



aspen SSA

news

A BETA HEALTHCARE INTERNATIONAL LTD MAGAZINE

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FOR INTERNAL CIRCULATION ONLY

Welcome to the maiden edition of Aspen SSA News

This newsletter is a great opportunity to showcase the wonderful teams that make the Aspen SSA; Beta Healthcare International, Beta Healthcare Uganda, Kama Industries Ghana and Aspen Nigeria.

In this edition, we have chronicled our significant achievements in the last year to date. These include successfully completed projects, on-going initiatives as well as the new products that have joined the Group's ever expanding portfolio.

We look forward to hearing from you for our next edition. This Newsletter's success will be determined by you. We would love to hear from you! Any suggestions, contributions and pictures will be highly appreciated.



Her Excellency First Lady Margaret Kenyatta with the Director & CEO of Beta Healthcare International Ltd in support of the Beyond Zero Campaign in Kenya. The Beyond Zero Campaign was initiative and launched by her excellency the First Lady, Mrs. Margaret Kenyatta aimed at improved healthcare of mothers, infants and children across the country and significantly reduce child mortality in Kenya.

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The views expressed in Aspen SSA news are those of the respective authors and do not necessarily reflect those of the Board. We welcome your comments/views on our articles. Kindly give us your feedback on the newsletter to enable us to improve.

Also feel free to share your happy moments with our Aspen family: send us your photos and stories and we will publish them in the next issue. Please contact us via e-mail at betanews@ke.aspenpharma.com

ABOUT US - SSA

Beta Healthcare International Ltd

Beta Healthcare International Ltd is an innovative pharmaceutical manufacturing and distribution company in Kenya; with its sister company Beta Healthcare International, Uganda. The company has its origins with UK's Boots International.

In 2012, Aspen Group, South African multinational drug manufacturing company, acquired 100% of the share capital of Beta Healthcare International Ltd.

The company has a wide range of product portfolio comprising of OTC's, Prescriptions and Branded pharmaceutical products. Since the acquisition by Aspen Group, Beta Health Care has further ventured into the Infant Milk Formulae.

The brand - **Infacare 1, Infacare 2 and Infacare 3** has received wide acceptance by the consumers.

Beta Healthcare's driving force is to provide products of guaranteed

quality, proven efficacy, value for money and easily accessible.

“Some of Beta Healthcare's big over the counter (OTC) brands include

Mara Moja, Hedex, Action, Salimia Liniment, Goodmorning Lung Tonic, Beta Gripe Water, Feverex, Cofta, Betasil, Beta Cool, Koflyn. ”

Beta Healthcare has partnered with global pharmaceutical firms to distribute and market their brands in Africa. This is in addition to the company's locally manufactured OTC, prescriptions and branded pharmaceutical products.

Beta Healthcare International is also offering, Healthy Living Range

of products which serves a niche yet crucial market.

They include **SlimTrim**, a weight loss product, **JointCare**, a herbal supplement for strong bones **Megavit**, a multi – vitamin for children and Today Calcium, **Today Vitamin C, Doctor Woodworth's Disinfectant, Aspen WaterShield** among others

The company has a huge manufacturing capacity leading to diversified product offerings in the local and regional market. It also boasts of a Research and Development Centre; a venture that was established in a bid to address challenges unique to this country and region while developing products and packaging that can compete favorably in the global market.

Beta Healthcare has its footprints in Eastern, Central and West Africa regions•

Our Aspen Values

Commitment

Go the extra mile, seeking to exceed expectations

Excellence

We strive to be the best we can be and to deliver to the highest standards

Innovation

We constantly search for better ways of doing things and are solutions orientated

Integrity

Our integrity is not negotiable

Teamwork

We optimize our performance by pulling together

The Executives of SSA



Top Photo: Mr. Nazir Ally, Regional Executive SSA and **Bottom Photo:** Mr Bernhardt Nicklaus, Group Finance Manager SSA, with Dr. Sanjay Advani CEO and Director Beta Healthcare International Ltd, during a recent high level strategy meeting.



Message from Director and CEO

Beta Healthcare International Ltd.

Greetings and welcome to the maiden edition of aspen in Sub Saharan Africa!

Being in the healthcare environment, We strive every day to make a difference in the lives of the communities by fulfilling our mission of Aspen Group to make quality and affordable products

We all know that this mission can be achieved through commitments to our values; which are commitment-We go the extra mile, seeking to exceed expectations; excellence - we strive to be the best we can be and deliver to the highest standards; innovation - we constantly search for better ways of doing things and are solution oriented; integrity –our integrity is not negotiable; and team work – we optimize our performance by pulling together. Surely,our combined capabilities exceed the sum of each individual.

Recognizing that our success begins with our employees and customers, We continually invest in our employees and strive hard to improve the quality of our service to customers. We motivate and train employees, equipping them for growth opportunities within the company. We have therefore managed to retain a pool of qualified talent-we are proud to have them as part of our winning team.

We believe that innovation flourishes under a supportive environment. As such, we continue to invest in Research and Development, so that our products can compete favorably in SSA region in terms of quality, efficacy and affordability.

As part of our continuous improvement, We recently installed SAP at our Kenya facility, after several months of rigorous training. SAP applications updates and processes transactions in real time mode,ultimately,this system will enable us to become better, provide faster deliveries and services to our customers,resultant,our work force and customers are well supported.

You may have recently seen and heard about aggressive advertisement campaigns rolled out in our various SSA territories. This has been done to



Dr. Sanjay Advani
CEO & Director

brand as well as protect our niche markets from competitors' onslaught.

Recent economic situation laced with devaluation of local currency is not favorable to businesses in SSA. Nevertheless, we are optimistic. My mantra to the team –"Think Positive and No Excuses Get Back To Basics."

With a positive mind-set, one can spot opportunities in the most challenging environment.

All the best!
Warm regards
Dr. Sanjay Advani CEO
& Director



Beta Healthcare premises



INFACARE CONFERENCE IN DAR ES SALAAM

The Infacare sales conference of 2016 was held in Dar Es Salaam, Tanzania on 3rd -4th February 2016. The product sales managers from Sub-Saharan Africa all congregated at Dar, ready to share their knowledge and experiences in the marketing of the products.

