

Bronning Foundation Additional Investment Plan

In general

In addition to the Bronning Foundation's € 800 million plan to invest in health care: Globally Support Network & Cure Centers - **CC**, Bronning delivers with this paper an Additional Investment Plan and request for € 8 billion extra (or +), from which 50% for buying hospital organisations to shorten the "Time to Market."

Healthcare Market

The Western Healthcare Market is in a phase of re-orientation and re-organization, due to changing in diseases, treatments, internet, costs, and management styles. While the Eastern Health Care Market is in need for healthcare on Western level, against reasonable costs. For both Markets Integrated Medicine will become the central theme for treatment whereas Integrated Electronic Information Supported Management is highly recognized as the solution for Case and Institute Management. With this two

1.
50% buying
existing Hospitals
for immediate
implementation of
Integrated Medicine

2.
50% buy-renovate
extra Cure Centers
anticipating on
extra demand from
own Hospitals

Health Study Institutes, and Nursing Homes, will make a big difference in health, cost and management stress. Excellence in e-tooling and management skills we consider as core values for success.

Bronning Picatrix – The way of wise men

Time to Market is in this case also time to health, cost, and management effectively. So for positioning and rolling out the Bronning Additional Investment Plan, the strategically steps are as follows: Partner and "merge" with global and local:

1. **M&A + Management** Institutes;
2. **AMC** - Academic Medical Centers;

Additive Investment Plan	Yr 1/2	Yr 2/2	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Costs and Inv. +, Gains in -	mio €	mio €	mio €	mio €	mio €	mio €	mio €	mio €
Develop Mgt, I.T., M&A, I.M.*	20	580						re-inv.
M&A AMC, NSH, IME, IMC			1.000	1.200	1.200	200	200	200
M&A Parks, renovate to CC	50	150	600	800	800	800	800	200
Subsum of Assets	70	800	2.400	4.400	6.400	7.400	8.400	8.800
Depressiations, in -/-			-96	-176	-256	-296	-336	-352
A. Net Assets	70	800	2.304	4.224	6.144	7.104	8.064	8.448
Services, Revenue	0	-145	-780	-2.880	-5.280	-7.680	-8.880	-10.080
Costs after Tax	0	139	746	2.753	5.048	7.342	8.489	9.636
B. Growth	0	-6	-34	-127	-232	-338	-391	-444
Creditors -/- Debtors	0	18	98	360	660	960	999	1.008
Funding Interests	-8.000	-189	-164	-119	-67	-27	-3	5
C. Cash balance	-7.930	-7.377	-5.896	-3.880	-1.878	-943	-298	-328

* **Mgt** = Management, **I.T.** = Information Technology, **M&A** = Mergers & Acquisitions, **I.M.** = Integrated Medicine, **CC** = Bronning Cure Centers.

elements Health and Care Management will address a little away from the Cure Professionals and direct to Health Seekers and their private support. Further important elements in this market are the lack of qualitative professionals and healthcare accommodations in Underdeveloped Countries as well as the renewal need of '50 and '60 facilities.

Bronning Fund Assets

Bronning her Market Vision, Funds, and Management skills have delivered several Blueprints and Roadmaps ready to implement in new and existing health institutes. Bronning her assets as Integrated Medicine Science, Integrated Medicine Cure Center Concept, Local Net, Professional Net, The Sorcerer's Stone, The Cure Manifest, and latest developed the "Gemix, A pocket science of life & self care." Adding those Bronning assets to existing healthcare institutes as Hospitals, Academic Medical Centers, General

3. **NSH** - Nursing Schools with Nursing Homes;
4. **IME** - I.M. Knowledge and Education Centers;
5. **IMC** - Integrated Medicine Treatment Centers.

