



caring for africa





## caring for africa

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### our journey

The birth of our company begun in 1996 with a vision to make a difference to the people of the Africa. Our company is uniquely known as the Avacare Health Group. The innate passion and commitment to deliver timeously has helped us make our mark in the pharmaceutical arena.

Achieving success is about having drive and we believe that “Yesterday we were good, today we are better and tomorrow we shall be great”.

Yet the journey to greatness is not defined by a man’s success or one company’s success or the success of the Group. Our greatness lies in the ability for us as a Group, to make a difference to the lives of the people of Africa and for our products and services to be accessible in every part of Africa.

### our people

We are a group of dedicated and talented individuals who are passionate to ensure that each of our efforts leads to the success of our vision. We have a diverse set of knowledge, skills and competencies within the group and firmly believe in education and the development of people not only within the group but people across the African Continent.

It is through collaboration, team effort and the attachment to the common vision that inspires our group to deliver great results.

Our group has been on a journey from birth to adulthood and through this process we have developed an unique culture. We believe in diversity and inclusion, and our diverse group of employees from various countries and backgrounds bring something unique with them, which defines us as a group focused on innovation and transformation.

The Avacare Health Group’s value proposition offers our employees:

- the opportunity to be empowered through direct leadership access
- the support of strong working relationships through proximity to managers and subject matter experts
- an atmosphere of collaboration and cooperation, mentoring, consulting, and exchanging ideas
- access to information and learning from each other to enhance their skills and knowledge

### our leader

With great pleasure we take the opportunity to introduce the founder and CEO of the group, Dr Vikramkumar Naik. It is Dr Naik, an anaesthesiologist who started his career in the coalface of African hospitals, that has created a strategic vision that has led to the success and growth of our Group. His vision began with the realisation that Africa required better quality affordable medication and supplies, and dedicated his life to make sure that this objective was fulfilled.

His extraordinary personal leadership approach has brought and still continues to bring people together. It is through our visionary leaders that today, we as Group, are able implement ideas into results, translate dreams into reality and transform challenges into success, not only with one company or country but across the African continent.