Representing Ethiopia was Lily, Akash and Arandi from Kenya; Nigeria was represented by Shivernder, Tanzania by Muhul and Arun and finally there was Ephantus, representing Export. Beinhart, Saajan and Dr. Sanjay represented the top leadership in SSA.

The conference started off with representations and discussions on each country's last year Infacare sales performance. The managers shared their market penetration strategies, their successes and failures, as well as their sales and marketing plans and projections



for 2016-2017.

It was a very interactive session; with each manager receiving much needed feedback from his/her peers and directors. These plans if well executed, will see Infacare well on its way to becoming a super brand.

The second day's discussion was on super-brands. The task was to choose one or two brands that

have potential to become super brand. This discussion was lively and eye opening, possibilities endless. Participants perceived these brands in a different way.

Finally, Dr. Sanjay and Savaan had an opportunity to share their views and expectations for the sales team. Briefly, the team was encouraged to be positive and always look for opportunities which is the sure way to success.

tenbloka[®]

(Atenolol 50 mg & 100 mg tablet)

A watchdog beta blocker

Indications:

- Hypertension
- Angina pectoris
- Post myocardial infarction

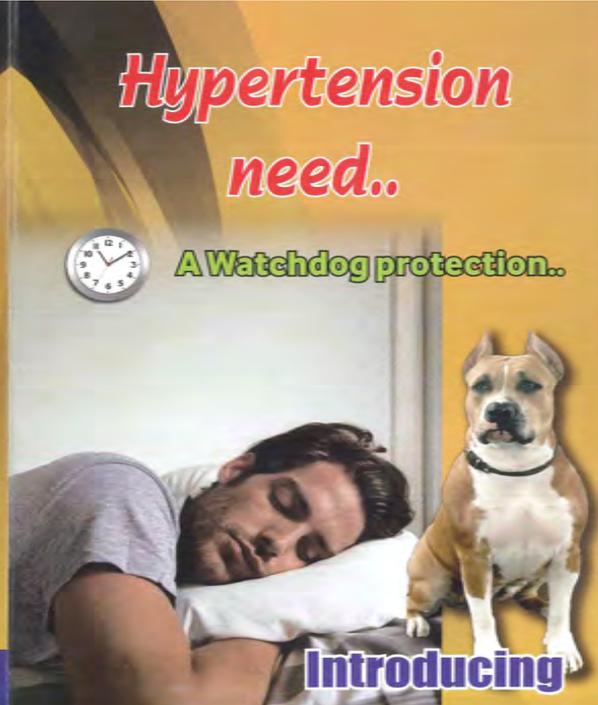
Dose:
50 / 100 mg OD or as directed by physician

References:
L.Lars Rijalmar et al. The Lancet. Vol. 366 Oct.29.2005 1543-53



Hypertension need..

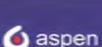
A Watchdog protection..



Introducing

Shelys
An Aspen Group Company

Shelys Pharmaceuticals Limited,
An Aspen Group Company
Plot No. 101, New Singapore Road, Meerang,
P.O. Box 12757, Dar Es Salaam, Tanzania.
www.shelys.com



BETA HEALTHCARE UGANDA LIMITED

Beta Healthcare Uganda Limited (BHU) is an Aspen Group Company. It was incorporated in Uganda on 17TH December, 1996 as a subsidiary of Beta Healthcare International Limited(BHI).

Beta Healthcare Uganda Limited opened for business on 1st March, 1997 as a wholesale pharmacy.

The core business activity then as now is importation and selling of OTC'S, branded ethical products and FMCG's through licensed outlets.

Beta Healthcare Uganda product range comprises all products manufactured or distributed by Beta Healthcare International (Kenya) such as Action, Mara Moja, Hedex , Cofta , Goodmorning Lung Tonic, Salimia Liniment and Opele among others.

Our portfolio also comprises of as well Infacare baby formulae from Aspen Nutritionals.

Beta Healthcare Uganda has partnered with global pharmaceutical firms to distribute and market their products in Africa. This is in addition to the company's locally manufactured prescriptions and branded pharmaceutical products. Beta Healthcare Uganda has a robust staff of 13 permanent employees.

Outlook

On 22nd February, 2016, Beta Healthcare Uganda Limited moved to larger premises (offices and ware-houses)



located on plot 12/14 Third Street, Industrial Area, Kampala.

Beta Healthcare Uganda Limited optimistic that increase in storage space will result in increased sales. This is because we will now be able to accommodate adequate stock to cater for budgeted sales and / or demand.





ASPEN PHARMACARE NIGERIA LTD

Aspen Pharmacare Nigeria Ltd was incorporated on 4th September 2012. It is a subsidiary of Aspen Group. SA which has a proud heritage of more than 160 years', operation on more than 150 countries across the world.

Aspen Pharmacare Nigeria distributors cover all the six geopolitical zones of Nigeria. Aspen Pharmacare Nigeria Ltd. is situated at 35A, Oladipo Bateye Street, GRA Ikeja, Lagos which is considered as the business epicenter of Nigeria.

Aspen Pharmacare Nigeria. Ltd. is vertically integrated company that markets a good range of products in various therapeutic segments. It initially started with the marketing

of PRISM range of products i.e. Cafenol, Ashton, and Parson Teething Powder and Decavit-plus.

In September, 2013, the company ventured into the infant milk formulae industry with Aspens Infacare 1, 2, and 3.

The group is committed to sustaining life and promoting healthcare through increased access to its high quality, effective, affordable medicines and products.

We've participated in various seminars/CME's and other conferences to create awareness for our products. These conferences include PSN (Pharmacist Society of Nigeria), National conference of Nutritionist Society and National Conference of Mid-wives and Nurses.

The foundation for the success of Aspen Pharmacare lies in its people. The team is committed to the values of integrity, innovation, excellence, commitment and teamwork. We continue to invest in our people who are our most valuable assets.

"Recently, Alkem range of products has also been added under new ventures. We expect to add more new exciting products to our portfolio."





