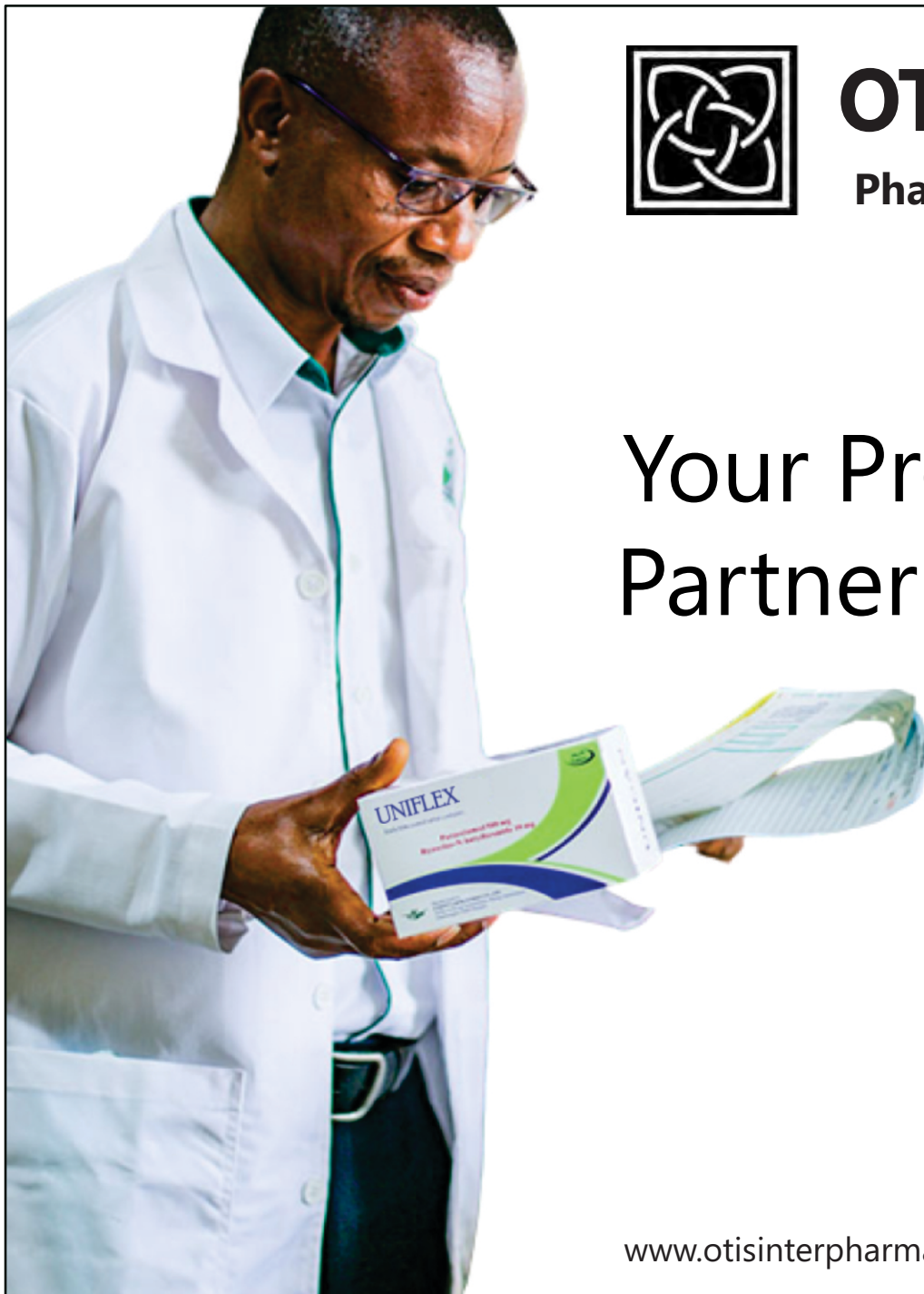




# OTIS Interpharma S.A.

Pharma and Healthcare Solutions

## Your Preferred Healthcare Partner in Africa








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



# The West African Community









## Ease of Doing Business in the WAC: 2021

Country	WAC Rank	Global Rank
 Mali	5	148
 Benin	7	149
 Burkina Faso	9	151
 Sierra Leone	10	163
 Liberia	12	175

Source: 2022 Doing Business Database, The World Bank Group

## Vital Statistics of WAC Economies: 2021

Economic Indicator	 Sierra Leone	 Liberia	 Benin	 Burkina Faso	 Mali	 Togo
GDP (real growth rate)	3,4%	1,2%	6.9%	6,8%	4,9%	4,9%
GDP (at official exchange rate)	\$5.07 bn	\$4.62 bn	\$24.57 bn	\$22.42 bn	\$15.3 bn	\$4.8 bn
Revenue	\$1.133 bn	\$1.853bn	\$3.858 bn	\$3.780 bn	\$2.342 bn	\$1.139 bn
Expenditure	\$1.756 bn	\$2.192 bn	\$4.118 bn	\$3.893 bn	\$2.486 bn	\$1.340 bn
Tax/GDP ratio	22%	13%	25%	17%	24%	19%
Income tax top resident company rates	30%	30%	35%	30%	35%	32%
VAT standard rates	16%	18%	18%	18%	17% (sales tax)	17.4%
Inflation rate (consumer prices)	13.1%	12.6%	14.2%	11.69%	11.6%	12.6%
GDP per capita	\$764	\$480	\$456	\$535	\$144	\$554
Population	8.5 mm	6.3 mm	11.7 mm	21.5 mm	20.2 mm	8.6 mm
Population growth	2,1%	2,5%	2.7%	2.03%	3.02%	2,4%