## our group

at a glance

over  
**9000** products

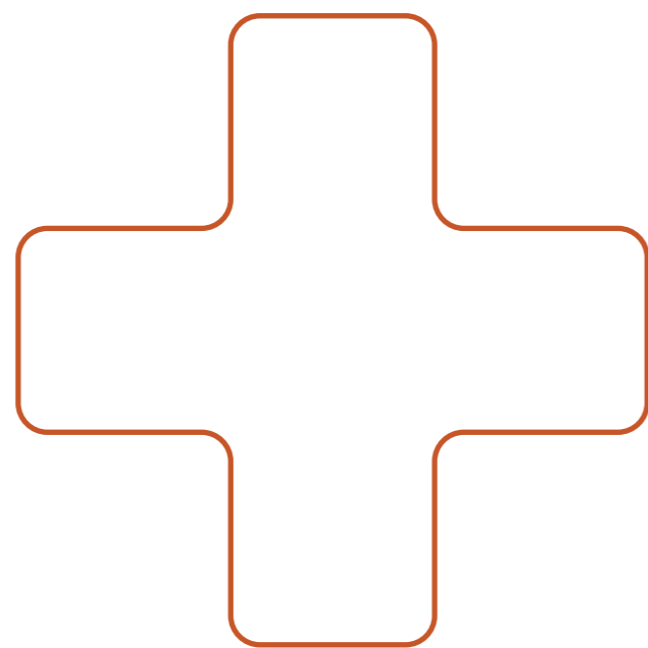
presence in  
**20** countries

**20** years  
of experience

**400**  
employees

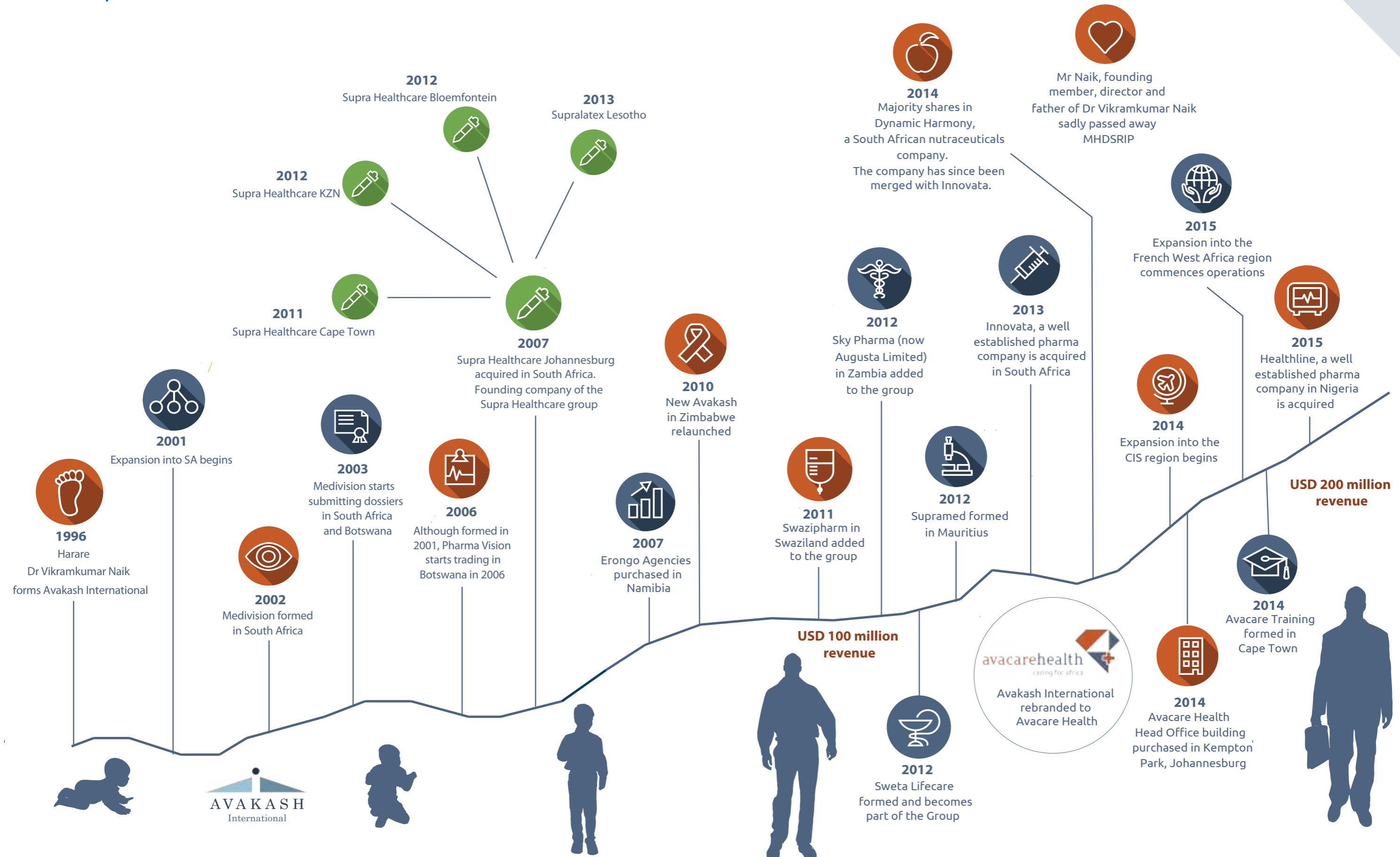
**30** regulatory  
pharmacists

over  
**200** million USD turnover



# history in the making

1996 - present



## our footprint

As a integrated multinational healthcare marketing company, we supply a wide range of products in our portfolio. Although each market has its own requirements and characteristics, our product range is broken down into three silos, namely pharmaceutical, medical disposable and devices.