KAMA INDUSTRIES LIMITED



Kama Industries Limited (KIL) is a private company incorporated in 1993 under the Companies Code 1963 of Ghana. KIL commenced operations in 2009 carrying on the business of manufacturing pharmaceutical products for sale on the Ghanaian market. KIL was an indigenous Ghanaian Pharmaceutical Company which was originally owned by Dr. Michael Agyekum Addo, an accomplished and a distinguished Ghanaian Pharmacist.

In May 2015, Aspen Pharmacare Holdings Limited, a pharmaceutical company based in South Africa, acquired majority share holding. Aspen Pharmacare Holdings Limited has since the acquisition of KIL in May 2015, took over the management of the company bringing on board its rich experience as the largest pharmaceutical company listed on the Johannesburg Stock Exchange (JSE) in South Africa. As a major player in the Ghanaian Pharmaceutical Industries, KIL is a key member of the Pharmaceutical Manufacturers of Ghana (PMAG) and a registered Pharmaceutical

Manufacturing Company with the Food and Drugs Authority of Ghana (GFDA). Currently, the company manufactures its own brands of Pharmaceutical generics at its production facility in Accra, Ghana. All the company's branded products which include Trex Orix Forte Syrup, Kamaclox Mouthwash, Omega Oil, Kamatone Syrup, Major Nasal Drops and Liverplex B Syrup compete favourably with both imported and other locally manufactured products on the Ghanaian market. The high quality nature of the company's brands which is well known to pharmacists and consumers alike has made them the preferred choice in the hospitals, clinics, health centres, pharmacies, among others. KIL is committed to ensuring the availability of affordable, safe and efficacious medicines for Ghana and the West African Sub-region.



CHARITY BEGINS AT ASPEN SSA

mpacting the communities around us is our passion, and Aspen SSA has over the last year been actively involved in CSR activities. These include donating our medical and

nutritional products, visiting children homes, of the elderly, hospitals and health centers as well as partnering with other bodies in helping the less fortunate.



FROM THE DESK OF HUMAN RESOURCES

We take this opportunity to appreciate each member of the Aspen SSA and their contribution to the wonderful organization.

We wish to highlight a few of activities that have taken place in the past year;

Employee Wellness Program 2015/16

On the 6th - 8th October 2015 a team of competent professionals provided medical wellness services to the employees Beta Health Care International. The event was preceded by a 30 minutes employees' sensitization on personal financial management, HIV and major lifestyle diseases; their behavioral risk factors, prevention and the importance of regular periodic screening.

Services provided included; weight height & Body Mass Index (BMI) assessment, Blood Pressure (BP) Random Blood Sugar (RBS), HIV testing and counseling (HTC) and clinical breast examination for females. Relevant health education and nutrition counseling was given as per individual needs.

A team of service providers drawn from insurance, SACCO, Investment Company and a bank were also present to offer financial wellness to the employee.

Financial wellness clinic offered screening on; financial goal setting planning for income & expenses, saving, investments and debt Management. The employees were assessed on their strengths and weaknesses and assisted in developing actionable plans to improve their financial status.

A record 86% of the staff participated in the exercise.



ETHICS MANAGEMENT PROGRAM

Ethics is a key component of Aspen Group as underpinned in the Group's core value of integrity. Aspen also has a zero tolerance approach to unethical behavior and is committed to ensuring the Group and its employees uphold Aspen's laudable reputation.

In this regard, an ethics management program has been established and entails:

Confirming Aspen's ethical foundation-Statements, policies and procedures constituting the ethics frame of reference for the Group

- Creating awareness
- Assessing Aspen's ethical culture-risk management and assurance
- Response to re-mediating breaches/exceptions

All Aspen Group employees have the responsibility in line with the Aspen code of conduct to disclose any activity by a fellow employee that is reasonably deemed to be dishonest, improper or unlawful



Beta Healthcare International Limited, Beta Healthcare Uganda Limited, Aspen Pharmacare Nigeria and Kama industries limited are all represented by a Regional Ethics Officer based in the SSA regional office in Nairobi. The companies, led by the CEO and the Regional Ethics officers have ensured that all employees are aware of the ethics policies and procedures. This is ensured through conducting an annual ethics program that involves training of employees and circulation of the aspen Ethics policies and procedures on an annual basis.

Training was conducted for all the SSA entities between the month of September 2015 to July 2015.

Further, Aspen ethics policies and procedures were circulated to employees in the month of March 2015.

To further enhance ethical standards are maintained, a track of all ethics related matters is checked on periodic basis, examples include ensuring conflicts of interests are well managed; nature and reason for gifts are monitored, issues of fraud are monitored and mitigating factors taken where necessary



TECHNICAL DEPARTMENT

Medicine is directly related to human life and therefore carries an immense social responsibility requiring endless research.

In addition, intimate relations are also kept for various research activities on pharmaceutical efforts and finished product testing and for making every effort for the prevention and cure of the diseases that we consider our mission. In order to achieve this, we work together with other departments such as engineering and marketing, procurement among others.

Beta Healthcare International Ltd (BHIL) has, in the recent past, launched a Research and Development Center aimed at widening its product portfolio, develop new products and improve on the strength, efficacy and quality of its existing products.

BHIL's Technical Department achieved excellent milestones in the recent past including the operation of capsulation line, oral rehydration salts (ORS) and the Aspen Watershield line.

Our product portfolio has increased over the years and besides the new products which are currently in the development stages, we pride ourselves with products under the categories as detailed below:-

- ◆ Cough and cold remedies
- ◆ Pain and inflammation
- ◆ Healthy living products
- ◆ Food supplements



Technical head conducting a training session

- ◆ Anti-infectives
- ◆ Antimalarials
- ◆ Vitamins, minerals and supplements

Beta Healthcare has a Quality Management System, which has a variety of functions namely:- Training, Validation and Qualification, Product Quality Review (PQR), Stability Studies, Quality Audits, Regulatory, Vendor Audits and Approval, Other QA systems (e.g. Change Control, Market Complaints and Review of Documents) Pest and Rodent Control.

Training

Beta Healthcare conducts regular training of personnel in relation to their areas of operations.