Implementation Outline

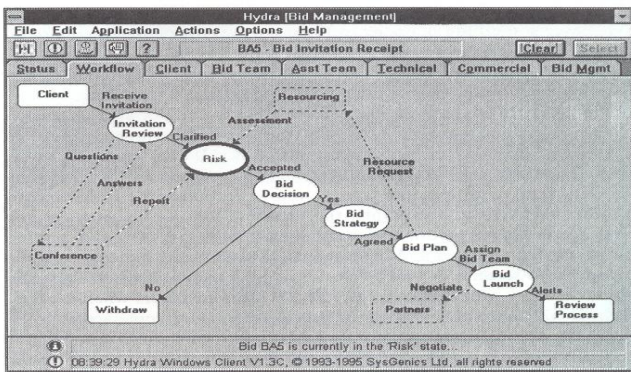
The Generic Action Plan is to add those activities in the main Implementation Plan of Bronning, by preparing "merger, acquisition, management & assets implementation" – protocols with top experienced partners, to deliver this as a task to the Bronning Country Management as one of their Business Cases. On average, each of the thirty Country Management Teams has to acquire *one* Integrated Medicine Knowledge and Education Centre, *one* Academic Medical Centre, *one* Nursing school with Nursing homes, and *three* smaller Integrated Medicine Treatment Centers. For their secondary support global M&A/Mgt partners as KPMG, Goldman Sachs and Merrill Lynch will contracted by our global Head

Office: Blending a *mixture* of Management and Cure Professionals, cooperation with the Universities as Nyenrode, Oxford & Harvard; Erasmus, Hongo-Tokyo, Tsinghua in Peking, and Maulana Azad in Delhi. We will focus in the first half year on producing descriptions of wishes, needs, norms, checklists, do's and don'ts, decision and information structures.

For all acquisitions the first norms are:

1. Must have an excellent reputation and track record;
2. Must have done the first steps to integrate I.M.;
3. Stable Board and HRM, professional educated;
4. Ongoing growth (ROI) of at least 5% per year;
5. Outlook to a good market perspective with growth.

Combining early stage I.M. implementation in our Market Impact Simulation Model, it calculates a 5 till 10 time faster growth in demand for High Profile Integrated Medicine services and environments. Which can't supply in most of the traditional care centers, concluding in the need for raising the number of general Bronning Cure Centers, as well in size (from 300 to 6500 beds) as in number (from 1 to 3 per country on average). For this reason from the additional € 8 billion of funding, roughly 50% is necessary to compensate this positive development of demand: the M&A + direct Integrated Medicine integration in traditional institutes.



Bidding

1. Start by selecting the opportunities that are best for your company in terms of the technology, the type of work, the prospect, the location, price and profitability.
2. Conduct an early assessment to provide reassurance that the opportunity is worth bidding for.
3. The deciding factors, which determine your likelihood of winning, are your own position in the marketplace and your readiness to bid. Make sure you know what you want and why you should bid.
4. Apply a structured bid process that supports innovation and creativity.
5. Go further than just doing enough to beat your competition by attempting to provide complete prospect satisfaction. Understand the values that your prospect places on each aspect of your bid and make sure you can provide achievable solutions.

Process Management

The process of Selection, Bid, (Co-) Ownership, and Internal Turnaround is monitored in a standard tool for Bid management, see above. On Bronning Board level three main monitor sheets deliver actual status overview in relation to norms and task planning: The Bid Stage Sheet, The Country Mgt Sheet, and The Institute Indicator Sheet - IIS. Here one line of the IIS:

I	Strat/IT	HRM/K	Prod/S	Mkt/C	Fin/C
A	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

A indicates the institute, the five measurement groups are based on the Balanced Scorecard system, which 900 from the FT1,000 use for their empowerment. Bronning has personal connections with Dr. Robert S. Kaplan of Harvard and the BSc Institute who will arrange October 2006 a seminar in Amsterdam. The Colours show the status of the indicators in relation to the targets. Forecasts are made with EnterpriseDynamics™ simulation solutions.

Seeing the Blur:



The speed of change in the connected economy

Speed x Connectivity x Intangibles = Blur. Blur is a, since 1999, new science, to organise global activities to "Run Organizations by the New (ICT) Rules of the Market": revaluing thinking, planning, and acting. It changes our communication, our possibilities, our life.

