

Issued: 9 September 2025  
Deadline: 24 September 2025

Exclusive Distribution Rights – The Bug Bite Thing®

## **REQUEST FOR PROPOSAL**





# REQUEST FOR PROPOSAL (RFP)

## Exclusive Distribution Rights – The Bug Bite Thing®

Issued: 9 September 2025

Deadline for Initial Submissions: 24 September 2025

### 1. Introduction

Following proven success, The Bug Bite Thing is expanding internationally. The Nordlion Group invites qualified pharmaceutical, healthcare, and consumer distributors to submit proposals for exclusive distribution rights in their respective territories.

This opportunity covers both in-store and online channels, with exclusivity awarded to partners capable of building long-term market leadership.

The Nordlion Group Pte Ltd is the authorised coordinator of this process, acting on behalf of Bug Bite Thing Europe ApS, the global rights holder of The Bug Bite Thing. All submissions and communications relating to this RFP will be managed directly through The Nordlion Group.

About The Bug Bite Thing:

- CE Class 1 and HSA Class A – certified medical device, UKCA, FDA registered, TGA listed (ARTG 399711)
- Over 10 million units sold globally
- 96,000+ verified Amazon reviews (4.5★ average)
- Featured on Shark Tank USA; Hall of Fame inductee
- Lifetime guarantee, chemical-free, reusable design
- Sustainable, environmentally responsible product

### 2. Scope of Opportunity

Exclusive rights are available for:

- Individual countries
- Regional clusters
- Global distribution

Exclusions: N. America, Mexico, Germany, India, and Australia.

Note: Exclusivity also applies to online sales within the awarded territory. Cross-border sales are strictly prohibited.



### 3. Product Overview

- Drug-free, reusable suction tool for insect bite and sting relief
- Clinically trusted, family-safe, and chemical-free
- Strong consumer traction in both retail and e-commerce sectors
- Local language printing is available for packaging

### 4. Commercial Structure – Distributors and Retail (Wholesale Pricing)

Volume Range (Units)*	Distributor Price** (EUR/unit)	Distributor Margin	Retailer Margin	Proposed Retail Price
25,000 – 75,000	€3.98	-50%	30-35%	€7.99 – €9.99
75,001 – 250,000	€3.77	-52%	30-35%	€7.99 – €9.99
250,001 – 749,999	€3.56	-56%	30-35%	€7.99 – €9.99
750,000 – 1,500,000	€3.34	-59%	30-35%	€7.99 – €9.99
1,500,001>	Negotiable			

\*One pallet consists of 3,746 units.

\*\*Distributor pricing is fixed and applies uniformly across all markets to ensure global brand consistency.

Worked Example: Sale of 50,000 Units

Distributor Economics:

- Distributor Purchase Price: €3.77/unit
- Total Distributor Cost:  $50,000 \times €3.77 = €188,500$
- Distributor Resale Revenue (to retailers):  $50,000 \times €7.99 = €399,500$
- Distributor Gross Profit:  $€399,500 - €188,500 = €211,000$

Retailer Scenarios (PRP variations):

PRP (€)	Retailer Purchase Price (€)	Retailer Gross Profit/Unit (€)	Retailer Gross Profit (50,000 units) (€)
7.99	5.40	2.59	129,500
8.99	5.40	3.59	179,500
9.99	5.40	4.59	229,500



Value Chain Summary (50,000 units):

- Distributor Gross Profit: -€211,000
- Retailer Gross Profit Range: €129,500 → €229,500 depending on PRP chosen
- End Consumer Retail Price Flexibility: €7.99 – €9.99

## 5. Desired Partner Profile

We seek distribution partners who:

- Possess strong retail and distribution networks in pharmacy, healthcare, or consumer health
- Demonstrate regulatory and compliance capability
- Have proven experience marketing OTC healthcare/consumer products
- Can commit to brand-building and long-term category leadership

## 6. Proposal Submission Requirements

Submissions must include:

1. Company profile (history, ownership, and experience)
2. Territories of interest (country/region)
3. Regulatory and licensing capabilities
4. Sales and marketing strategy for The Bug Bite Thing®
5. Financial proposal:
  - Investment commitment
  - Forecasted volumes (Years 1–3)
  - Proposed commercial terms
6. Proposed duration of exclusivity
7. References (current partnerships, relevant distribution experience)
8. Contact Information:
  - Full name of responsible person
  - Title/role within company
  - Email address and phone number
  - Preferred method and time for contact

## 7. Evaluation Criteria

Proposals will be evaluated on:

- Market coverage and distribution reach
- Regulatory expertise
- Marketing and growth strategy
- Commercial proposal and financial commitment
- Strategic alignment with brand objectives



## 8. Process & Timeline

- First-come, first-served allocation of exclusivity
- Deadline (Round 1): 24 September 2025
- Completed Response Template submissions to be emailed to:  
[rfp@nordliongroup.com](mailto:rfp@nordliongroup.com)
- For clarifications, please contact:  
Jonathan Knapp  
Email: [Jonathan@nordliongroup.com](mailto:Jonathan@nordliongroup.com)  
Tel: +65 8484 2699

### Next steps:

- Submissions reviewed on receipt
- Shortlisted parties invited to discussions
- Final allocations confirmed and distribution agreements executed

The Bug Bite Thing is expanding rapidly. We invite you to join us in delivering a safe, sustainable, and globally proven health solution while securing a market-leading role in your territory.