Validation and Qualification

We emphasise to have all our products, processes, methods and procedures validated and facility, utilities and equipment qualified as per cGMP requirements. Therefore we shall revalidate our systems based on changes taken for purposes of continuous improvement and compliance with Good Manufacturing Practices (cGMP).

Product Quality Review (PQR)

PQR is a Quality Assurance tool used to monitor the performance of particular products over a defined period of time. PQR shall be done annually to check performance of registered and marketed products throughout their life cycle.



Stability Studies Significance and General Principles:

Provide evidence on how the quality of an active substance or pharmaceutical product varies with time under the influence of a variety of environmental factors such as temperature, humidity and light.

Additionally, product-related factors influence the stability, e.g. the chemical and physical properties of the active substance and the pharmaceutical excipients, the dosage form and its composition, the manufacturing process, the nature of the container closure system and the properties of the packaging materials.

Also, the stability of excipients that may contain or form reactive degradation products, have to be considered.

Quality Audits

The organization has a Self Inspection Programme aimed at checking its level of compliance to cGMP.

The Audits are carried out as per company approved SOPs.

Vendor Audits and Approvals

The purpose is to assess the authenticity of vendors who can consistently manufacture and supply starting material of right quality and quantity at a right time and at most competitive price. Vendor Audits has become a vital requirement by regulators.



Auditors conducting an audit in the technical department

STATUTORY COMPLIANCE OFFICE

This is a relatively new office in Beta Healthcare International and Sub Sahara Africa at large. It is responsible for:-

- ◆ Ensuring that the company's interests are protected at all times.
- ◆ Updating the business with all relevant legislations, ensuring compliance with the same and overseeing implementation.
- ◆ Support the litigation process/ follow up on all court cases.
- ◆ Give advise on the correct approach to every issue that is legal in nature.
- ◆ Advise, negotiate, review, advise and ensure execution of all business agreements/ contracts except employment.
- ◆ Ensure the safe keeping of all contracts/agreements online.
- ◆ Ensuring legislative compliance in respect of the operation which is done on a quarterly basis in liaison with the Group Compliance Officer.
- ◆ Ensuring annual completion of the legislative compliance declarations with respect to the operation.
- ◆ Advising on any potential or new litigation.
- ◆ Debt collection/recoveries.

The Statutory Compliance office work closely with the Group Legal team and the external lawyers who are in the panel in dealing with all legal issues.

Aspen's Ethics Line...
WHISTLE BLOWING...

Raise your concern about any unethical behaviour at Aspen.

Tip-offs Anonymous
is a leading independent hotline service provider, designed to help you report workplace dishonesty, while remaining totally anonymous. Let us all work together to continue to cultivate a culture of honesty, accountability and transparency for the good of all in Aspen.

Free Call:

Australia	1 800 623 752	Mauritius	8020 270 002
Brazil	0800 891 4752	Mexico	001800 514 2927
Dubai	8000 171 111	The Netherlands	0800 022 2147
France	0800 917 044	The Philippines	1 800 111 01059
Germany	0800 183 3594	South Africa	0800 555 657
Ireland	1 800 552 790	Venezuela	0800 100 3087

All other countries use the International Tel: +27 31 571 5405 Fax: +27 31 560 7395

Email: aspenpharma@tip-offs.com | Website: www.tip-offs.com

Deloitte.

The Statutory Compliance office is under the Administration Department reporting directly to the Chief Executive Officer and functionally to the Group Legal Officer.

The major goal is to ensure that the Company is compliant with all applicable laws of the land and ensure a protected smooth flow of business.

The office also ensures that all business agreements are expeditiously concluded with a sense of urgency for the growth of the Company.

*By Betty Njebiu-
Executive Statutory Compliance*

SAFETY HEALTH AND ENVIRONMENT

At the Safety, Health and Environment (SHE) department, our role is to create a safer workplace for all our employees and a sustainable future.

We are committed to; complying with all applicable SHE legal and other requirements; the prevention of injury and ill health through elimination or mitigation of health and safety risks; and prevention of pollution through the use of processes, practices, materials or products that will avoid, reduce or control environmental damage.

Through the training, the SHE department has in the past created awareness on workplace safety and this year we intend to inculcate the safety culture in the organization.

It is important to note that new employees and students in all departments are expected to undergo SHE induction before they can be allowed to commence work.

The journey to excellence begins with a significant cultural change and a proactive approach issues. Thus, members of staff are encouraged to report near misses; a very important aspect to accident prevention, as the loss has not yet occurred yet. A near miss is an undesired event which under slightly different circumstances could have resulted in harm to people, damage to property or loss to process. You are encouraged to report all the misses in the forms located at all near miss boxes on site. These reports will be analysed to establish root causes for preventive action.

Fire disaster can be a great loss if



it were to occur at our premises. Hence fire detection systems have been installed in all the high risks areas. Members of staff are encouraged to obey fire alarms. By the end of April 2016 the R&D center will have been fitted with the fire detection system.

We are seeking certification on ISO 9001:2015 (Quality Management System), ISO 14001 (Environmental Management System) and OHSAS 18001 (Safety Management System). The

company has trained a number of staff representative from every department to be the champions in ensuring that we receive the prestigious certifications.

As a department we would like to wish each and every member of staff well in their endeavours as they strive to work safely. We thank all the departments that have incorporated with SHE in ensuring it meets its objectives.



INFORMATION TECHNOLOGY DEPT

Information technology in an organization plans, operates and supports an organization's IT infrastructure, enabling business users to carry out their roles efficiently, productively and securely. As a department we must meet multiple business and technical requirements, provide a secure IT infrastructure and minimize costs.

Planning;

The IT team under the leadership of Mr. Manohar works with business executives to develop an IT strategy that supports the organization's business objectives and helps build a strong competitive advantage. They customize software and other elements of the IT system to meet the needs of business departments. The team also ensures that the right level of IT resources is available to meet changing levels of demand; such systems are like the recently installed SAP ERP and new computers to run these applications.