Selection categories	Project type	Bid Team Resources							
	Value	Financial services	Planning & research	Treasury & Taxation	Insurance	Procurement	Human resources	Legal & Other	Travel service
	Legal								
	Commercial								
	Strategic								
	Technical								
	Management								
	Resourcing								
	Location								
	Other								

Typical bid team selection matrix

Blur Capital	Valuation Focus	Focuses on It, Who	Economic Concept	Physical Analogue
Intellectual	Growth	Stimulators VentureCap	Acceleration	Acceleration
Financial	Income	Analysts	Flow	Speed
Physical	Assets	Auditors	Stock	Position

The Blur of Capital: Possession Is Nine-Tenths of Yesterday

10 OF 50 WAYS TO BLUR YOUR BUSINESS:

1. Make Speed Your Mind-set
2. Connect Everything with Everything
3. Grow Your Intangibles Faster Than Your Tangibles
4. Build Product in Every Service
5. Put Service into Every Product
6. Manage All Business in Real Time
7. Be Able to Do Anything You Do at Anytime
8. Be Able to Do Anything, Anyplace
9. Put Your Offer Online
10. Make Your Offer Interactive
11. Make Sure Your Offer Gets Smarter with Use

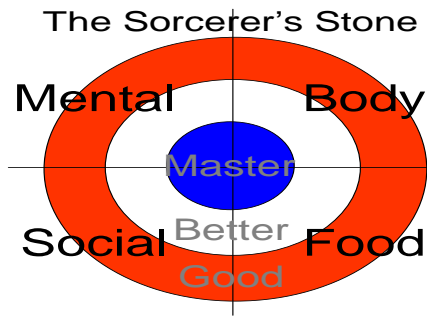
Characteristics	Traditional Transactions		BLUR Transactions
	Seller	Buyer	Exchange
Value Role	Create	Consume	Both Create and Consume
Value Received	Money	Product or Service Utility	Economic, Informational, and Emotional Value
Communication Role	Sender	Receiver	Interacter
Information Role	Incontrol	Limited Access	Shared Access and Creation
Relevant Time	Business Hours	Business Hours	Cuntinual and Connected
Relevant Space	Point of Sale	Marketplace	Connected Anywhere

This is exactly what Bronning does with her Local Net, Global Cure Centers, and The Sorcerer's Stone Club on Internet – Online health testing and teaching at individual level with the Bronning I.M. Science (within the € 800 million investment plan). The additional investment plan (this paper) of € 8 billion will bring the opportunity to support traditional AMC's and Nursing Homes on their desks and at the patient beds real time with those interactive services.

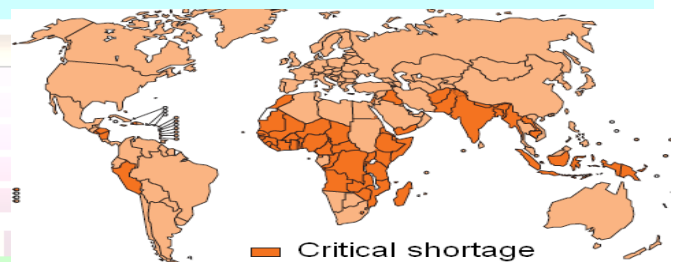
Western Chronically diseases and dead relations

36% of all Western People are waiting for the cure of their chronically disease. Second and Third World People are asking for better aid. In countries with critical shortage of health services blur will have a tremendous impact on knowledge and support distribution, as well on case management and self-

Disease	Dead	Body parts
9%	45%	Gastro.&Blood
10%	32%	Tissue&Nerve
16%	8%	Pulm.&Heart
18%	2%	Muscle&Bone
1	2	3



medication. For M&A selection of AMC and Nursing Homes in this countries, it is important that they have enough free surrounding for enlargement of their capacity. In areas with high population density combinations of a new Bronning Cure Centre on the same site is a practical option.