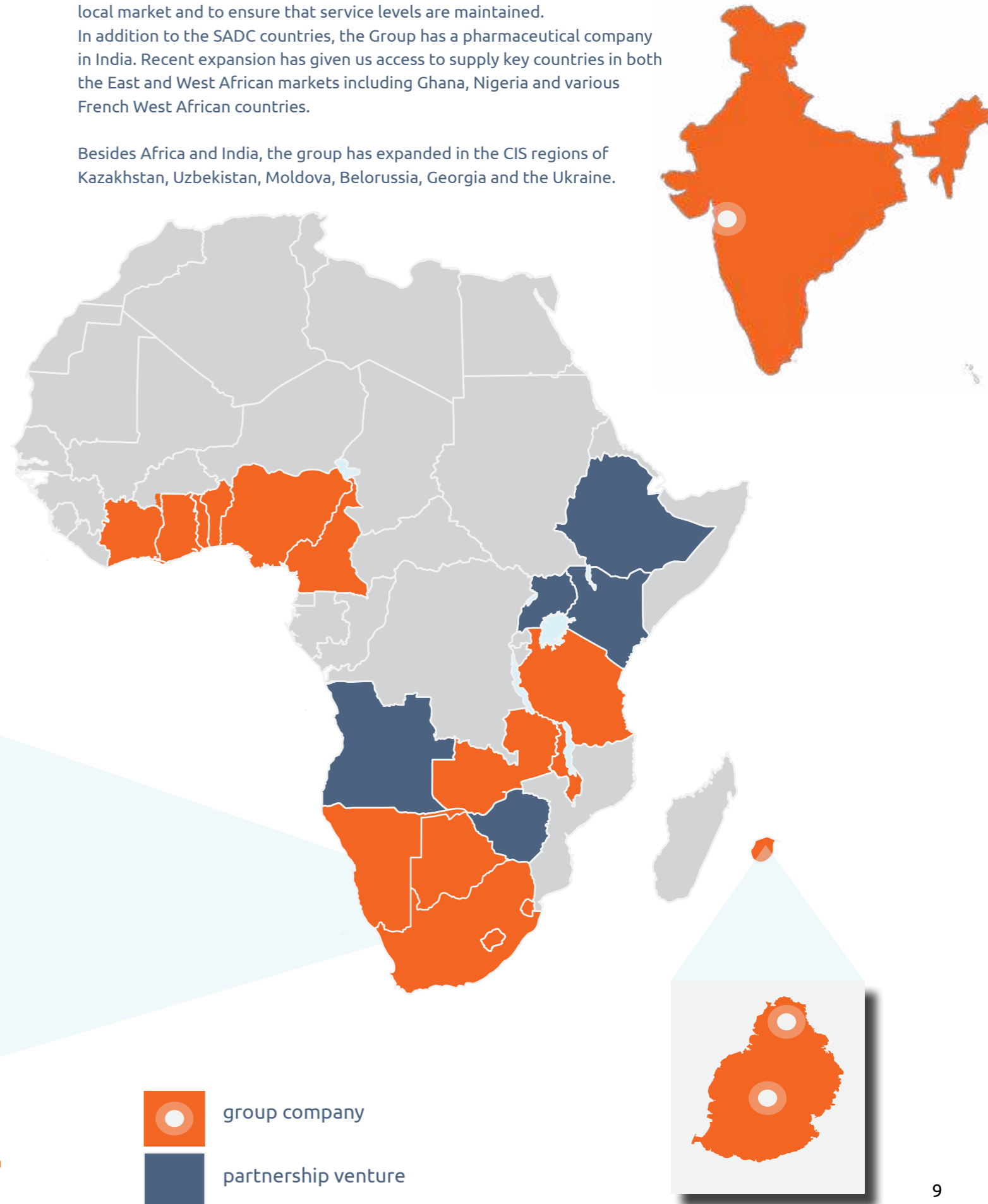
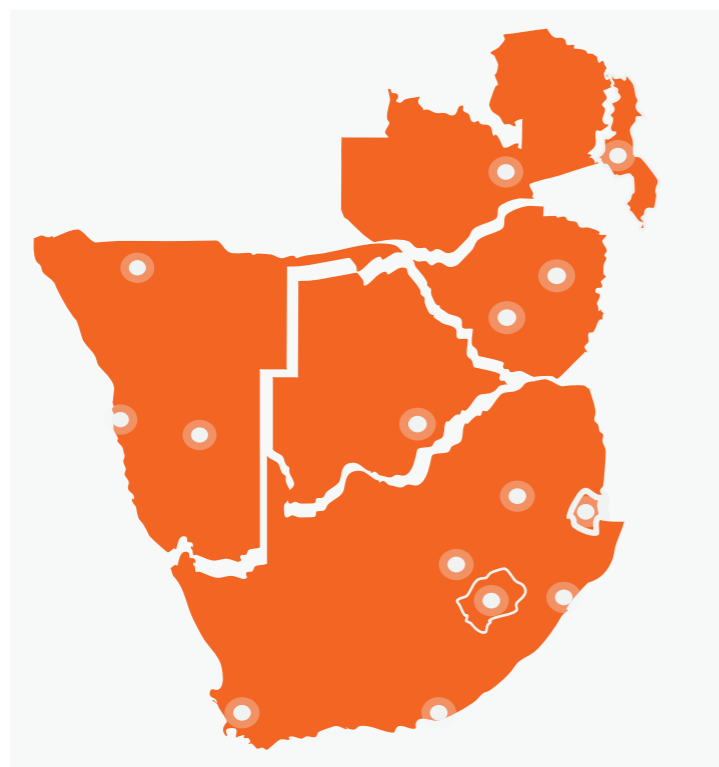
Most companies in the Group offer all three silos with a group marketing manager overseeing the activities for each silo. This structure allows us to development and maintain the technical know-how and expertise required to supply and service the products in our range.

Country	Pharmaceuticals	Medical Disposable	Medical Devices
South Africa	Comprehensive	Comprehensive	Specialist products
Namibia	Comprehensive	Comprehensive	Comprehensive
Botswana	Comprehensive	Comprehensive	Specialist products
Zimbabwe	Comprehensive	Comprehensive	Specialist products
Swaziland	Comprehensive	Comprehensive	Specialist products
Lesotho	Comprehensive	Comprehensive	Specialist products
Zambia	Comprehensive	Comprehensive	Specialist products
Malawi	Specialist products	Specialist products	Specialist products
Mauritius	Specialist products	Comprehensive	Comprehensive
India	Comprehensive		
Nigeria	Comprehensive		
Tanzania	Specialist products		
French West Africa	Specialist products		
CIS region	Specialist products	Specialist products	

The group has operational premises or representation in most of the SADC countries. This presence is key to remaining close to the needs and requirements of the local market and to ensure that service levels are maintained.

In addition to the SADC countries, the Group has a pharmaceutical company in India. Recent expansion has given us access to supply key countries in both the East and West African markets including Ghana, Nigeria and various French West African countries.

Besides Africa and India, the group has expanded in the CIS regions of Kazakhstan, Uzbekistan, Moldova, Belorussia, Georgia and the Ukraine.



## an integrated approach

Whilst most generic pharmaceutical companies have established themselves by investing, improving and advancing a small number of niche therapy areas, Avacare Health has differentiated itself by adopting a clinicians approach to healthcare in Africa. Avacare Health's only focus is on the overall disease burden within Africa as a continent. Our commitment is to improve the state of health of all Africans by providing a full suite of high quality, cost effective healthcare products geared at addressing the most dire diseases and health risks facing the African people.

Avacare Health believes in giving back to the society through education and training and helps arrange regular CMEs and workshops to further the knowledge of the continent's medical care providers, who in turn can educate thousands of patients with what is most relevant and beneficial for them in the ever evolving field of medical science.