Network

The IT team develops and operates a network to support effective communication and collaboration. Increasingly, we are deploying the latest Internet Protocol networks with the capability to carry all voice, data, video and Internet traffic on a single network

Data

The team has developed tools to collect, store, manage, secure and distribute data to employees who need access to the latest information to make decisions. Users over the network are also able to share data and files seamlessly.

Security

Information security management is now one of the most important IT functions in an organization. IT teams must protect the IT infrastructure and corporate data against attacks from viruses, cyber criminals and other threats.

Support

To enable employees to make the most effective use of IT resources, the IT team provides various forms of user support. After installing new software or network facilities, the team provides training so that employees can quickly make productive use of the new resources. The team also provides ongoing support to users through a helpdesk or self-service facilities on the company.

REVIEW OF 2015

New Interactive Website

We now have an interactive website with the latest communication tools. Kindly take time to visit our

website and get to be actively engaged with the site. Through this website we are sure to have many more persons visiting the site, getting feedback and get a chance to respond to issues that otherwise would not reach us through emails or phone calls.

Outlook email integration

During this period we were able to move some of our employees to outlook mail platform which is more manageable and user friendly.

Skype

In the same period of 2015 we were able to introduce Skype calls that have reduced the cost of telephone bills by over 75%. We still encourage users to use this tool as a means of communication as we continue looping in more users on Skype.

New internet Provider

Every business entity requires a stable Internet connection to be able to communicate effectively, it is for this reason that we engaged a more reliable & stable internet service provider that has seen our capacity to operate improve



This herbal syrup is especially effective in treatment of persistent dry coughs.

It relieves dry, irritating coughs through its demulcent effects and promotes expulsion of difficult mucus. The herbs are masterfully blended into this highly effective herbal formula.

It is available in 60ml and 100ml.



This energy booster is made with pharmacy grade glucose. It has a sweet orange flavour Enriched with Vitamin C. It is available in 100g pack

CME'S & EXHIBITIONS



Eldoret ASK Show



Baby Banda Exhibition - Nairobi



CME at Kenyatta Hospital



CME at Kinshasa



CME at Malawi



CME at Lubumbashi

Healthy Living Tips



Health & Fitness Centre at Nairobi Office



SAP IMPLEMENTATION

SAP is an enterprise resource planning (ERP) software product capable of integrating multiple business applications, with each application representing a specific business area.

SAP implementation has been one of our biggest achievements last year. It was initiated in the month of June 2015 and by December 2015 the system went live.



Dr. Sanjay Advani together with Beta Healthcare Staff and Consultants from Seal Infotech during SAP GO Live

It involves switching from a manual / legacy system to an automated system that will enhance business operations and reduce majority of business bottle necks that organization

has faced in Finance, HR, Supply Chain, Production, and Sales and Marketing

Dietary Supplements

A dietary supplement is a product intended to supplement the diet. It contains one or more dietary ingredient and is taken orally. Examples include vitamins, minerals, herbs and amino acids. Research shows that the primary consumers are children and adults aged over 65.

The rising urban population, increasingly busy lifestyles and rising disposable income levels are all promoting value and volume growth in vitamins and dietary supplements in Kenya.

Beta Healthcare International's portfolio also includes lifestyle drugs such as vitality and energy supplements, women

weight loss pills, memory enhancing products for adults and children and a product for strengthening bones•



SALES TEAM

In an increasingly crowded marketplace, there is pressure to ensure that sales force effectiveness is maximized, and the correct sales and marketing strategy implemented. At Beta HealthCare International, we focus on developing new customers every day while retaining our customer base by giving them excellent customer service.

We are also expanding our product basket to include many OTC and Prescription drugs to reach a wider market. The Pharma Marketing team has achieved good success with the sales and distribution of products from global companies like Plethico, Themis, Fourrts, Geno. This team focuses on scientific promotions that include conducting CMEs (Continuous Medical Education) for medical practitioners across the country.

Nutrition Division has high focus on Infacare with a clear target of growth in every supermarket and children home. As a matter of social responsibility, this team also conducts continuous awareness campaign on breast feeding.

The Consumer Division is aggressive on the OTCs. Our van sales team provide an extensive distribution network approach that is paying off. Our aim is to reach every single Kenyan through our brands across Kenya.

The Prism Division is enthusiastic in making Hedex and Cofta much bigger than what it was with GSK by rolling out various promotions to achieve this; among other

marketing strategies.

Direct-to-consumer advertising is increasingly used to encourage consumers to request advertised drugs from their physicians. As such, we commenced radio ads in February on four vernacular radio stations across the country with positive results.

As we have entered in to year 2016, we are focused on

surpassing our goals for the year and finish the year with flying colors. With excellent support from management as well with innovative/new ideas, timely advertising, buying retail space, educating Healthcare professionals resulting in increased demand for our products under each of our divisions in Kenya.

The safe, fast & effective fever reliever.

Feverex tablets for adults. Feverex Toto for children.

IF SYMPTOMS PERSIST SEEK MEDICAL ADVICE

NEW PRODUCT INTRODUCTIONS



The herbal syrup is especially effective in treatment of persistent dry coughs.

It relieves dry, irritating coughs through its demulcent effects and promotes expulsion of difficult mucus. The herbs are masterfully blended into this highly effective herbal formula.

It is available in 60ml and 100ml.



For Asthmatic Conditions



For well-being of Baby's stomach

Aspen Watershield



Our planet has enough fresh water for everyone. Despite this, around 650 million people still don't have access to clean water and more than 2 billion people lack access to adequate sanitation. This has major implications.

Each day, nearly 1,000 children die due to preventable water and sanitation-related diarrheal diseases. In fact, more people die from dirty water and poor sanitary conditions, than through war and violence. This is where we want to get involved and make a difference.

Point-of-use (POU) water treatment solutions are designed to treat drinking water for use in the home. This avoids situations where recontamination of water occurs during transport and storage.

Aspen Watershield is a new product of Beta Healthcare International Limited. Aspen watershield is water purifying liquid that kills germs that cause Cholera, Typhoid & Dysentery. Use of the product will ensure microbiologically safer drinking water.