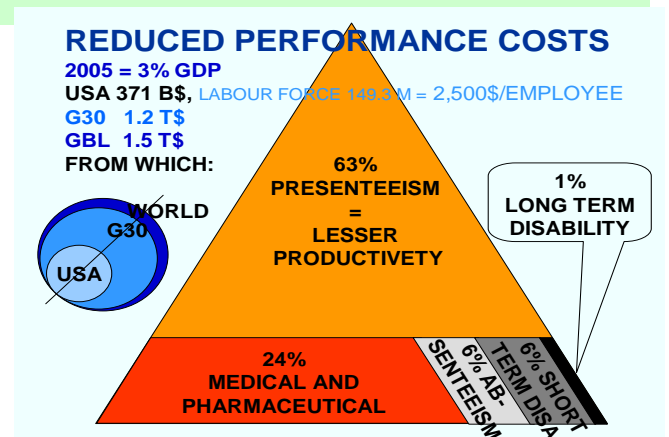


Critical shortage of Health workers, Mgt, and Cure Centers.

Special services development for Workforce

From out of the AMC's, NH and CC we will implement a new business oriented service, based on Bronning her Integrated Medicine Model and Individual Web support. This service is based on a Harvard study, calculated USA Reduced performance cost on the job of 238 billion\$ (year 2000) = 371 billion\$ year 2005. The USA 2005 GDP (Gross Domestic product, purchasing power parity) was \$ 12.36 trillion, per capita a GDP of \$ 42,000, by an economical growth from 2000 (GDP \$ 7.9 trillion) resulted in 56%.

Extrapolation this for the G30, representing 80% of the world population, the G30 GDP 2005 is around **\$ 40.00 trillion**, and the Global GDP \$ 50 trillion. The Related Reduced Performance Costs are USA: \$ 371 billion / 12,360% = 3% per year; G30 \$ 1.2 trillion; Global \$ 1.5 trillion. Bronning aims services to lower this cost in





the next ten year with 20 to 30%, saving US \$ 120, G30 \$ 360, and Global \$ 480 billion yearly cash value, implementing Local Net Business application together with Erasmus, Harvard, BSc Collective, and Fortune Magazine. The Fortune Top 500 list is one of the most recognized reports about "Who is doing successful". The table below shows some main indicators.

Highest Employ, Assets, Revenue, Profits; Total

FT500 2005 GENERAL	ASSETS \$ mil.	REVENUE \$ mil.	PROFITS \$ mil.	EMPLO- YEES
WAL-MART	120,223	287,989	10,267	1,700,000
EXXON MOBIL	195,256	270,772	25,330	65,900
UBS	1,525,552	56,917	6,509	67,424
GEN. ELCTRIC	750,507	152,866	16,819	307,000
FT500 TOTAL	45,810,535	11,250,450	658,286	27,881,055

FT500 2005 contains ten Top Players in the Health Care Market with total \$ 254 billion Assets and 425,000 labour. Form out of the Bronning Foundations Not-for-profit vision the common business Ratio address to Services, Labour, Growth and Financial Margin, which are valuable for Bronning to work with.

Top Players on the Health Care Market

FT500 2005 HEALTH CARE	ASSETS \$ mil.	REVENUE \$ mil.	PROFITS \$ mil.	EMPLO- YEES
1 UNITEDHEALTH	27,879	37,218	2,587	40,000
2 MEDCO H S	10,541	35,352	482	13,250
3 CAREMARK RX	12,309	25,801	600	11,133
4 HCA	21,465	23,502	1,246	164,650
5 WELLPOINT	39,738	20,815	960	38,000
6 AETNA	42,133	19,904	2,245	26,700
7 CIGNA	81,059	18,176	1,438	28,600
8 EXPRESS SCRPT	3,600	15,115	278	10,828
9 HUMANA	5,657	13,104	280	13,700
10 TENET HEALTH	10,078	12,496	(2,640)	78,346
RATIO ▼ TOTAL ►	254,459	221,483	7,476	425,207
SERVICES, REVENUE / ASSETS - extreme			1.0 x	
PROF's, EMPLOYEES / ASSETS - extreme			1.5 / \$ mil.	
GROWTH, PROFITS / ASSETS - extreme			4.4 %	
MARGIN, PROFITS / REVENUE - extreme			4.4 %	

KPMG Amsterdam did recently research after European Health Care Markets, calculating business indicators and Merger & Acquisition statistics. Bronning developed contact with the KPMG director responsible for the report and Health Care Accountancy and Consultancy Division.

