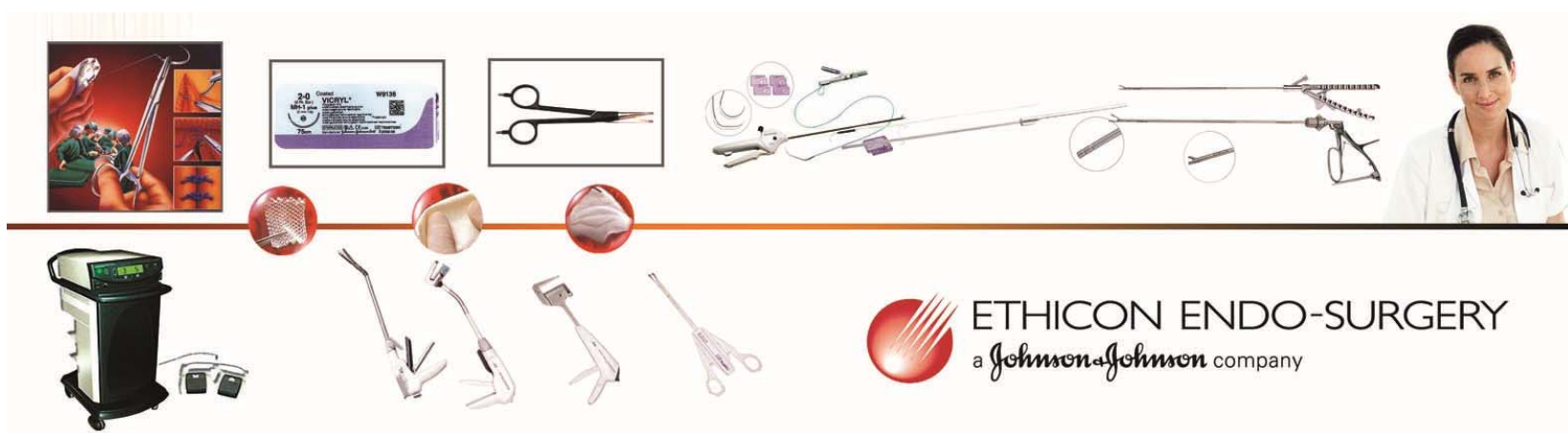


### MSM Health and Medical

Johnson & Johnson is a global American pharmaceutical, medical devices and consumer packaged goods manufacturer founded in 1886. Johnson & Johnson Medical Family of companies comprises the world's premier consumer health company and the world's largest and most diverse medical devices and Diagnostics Company. We became the official distributor of its consumer goods in 1999 and eventually became its official distributor for J&J Medical equipment in 2006.

We currently supply all selections of products from following Johnson & Johnson Medical participating companies:

- Ethicon - has a wide range of non-absorbable and absorbable sutures to match today's demanding surgical procedures But Ethicon has also challenged the definition of wound closure, and redefined it with methods to close the skin using no suture at all.
- Cordis - Diagnostic and interventional products in cardiovascular, endovascular and biliary duct obstructive interventional procedures.
- Ethicon Endo - Surgery, Inc. - develops less invasive surgical equipment used in laparoscopic banding and Ultracision which is ultrasonically activated instrument to be used for simultaneous cutting and coagulating.



- Gynecare - Gynecological surgical devises and treatments of stress urinary incontinences.
- ASP - high-level disinfection solutions and detergents are hard on microorganisms but gentle on the most delicate of endoscopes and medical devices.
- Codman & Shurtleff, Inc. -develops and markets a wide range of diagnostic and therapeutic products for the treatment of central nervous system disorders.
- DePuy – The DePuy Family of Companies offers a broad range of products in orthopedics, spinal care, sports medicine and neuroscience therapies.

Currently MSM Medical Department is working to expand the scope of our health care offerings within high quality drugs. Johnson & Johnson is a global American pharmaceutical, medical devices and consumer packaged goods manufacturer founded in 1886. Johnson & Johnson Medical Family of companies comprises the world's premier consumer health company and the world's largest and most diverse medical devices and Diagnostics Company. We became the official distributor of its consumer goods in 1999 and eventually became its official distributor for J&J Medical equipment in 2006.

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