The scourge of HIV and the inherent opportunistic infections such as TB, malaria, other URTI's and neoplastic growths that follow have not only placed a large financial cost on poverty stricken governments but also have far reaching social implications on families affected by these diseases. There are six major tenants to be tackled to be overcome or controlled to beat this dreaded disease; AIDS. These can be separated broadly into the following categories:

### infectious diseases

#### HIV and AIDS

1. physical prevention
2. chemical prevention

#### malaria

3. treated by pharmaceuticals, chemicals, insecticides and physical barriers

### non-infectious diseases

#### anti-cancer

4. obtaining cutting-edge oncology medicines to target specific cancers (e.g. biosimilars)

#### heart disease and diabetes

5. treatment of diabetes and cholesterol becomes extremely important due to the rising African middle class

### education and advocacy

6. support for NGOs such as Champions for Life, together with the establishment of health-specific in-house learning centres such as Avacare Training in Cape Town.

## evidence-based marketing

Direct communication between healthcare professionals and pharmaceutical and healthcare companies is a part of Avacare Health's mission of bringing cutting-edge and new generation medicines that patients use to live longer, happier, and more productive lives.

This evidence-based marketing approach from our highly specialized and experienced marketing team enables effective flow of information to the healthcare professionals about the potential benefits and educational information about the use of healthcare products we serve.



## product offering

Our product offering is comprehensive and continuously expanding.

pharmaceuticals	medical disposable	medical devices
ARV medication	examination and surgical gloves	orthopaedic implants
TB medication	suction catheters	diagnostic kits
topical applications	needles and syringes	cardiology
oncology therapy	male and female condoms	diathermy machines
hormones	vascular access	surgical instruments
nutritional supplements	sutures	anaesthesia machines
ophthalmic preparations	intravenous therapy	dialysis
anti-malarial	procedure kits	breathing circuits
injectables	wound care	endoscopic equipment
suppositories	anaesthesia masks	airway management
IV therapy	urinary and urological	sterilisers
oral dosage forms	infection control	
oral rehydration therapy		
suspensions		
inhalants		
inhalation anaesthetics		
vaccines		



A recent acquisition to the group, this company is an established player in the Nigerian market and has a wide range of pharmaceutical products on offer. The company represent major ethical pharmaceutical manufacturers and by utilising the group's existing infrastructure and processes and procedures, its market share can only strengthen. It has a staff compliment of 48 personnel and a full distribution infrastructure including sales and marketing, and warehousing.



Incorporated in 2012 to imports and distribute pharmaceuticals in the Malawi market the company is showing encouraging results in the Malawi pharmaceutical market.



Well established in the Zambian pharmaceutical market since 2000 the company represent major ethical pharmaceutical and medical device manufacturers and utilises the group's existing infrastructure and processes and procedures. It has a staff compliment of 29 personnel and a full distribution infrastructure including sales and marketing, and warehousing.



Formed in 2001, it has successfully grown to become a dominant player in the Botswana pharmaceutical market. The company is primarily involved in the registration, importation and distribution of selected quality generic pharmaceuticals and more recently medical devices to both the Government and Private Sector in Botswana. Pharma Vision has 18 staff members.



Located in the north of Namibia to serve the region and with a staff compliment of 21 employees, the local distribution model enables maximum penetration of the populous northern regions of the country. The close proximity of the company to the Angolan border also provides alternative opportunities to penetrate the Angolan market. The main line of business is pharmaceutical distribution but also supplies medical devices and equipment in both the private and government sectors of Namibia.



Established in 1994 and acquired by the group in 2007 it has become a dominant force in the Namibian health market. It has a staff compliment over 49 personnel including dedicated sales and marketing personnel and a full regulatory team for registration of pharmaceuticals. Erongmed's main line of business is the registration, importation and distribution of top quality generic pharmaceuticals, medical devices and equipment.