Research has shown that use of the POU water treatment methods leads to improved child health by reducing diarrhea among children.

How to use:

- Pour a cap of Aspen Watershield into 20 litres of clean tap water
- Shake well to mix and leave for 30 minutes before use.



INTERNATIONAL BUSINESS



Beta Healthcare Ltd Nairobi is the regional office for exports in SSA. It is from here that we export finished pharmaceutical products to Democratic Republic of Congo, Zambia, Malawi, Mozambique, Rwanda, Burundi, Tanzania and Uganda.

In the respective countries we have developed tie-ups with local distributors to ensure maximum reach and availability of our products. In each market we have a country manager who is responsible for handling day to day operations in coordination with distributors, marketing promotions and brand building activities.

In these countries, our products enjoys considerable market share in specific therapeutic segments and are top brands like Koflyn, Coldril, Mucolyn, Good Morning, Salimia. In recent past year our emphasize was more on OTC range of products. We optimistic that our efforts will yield a 50% growth in the next two years.

Our objectives for 2015 was to centralize our export supplies from Nairobi manufacturing facility, by starting production of all major brands which were manufactured by our associated companies; and to synchronize our products range for export markets and to ensure regular supplies to these markets.

To date we have started production of ten major brands at our Nairobi facility and another six brands production is expected to start by end of this financial year. Moreover we have started our operations in DRC Kinshasa this year where pharmaceutical market is valued at around USD 90 million per year.

In 2016 we expect not only to add new products to existing markets but also to explore new markets in Mauritius, Angola, Botswana, Namibia and Ivory coast as they can be growth drivers in time to come.

Our presence



Fun Stuff!

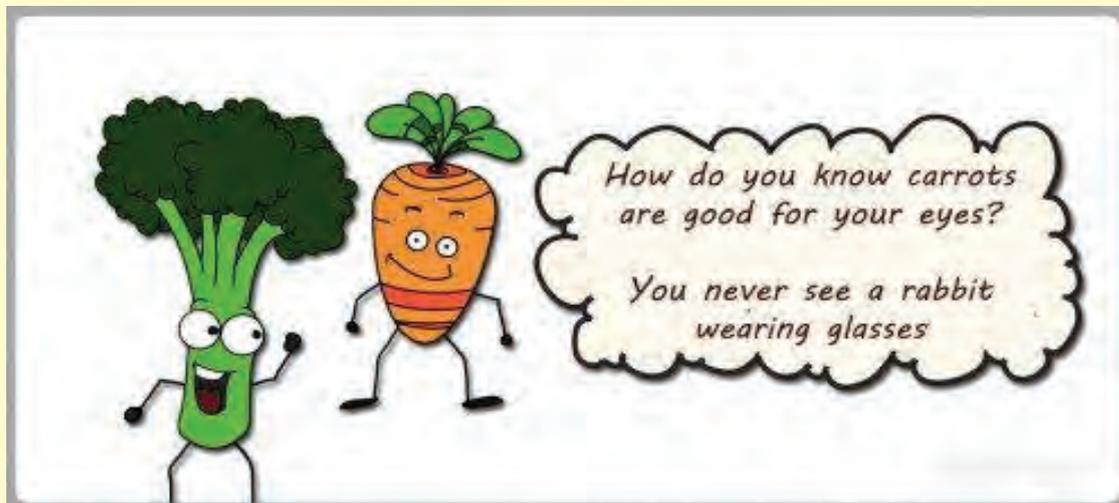


Tongue Twisters for All!!

Enjoy our funny tongue twisters for all and have fun trying to say some of the most difficult sentences in the English language.

Check out old classics such as Peter Piper as well as short sentences such as 'three free throws' and 'good blood, bad blood' that appear simple until you actually try saying them out loud. Say the sentences as fast as you can and see how many times you can finish each tongue twister without making a mistake. Good luck!

- She sells seashells on the seashore.
- Flash message. Flash message.
- Mix a box of mixed biscuits with a boxed biscuit mixer.
- A proper copper coffee pot.
- I saw Esau sitting on a seesaw. Esau, he saw me.
- Toy boat. Toy boat. Toy boat.
- Lovely lemon liniment.
- Six thick thistle sticks. Six thick thistles stick.
- Good blood, bad blood.
- Three free throws. The instinct of an extinct insect stinks.
- Comical economists. Comical economists.
- Which wristwatches are Swiss wristwatches?
- Peter Piper picked a peck of pickled peppers, A peck of pickled peppers Peter Piper picked. If Peter Piper picked a peck of pickled peppers, Where's the peck of pickled peppers Peter Piper picked?
- One-One was a racehorse. Two-Two was one, too. When One-One won one race, Two-Two won one, too.





We are New Joiners, New Aspenians



Bipin Kumar Kanda
Country Manager, Kenya



Rajendra Falor
Head - Finance



Dujji Jayant
*Senior Manager Supply Chain
Kenya*



Deme Adeduro
*Superintendent Pharmacist,
Nigeria*



Alfred Gitonga
Auditor Assistant, Kenya



John Kiarie
Cashier, Nairobi, Kenya



Linet Arandi
Brand Manager, Kenya



Clifton Odhiambo
Quality Control Manager, Kenya



Kallappa Kalamadi
*Sr. Executive Procurement
and supply chain, Tanzania*

Riddles

1. What two things can you never eat for breakfast?
* * *
2. If you have it, you want to share it. If you share it, you don't have it. What is it?
* * *
3. What stays in bed most of the day and sometimes go to the bank?
* * *
4. Imagine you are in a sinking rowboat surrounded by sharks. How would you survive?
* * *
5. What has to be broken before it can be used?
* * *

Health Crossword

Across	
6	caused by injury or illness
7	general medical examination
10	in good physical condition
11	heaviness
12	what you eat
13	transfer of an organ

Down	
1	pain in the head
2	movement of blood in the body
3	synonym for feeble
4	large medical care center
5	surgical intervention
8	you do this to clear your throat
9	person who treats illnesses
10	high temperature

Note: for Answers Turn the page Upside down.