Organisation and Collaborates at start

The Bronning Organisation is build as a three dimensional grid of 1. Managerials; 2. Services, and 3. Countries. The Managerials are 2 x 5: Strategy & ICT, HRM & Professionalism, Products/Services & Markets, Business Development & Assets, and Financials and Legal. All services are Integrated Medicine related to offer actual best support for staying healthy, cure and

elder care. The Countries in which Bronning will start her services, called the G30, are based on one single selection criterion, having more than 25 million inhabitants. All other roughly 180 countries, together 20% of the world population, are smaller and nearby those thirty by Bronning services countries.

Key Collaborates – without already named in text
Prof. Dr Jaap van Manen – RUG, PWC, Auditor DBN Financial Control, Corporate Governance, Council aid
Prof. Dr Fred van Eenennaam – Dir. Nyenrode Strat. Council & Board training, Strategy, Alignment, IT Lab
Prof. Dr Michael E. Porter – Harvard University USA Value Chain Mgt, Global economics, Competitiveness
Dr Ruud Westerkamp – Ambassador Chinese Med., Erasmus UR, Contact for Universities Japan & China
Business partners – Bronning pre-selected also over fifty **global business partners** for all kind of support.

Key Principals – Council, Board, Head Office top:
Chairman & CEO Mr ing. Emile van Essen, 1957 – I.M. Scientist, Auditor, (Meta) Architect, Business Economics, **Exec. MBA, Export Mgt.** ICT Mgt, Permaculture Adv. Designer & Teacher, former consultant Fortis Bank, CAP Sogetti, KLM Airlines, KPN, Orange Dutchtone, THG, OTT, several business ownerships;
Council Funding, M&A + Marketing Mr. Edward Verleg, 1950 – Former owner Arbalete Consultancy – **International Mergers & Acquisitions** and High Finance Programs, former Owner / Avant-garde Publisher 150 FTE, Telemarketing;
Council Controller Mr Drs Guido Renardus R.A., 1953 – **Banking Supervisor**, Accountant, Martin Frank Int.- ESF NL, CVO R'dam Langeveld, Centrum for Psychiatry, **DNB** – Supervision, Head Country Acc. NL Antilles; KPMG-Control;
Council Visionary Mr Freed Schmitter, 1952 (Swiss / NL) **Visionary Networker**, Peace worker, Graphic Artist, Reiki, owner of: Typos Concepts - typos.nl, Recyclus - recyclus.com; partner of Jim Starry Inventions; Human Rights, Spirituality, UN;
Council & CIO Mr ing. Rob Veldman, 1961 – HBO Mgt. & AMBI, **Master of Science & ICT; Change consultant** GUO/UVI Soc. Ins, Prismant-Healthcare, Postbank, De Telegraaf, Business Cons. Inter Access, Sogetti Web dev. Proj.mgr, Neroc ICT;
CFO Mr. Name to announce, Lawyer / Banker, 1952, Fin. Dir. Rabo-Elsevier Zibb.nl, Rabo Bank - Brussels, Morgan Labouchere - ASD, dir. J.P. Morgan NL - V.P. Securities Industry Department New York, City Bank – R'dam;
CBDO Mr Med. Dr. Hans van Hoogeweegen, 1958 – Masters in Medicine, Non-exec. VP of Medical Knowledge Institute; former VP B&PD Nuvis, Dir. New Bus.Dev. WOL, Nexus, Reed Elsevier BD Dir. Medical Communications;
CKM Mr Jan van der Driest, 1956 – HBO Human Resource, VOPB, Organization Consultancy IBO, ZKM Coaching, former **HRM and MT member Purchase and Care Policy Achmea Insurance**, Trias Insurance, Reaal Insurance;
CMO Mrs Merav Mayer, 1972, MGM-family – Business Mgt - Lahav Institute, Branding, **Brand Management**, Marketing Project mgt, CMS, promoting websites in search engine; **Tuttnauer Co. Int. Global Marketing & Communication Mgr**, GEO Interactive Ltd.;
CLA Mr Jacques Guzik Lawyer since 1981, 1957 – Auditor of Law firms; **Law specialisations in Business, Internet, Labour, Economics**, Criminal law, and Damage; Mulders Advocaten, Moscovitz Advocaten.

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