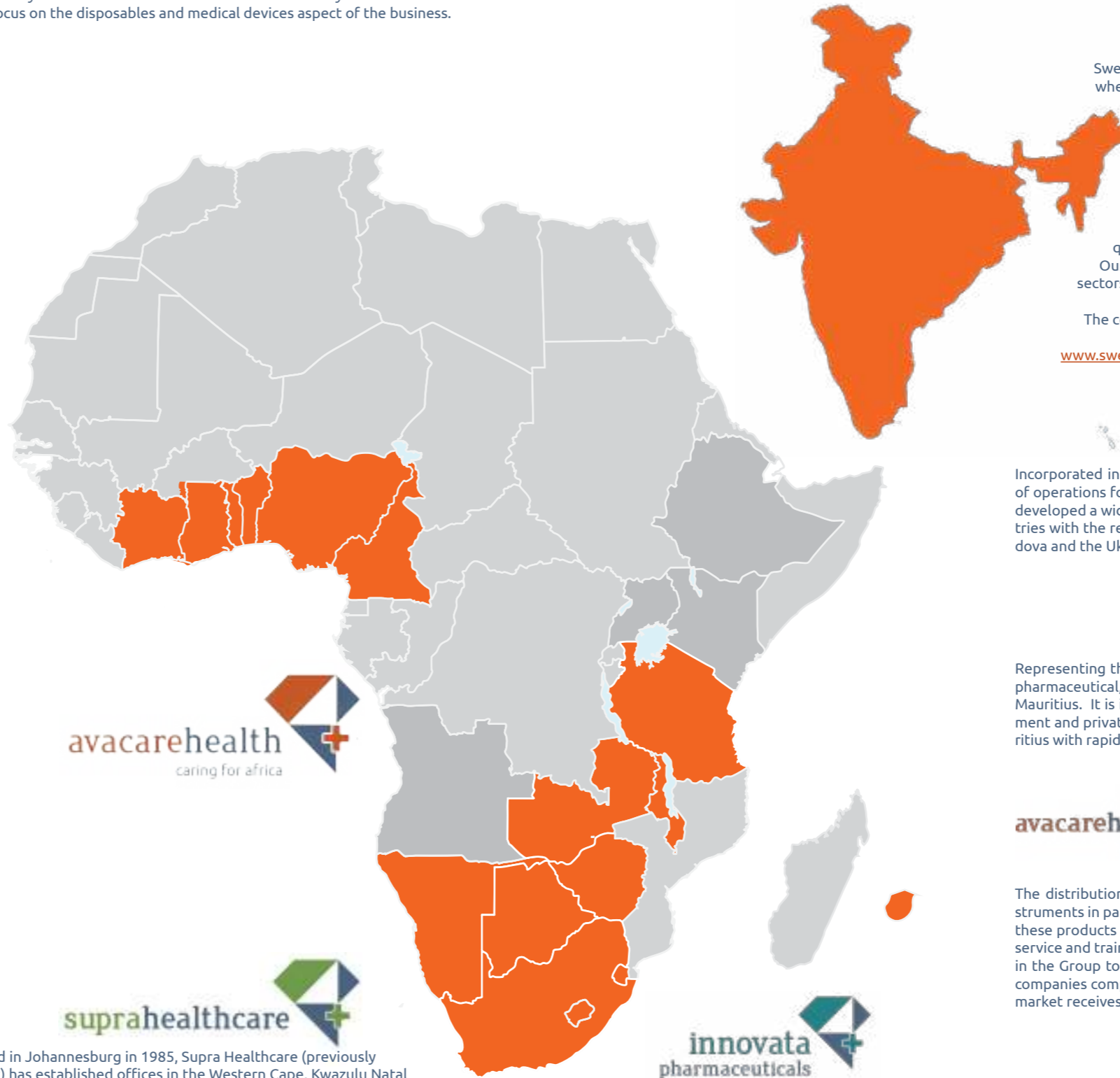


Comprised of a team of 15 employees, Westmed is wholly owned subsidiary of Erongomed, strategically located in the isolated region of Walvis Bay to cater to the immediate healthcare community, docking ships and the community at large. The fisheries and mines in the region provide the group with alternative and non-conventional health care marketing possibilities.

in partnership with:



with a staff compliment of 55 personnel and specializing in the supply and delivery of pharmaceuticals in the Zimbabwe market, New Avakash is a dominant player in the marketing, sales and distribution in both the government and private sector in Zimbabwe. The infrastructure includes a MCAZ licenced warehouse and an in-house registration department dedicated to the registration of new molecules with the Medicines Control Authority of Zimbabwe. DMD Healthcare has recently been established to focus on the disposables and medical devices aspect of the business.



Established in Johannesburg in 1985, Supra Healthcare (previously Supralatex) has established offices in the Western Cape, Kwazulu Natal and the Free State. With a total staff compliment of over 74 personnel and a sales and marketing team of 20, the group has a comprehensive disposables product offering and ability to service over 1800 customers nationwide. The group distributes premium brands such as Adventa and 3M and is a preferred supplier to leading hospital groups such as Netcare, Mediclinic, Life Healthcare and Independent Hospitals. Supra Healthcare Lesotho is located in Maseru and is involved the sales and marketing of pharmaceutical, disposable and medical devices in the public and private Lesotho market.

Innovata is a new acquisition to the group with multiple pharmaceutical registrations and dossiers in the pipeline. It has a full regulatory infrastructure including warehouse and distribution and a team of regulatory pharmacist to manage and co-ordinate the registrations throughout the group. The company operates as a pharmaceutical wholesaler, manufacturer and applicant approved by SA MCC. Innovata has recently merged with Dynamic Harmony, a nutraceutical marketing company that operates within South Africa. With its strong product brands such as Alpha Omega, and a good reach within the rural areas of the country, the synergy of the merge is expected to have major benefits for both companies.

## company focus



Sweta Life Care is a quality conscious Pharmaceutical Export Company where its headquarter is located in Mumbai, India. Sweta Life Care has commenced its operation in 2011 & has been introduced to the pharmaceutical industry as a formulation export company and consistently developed in its respective business sectors which include Veterinary, Orthopaedics, Medical Equipment, Surgical and Medical Devices and Quality Generic Pharmaceuticals.

Sweta Life Care is a progressively growing company with highly qualified and quality conscious personnel's working as a solid team. Our company provides a high level of quality services worldwide in all sectors with affordable, comparable and in-depth business commitment.

The company through its Indian operations manages the expansion into the French West Africa region.

[www.swetalifecare.com](http://www.swetalifecare.com)



Incorporated in 2013 in Mauritius, Avacare Health International forms the base of operations for the expansion of the group in the CIS region. The company has developed a wide distribution channel and is currently trading with various countries with the regions, such as Kazakhstan, Uzbekistan, Belorussia, Georgia, Moldova and the Ukraine in both pharmaceuticals and medical disposables.



Representing the group in the Mauritian local market, Supramed is active in the pharmaceutical, medical consumables and devices, and equipment sectors of Mauritius. It is involved in marketing, sales and distribution to both the government and private sector in Mauritius and is the official agent for Zimmer in Mauritius with rapid growth in the orthopaedics sector.