Health Crossword (solution)

Riddle Answers

1. Lunch and dinner. * * *
2. A secret. * * *
3. A stream. * * *
4. Quit imagining! * * *
5. An egg. * * *

SSA TEAM MEMBERS

Kenya



Dr. Gurcharan Matharu
Regional Head Technical



Margaret Mathenge
Regional Head HR &
Administration



Hemal Jani
Regional Head
supply Chain



Satyawan Gawas
Regional Head
Engineering



Rajendra Falor
Head - Finance



Nitin Mehrota
Head International
(Sales)



Manohar Sangaru
Regional Head ICT



Atul Joshi
General Manager
(Sales & Marketing)



**Vinodkumar Sasibhooshan
Akaimal**
National Sales Manager



Richard Kariuki
Governance Manager



Betty Njebiu
Executive Statutory
Compliance



Calistus Makokha
SHE - Manager



Penina Oliech
Excutive Assistant to
CEO and Director

Tanzania



Edwin Nyakwana Onchari
Head: Finance &
Administration



Muhul Jotaniya
General Sales Manager



Arun Sinha
Sales & Marketing Manager
- Consumer Division



Yajas Ulla Tiptur Pyarajan
GM Technical



Atul Kane
Manager Procurement



Nissa Mwaipyana
Sr. Manager - Human
Resource



Kallappa Kalamadi
Sr. Executive Procurement
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Jitendra B Devnani
Operation Manager



Elia Faustin Mnonjela
SHE - Manager



Aniceth Laurian Buramu
Assistant Procurement
Manager

Uganda



Mr-Daniel-S-Kulubya
Director, Uganda
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Mwigo John Banobere
Commercial Director/
Company Pharmacist



Dennis Musinguzi
Finance



Simmeo Kashiringi
Country Manager OTC



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Country Manager Pharma

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Vijay Kumar Arumugam
Head Technical



Viswanathan Kumar
Country Manager



Henry Clifford Dowouna
Manager – QA & Regulatory Affairs

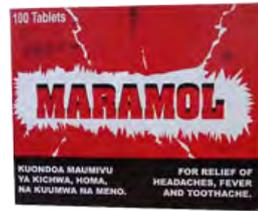
ASPEN SSA PRODUCT PROFILE



Recommended for all sorts of aches such as headache, Fever, Toothache and menstrual cramps



Is a quality Aspirin, Paracetamol & Caffeine combination for headaches



Recommended for all sorts of aches such as headache, Fever, Toothache and menstrual cramps.



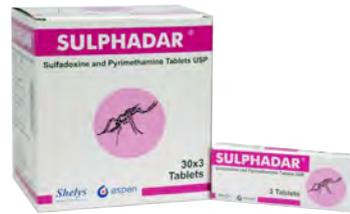
Antiseptic Solution and mouth wash



For erectile dysfunction



For Asthmatic Conditions



For treatment of Malaria



For Headaches



For potent Anti-Inflammatory action



Used in chronic bronchitis, urinary tract infections, traveler's diarrhea



Instant relief & soothing action to persistent coughs.



For instant relief from lower back pain, joint pains and sprains



Multi-Vitamin syrup for Kids



Cough Syrup for Children and Lozenges



for relief of fever in both children and adults.



For well-being of Baby's stomach



For effective treatment of scabies



For weight management



Normal energy yielding metabolism



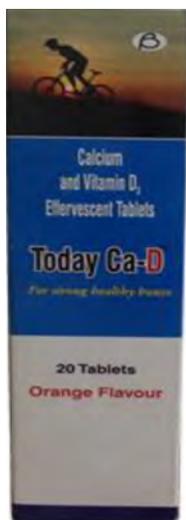
Drug of choice for uncomplicated malaria



For coughs and colds



Effective against Asthma



Supplementation of calcium during growth



For Erectile Dysfunction



Acute and chronic diarrhea. Acute gastroenteritis



Antiseptic Creams for Burns, Cuts & Wounds



Essential Multi-Vitamin therapy



For the symptomatic relief of Coughs and Common Cold



For potent Anti-Inflammatory action



For acute amoebic dysentery



Effective against variety of bacterial infections



Antimal is used to treat falciparum malaria. It is also used to treat malaria where the type of infecting organism is unknown or caused by mixed types of Plasmodium.



Used only to treat or prevent infections that are proven or strongly suspected to be caused by bacteria.



For the treatment of mild to moderate pain and fever, including headache, migraine, neuralgia, toothache, sore throat, aches and pains.



Effective combination of Antihistamine, appetite stimulant Cyproheptadine with essential Amino acid Lysine & Vitamin B Components B1, B6, & B12. Antihistamine relief of allergic reaction, allergic rhinitis & sneezing, Prophylaxis & treatment of nutritional Vitamin B deficiency states, amino acid supplement for normal growth in children



COLD NASO DROPS 0.5% Ephedrine Hydrochloride. Used for the relief of Nasal Congestion in Bronchitis Catarrh, Hay Fever Sinusitis and Upper Respiratory Tract Infections such as Influenza and acute coryza.



For the relief of Nasal Congestion in Bronchitis Catarrh, Hay Fever Sinusitis and Upper Respiratory Tract Infections such as Influenza and acute coryza.



A germicidal mouthwash that reduces bacteria in the mouth. Also used to treat gingivitis.



Used in fighting eating disorders. It is also used to combat anorexia (of most kinds) in children and adolescents.



A Blood building TONIC as it provides nutrients for the formation of red blood cells Nutritional disorders caused by inadequate diet, anorexia, pregnancy & lactation, before & after operation convalescence. Iron deficiency anaemia.



Used in chronic bronchitis, urinary tract infections, traveler's diarrhea, pneumocystis pneumonia, bacterial meningitis, shigellosis and sepsis.



Blood and Iron Tonics (Hematinic) for infants, children and Adults.



For the relief of Nasal Congestion in Bronchitis Catarrh, Hay Fever Sinusitis and Upper Respiratory Tract Infections.



Relieves most external pains and reduces swelling, inflammation, soreness and stiffness. Fast relief of muscular aches and sprains and pains in rheumatism, lumbago and sciatica.