The distribution of equipment and devices, with orthopaedic implants and instruments in particular, requires the formation of specialised divisions to market these products and ensure that health practitioners receive the highest level of service and training in these specialised areas. As a result there was a need within the Group to form Avacare Health Devices and Avacare Orthopaedics. Both companies comprise of experienced and specialised personal to ensure that the market receives only the best levels of service and expertise from the group.



With a staff compliment of over 45 personnel and with new premises in Manzini, Swazipharm is the largest local distributor in Swaziland. Its distribution model has reach throughout the country and the company imports and distributes top quality generic and ethical pharmaceuticals as well as medical devices representing all major SA healthcare companies. With a full infrastructure and warehouse setup, it is able to effectively service the requirements of the country

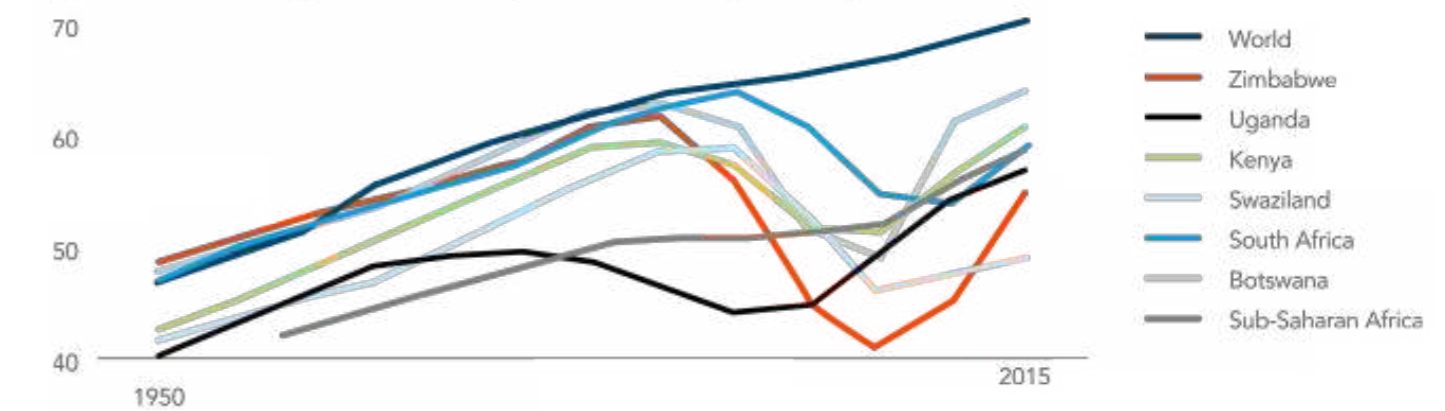
# the AIDS epidemic

## current trends

HIV and AIDS, once believed to be an irreversible curse upon mankind is starting to show signs of containment now with relentless efforts from global and local governing bodies and Avacare health is proud to have played its part in support of the cause in Africa. But there is still a long way to go.

There are an estimated 24.7 million [23.5-26.1 million] people living with HIV in sub-Saharan Africa, nearly 71% of the global total. Ten countries—Ethiopia, Kenya, Malawi, Mozambique, Nigeria, South Africa, Uganda, Tanzania, Zambia and Zimbabwe—account for 81% of all people living with HIV in the region and half of those are in only two countries—Nigeria and South Africa. There are also more women living with HIV in sub-Saharan Africa than HIV-positive men: women account for 58% of the total number of people living with HIV. There are 2.9 million [2.6 million-3.2 million] children (aged 0–14), 2.9 million [2.6 million-3.4 million] young people (aged 15–24) and more than 2.5 million [2.4 million-2.7 million] people aged 50 years and older living with HIV in sub-Saharan Africa. Of the estimated 1.8 million people living with HIV who were affected by conflict, displacement or disaster in 2006, 1.5 million were living in sub-Saharan Africa. This number has since increased as the total number of people displaced has increased globally.

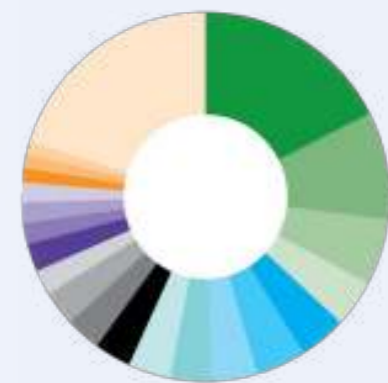
Fig. 4. Dramatic impact of HIV response on life expectancy, 1950–2015



Source: United Nations Population Division, World Population Prospects, 2015 revision.

The above trends clearly shows that we have been able to arrest the HIV and AIDS pandemic and life expectancy in most of the African countries is finally on its way up. But there is still a long way to go, as per the UNAIDS 90-90-90 global estimated gaps, we are at only 53%, 41% and 32% of the declared global 90-90-90 targets.

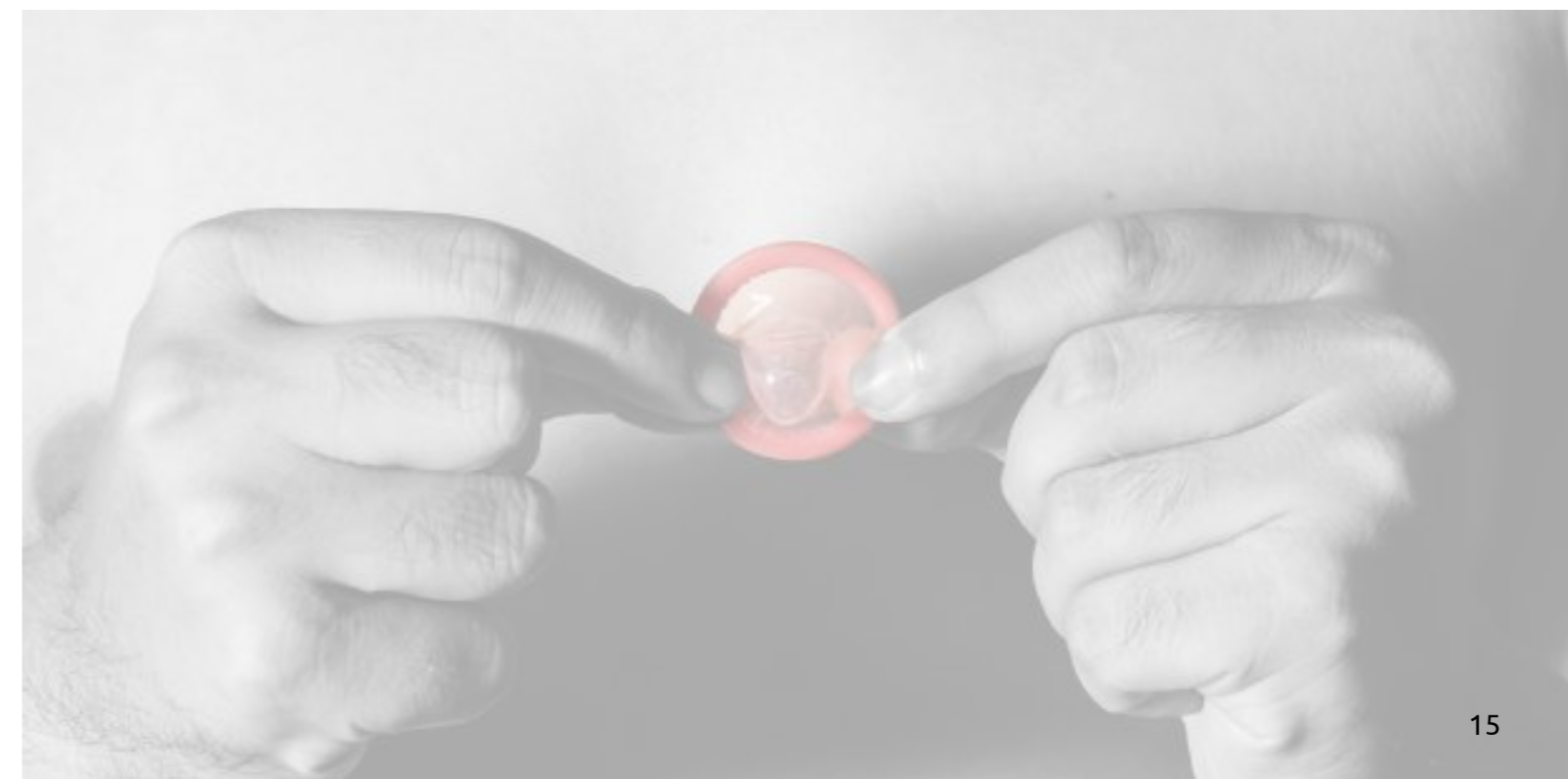
Proportion of people living with HIV by country, 2014



- |                           |                            |                                    |
|---------------------------|----------------------------|------------------------------------|
| ■ South Africa            | ■ Kenya                    | ■ Ethiopia                         |
| ■ Nigeria                 | ■ United States of America | ■ Indonesia                        |
| ■ India                   | ■ Russian Federation       | ■ Cameroon                         |
| ■ Zimbabwe                | ■ Zambia                   | ■ Côte d'Ivoire                    |
| ■ Mozambique              | ■ Malawi                   | ■ Thailand                         |
| ■ United Rep. of Tanzania | ■ China                    | ■ Democratic Republic of the Congo |
| ■ Uganda                  | ■ Brazil                   | ■ Remaining                        |

Source: UNAIDS 2014 estimates

Out of the ten countries highlighted above, Avacare Health has been working restlessly and actively in five of those countries, namely Nigeria, South Africa, Malawi, Zambia and Zimbabwe in partnership with the local government and private bodies to bring more and more people into treatment, with visible success, as evident in the following page.





# the AIDS epidemic and avacare health


The battle with HIV and AIDS is very close to our heart at Avacare Health.

Avacare Health has always been involved in every step of the fight and have never relented to the challenges of this terrible epidemic. Since our establishment 20 years ago, we have been on the frontline of HIV treatment and in advocating bringing in higher efficacy ARV therapies and preventative devices. We have always been on the cutting edge of technology and are prepared to play our role in all spheres of our business to help eradicate this virus.

In partnership with Mylan Laboratories, we are highly involved in supplying ARV drugs to countless patients in desperate need of the medication. Our medical disposable division is very active in the promotion and supply of products that aid in the prevention of virus transmission. Through our capital / devices company, Avacare Devices, we supply, support and maintain medical equipment, medical devices and diagnostic equipment, providing complete healthcare solution for HIV sufferers.