Broad Spectrum Anti-Fungal



Protection against HIV and STDs



Antacid tablets



A pillar of support against lethal bacterial infections

Is an effective analgesic for rapid relief from aches and pains associated with dysmenorrhoea, toothache, inflammation, musculo - skeletal disorder, rheumatism, injuries and other general pains.



Triple Action Cream for Skin Infections



A highly effective & recommended mucolytic and bronchodilator



Antiallergic, Antitussive & expectorant



Effective Anti-Cold formula

ASPEN PARTNER PRODUCTS



Indicated for the relief of mild to moderate pain associated with fever.



For the relief of mild to moderate pain associated with fever.



Relieves pain and stiffness caused by muscle strains and sprains with anti-Pyretic action.



Used to treat skin infections like impetigo (a weeping, swollen and crusty patch of skin), infected dermatitis, osteomyelitis (bone infections)



Anti-inflammatory, Rubefacient and Counter irritant for all sorts of pains



Indicated for the control of vestibular disorders such as vertigo, tinnitus, nausea.



Indicated in the prophylactic treatment of:- Common migraine.



Indicated in the treatment and prevention of iron deficiency anaemia.



Indicated in anorexia or loss of appetite



Indicated in productive cough which is accompanied with difficulty in breathing



Indicated in Gastric hyperactivity, gastritis, heartburn of pregnancy, esophagitis. Adjunctive, in peptic ulcer



Used in treatment of P. falciparum malaria.



Helps in fast and effective wound healing



Indicated in the prophylactic treatment of:- Common migraine.



Therapy for uncomplicated P. falciparum malaria



Superior than other iron preparation



Used in treatment of P. falciparum malaria.



Incomparable 3 way action in wound care



Therapy for uncomplicated P. falciparum malaria



For Inflammatory Conditions



Antifungal and antibacterial anti amoebic



Broad Spectrum Antifungal



A classic PPI to treat stomach ulcers and to relieve heartburn and indigestion



Indicated in the treatment of primary and secondary skin infections caused by sensitive strains.



Antibacterial indicated in UTI



Broad Spectrum Antibiotic



Used to treat skin infections such as jock itch, athlete's foot, and ringworm; and fungal infections of the scalp, fingernails, and toenails.



Calcium never tasted so **yummy!**



Vigafit[®]

KIDS

- Stronger bones now without popping pills
- Available in delicious mixed flavours
- Attractive gummy bear shape

Recommended Use: 2 gummies per day

Each Gummy Contains	
Calcium	100 mg
Vitamin D ₃	100 IU
Phosphorus	50 mg



For kids on run
Vitamins is the gum

Vigafit[®]

vita KIDS

Maintains proper growth and immunity in **growing kids**

Recommended Use: 2 gummies per day

Each Gummy Contains	
Vitamin A (as acetate)	2500 IU
Vitamin C (ascorbic acid)	30 mg
Vitamin D ₃ (as cholecalciferol)	200 IU
Vitamin E (as acetate)	5 IU
Vitamin B ₃ (as niacinamide)	10 mg
Vitamin B ₆ (as pyridoxine hydrochloride)	1 mg
Vitamin B ₉ (as folic acid)	200 mcg
Vitamin B ₁₂ (as cyanocobalamin)	3 mcg
Vitamin H (as biotin)	20 mcg

Available in **Mixed yummy flavours**



For the use of Registered Medical Practitioner or a Hospital or a Laboratory only

Diabetes risk increased for men who get too much, too little sleep

Getting too much or too little sleep is known to have negative implications for overall health and well-being. Now, a new study has uncovered a sleep-health link that appears to apply to men only: too much or too little sleep may raise their risk of diabetes. Men who sleep too much or too little may be at greater risk for diabetes.

Senior author Femke Rutters, Ph.D., of the VU Medical Centre in Amsterdam, the Netherlands, and colleagues report their findings in the *Journal of Clinical Endocrinology & Metabolism*.

According to the American Diabetes Association, around 29.1 million people in the United States have diabetes.

Type 2 diabetes is the most common form of the condition, which arises when the body is unable to use insulin effectively. Type 1 diabetes occurs when the body does not produce insulin.

Insulin is a hormone produced by the beta cells of the pancreas that transports glucose from the bloodstream into the body's cells, where it is used for energy. If beta cells cannot produce enough insulin or the body does not correctly respond to the hormone, this results in high blood glucose levels.

Obesity and lack of exercise are two lifestyle factors known to raise the risk of diabetes. For this latest study, Rutters and colleagues set out to determine whether sleep duration could also play a role in diabetes development.

Poorer glucose metabolism for men with limited or excess sleep

The team analyzed data of 788 healthy men and women aged 30-



60 years from across 19 European countries. All subjects were part of the European Relationship between Insulin Sensitivity and Cardiovascular Disease (EGIR-RISC) study.

The researchers assessed how many hours sleep participants got each night, and their physical activity levels were assessed using a single-axis accelerometer - a movement sensor.

Subjects' risk of diabetes was assessed using a hyperinsulinemic-euglycemic clamp, which measures how well the body uses insulin.

Compared with men who slept an average of 7 hours each night - in line with current recommendations - men who slept fewer or more than 7 hours a night had poorer glucose metabolism.

"In men, sleeping too much or too little was related to less responsiveness of the cells in the body to insulin, reducing glucose uptake and thus increasing the risk of developing diabetes in the future," explains Rutters.

In addition, men who slept fewer or more than 7 hours a night had

higher blood sugar levels than those who slept an average of 7 hours.

Women's diabetes risk may not be affected by sleep

No such associations were identified among women, the researchers report.

In fact, the team found that the cells of women who slept fewer or more than 7 hours a night were more likely to respond to insulin, and their beta cells had better function, suggesting that lack of sleep does not raise women's diabetes risk.

Still, the researchers say their findings highlight the importance of getting a good night's sleep - particularly for men.

"Even when you are healthy, sleeping too much or too little can have detrimental effects on your health. This research shows how important sleep is to a key aspect of health - glucose metabolism."







VISION AND MISSION

To deliver value to all stakeholders as a responsible corporate citizen that provides quality, affordable medicines globally.