 We help over 1.5 million Africans every year with access to high quality and affordable ART

Avacare Health is actively involved in 5 of the 10 countries with the highest burden of HIV and AIDS infection in Africa.

 Avacare health, in association with Mylan Laboratories, was the first company in Namibia and Botswana to bring out the triple combination ARV drug.

Through our principles, we helped advocate the double-donning surgical glove, which affords better protection against HIV infection to healthcare practitioners.

**We at Avacare Health are geared and ready for the challenge ahead and fully committed to the cause of ending the AIDS epidemic**



Education is a fundamental part of the Avacare Health philosophy and we recognize that conferences and sponsor training are vital in improving the knowledge of the SADC health practitioners in international best practices. As such, we have successfully facilitated over 1500 CMEs, training workshops and symposiums last year to further the knowledge of the medical fraternity in Africa.

As part of our commitment to continuing education, the Group is active in sponsoring CME meetings to improve knowledge and education regarding latest international treatment guidelines.



The group has been involved in multiple corporate social responsibility initiative over the past 10 years. Most notably, we have been one of the principle sponsors of Champions for life for the past 3 years. This charity, present in 13 SADC countries, assists AIDS orphans to teach life skills, and develop social and educational capacity to become fully fledged members of the community. Up to USD 100 000 is donated yearly by Avacare Health. To see all the Group CSR initiatives, please go to [www.avacareblog.com](http://www.avacareblog.com).

We have over 150 reps on the ground in the various SADC counties. Our reps are highly trained and play a vital role in helping to improve awareness of health practitioners regards latest ART and guidelines.



In order to improve the supply of condoms in the sub Saharan region, we set up a condom factory to facilitate this supply in the hope that more people would start practicing safer sex. The Group, together with our partners, has supplied over 2.5 million pieces of female condom into Southern Africa. In South Africa, we have partnered with Cupid, one of the only 2 WHO prequalified female condom manufacturers in the world.

The diagnostics in the screening of HIV positive people is a potential bottleneck in the WHO plan to reduce the epidemic by 2020. The Avacare Health Group will be playing its role with this vital cog in the process, with the distribution and education of rapid diagnostic kits in the various regions.



Circumcision plays a vital role in the prevention of the HIV epidemic. As such, Avacare Health is partnering with Prepex in helping countries prevent HIV infection through the use of their non-surgical circumcision kits. In addition to Prepex, we have supplied over 55,000 circumcision kits in Southern Africa.

## intellectual property

The regulatory standards in Africa are quickly catching up to the rest of the world and it requires a company with international exposure and experience to keep up with the changes.

“**Regulation is an important focus for the Group and over the years we have developed a highly skilled team of regulatory pharmacists to manage the dynamic and complex regulatory environment.**”



Our local presence in all the major SADC markets also gives us the advantage of making use of the SADC regulatory body collaborations and this enables us to fast track dossiers simultaneously in multiple regions. This will reduce the time taken for new and improved pharmaceuticals and technologies to become available in the region.

We aim to be the leaders in the development and management of intellectual property. From humble beginnings as traders, the Group has transformed itself to becoming an advanced marketing company with an ever-growing quality intellectual property portfolio.

## passion for knowledge

Avacare Training is a proud member of the Avacare Health Group, the leaders in healthcare services throughout Africa. Avacare Training is involved in the provision of world-wide ground-breaking training solutions for the overall benefit of the Avacare Health Group and the countries the Group serves.

Avacare Training understands the challenges faced with developing and up-lifting staff to make a meaningful contribution to the business. We therefore realise that crafting a value - adding solution for our Group is the pinnacle defining our destiny and growth.

We also are aware of the huge pressures that are put on the operations of each subsidiary of the Group and therefore also offer an e-Learning platform that allows for training to take place at more convenient times under the control of the particular staff member.



Africa will not be able to uplift itself without adequate skills development and particularly in the healthcare industry. The Group has very ambitious plans to assist in many ways. Whether it is through one-on-one interactions with medical practitioners, CME workshops, e-learning platforms or training colleges, Avacare Health will be partnering with Africa every step of the way.

we care



Our group largely consists of doctors, pharmacists, nurses and other healthcare professionals and their ambition remains to make a difference in the lives of others. Through multiple charitable initiatives and health awareness campaigns, we have only begun to add to and improve the lives of the people in the countries we serve.

**“Caring for africa’ is not just words on our logo... it is the purpose behind our every action”**

Please visit our website to see more of our ongoing charitable activities [www.avacarehealth.com](http://www.avacarehealth.com)



information technology



Developing a good infrastructure is key to the growth and development of an organisation and this is particularly vital when it comes to the management and maintenance of information.

The Group has invested heavily in its IT infrastructure to best manage this process and ensure that we can optimise and improve on efficiency and effectiveness.

By utilising our infrastructure, we are assisting the continent by ensuring that the correct information flows to the correct people.

One such initiative is our recently launched online forum COMPOSA. COMPOSA stands for Collaboration of Medical Practitioners Online Serving Africa. As the acronym suggests, this forum aims to engage the medical practitioners of the various medical specialities to ensure that knowledge is disseminated and solutions shared.

**We encourage every medical practitioner to be part of this initiative. Please go to [www.composa.org](http://www.composa.org) to register.**



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