Source: The WestAfrican June 21-27, 2022 Special Report



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# Republic of Benin

- Population:  
12,123,200 - 78<sup>th</sup> globally (2021)
- Population growth rate:  
2.7 % - 58<sup>th</sup> globally (2021)
- Age Structure:  
0-14 years: 42.26%, 15-64 years: 54.84%  
65 years and over: 2.89% - 15<sup>th</sup> globally (2021)
- GDP - per capita (PPP):  
901,54 USD (2020)
- Total government expenditure on health:  
2.49 % of total government expenditure (2020)
- Total expenditure on health per capita:  
\$16 USD (2021)
- HIV/AIDS adult prevalence rate:  
1% - 44<sup>th</sup> globally (2021)
- Reported cases of malaria annually:  
1,975.812 (2020)
- Prevalence of Tuberculosis:  
55 per 100,000 - 86<sup>th</sup> globally (2021)



\* The World Factbook 2020. Washington, DC: Central Intelligence Agency, 2021.

\* World Health Statistics 2019. Geneva, Switzerland: World Health Organization, 2019.

\* Africa Development Indicators 2020. Geneva, Switzerland: World Health Organization, 2021.

\* World Malaria Report 2020; Epidemiological Profile: Benin. Geneva, Switzerland: World

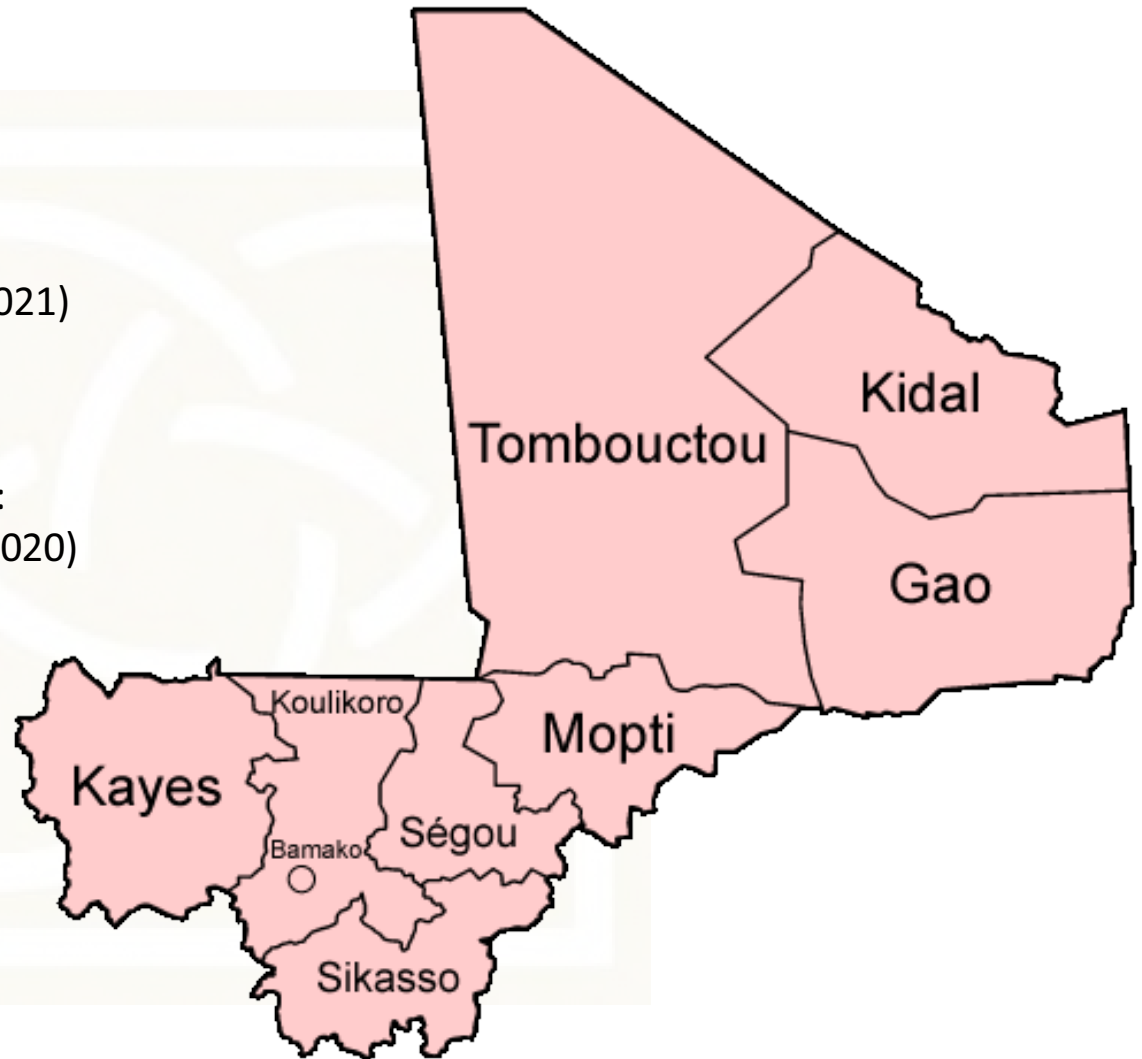
\* Health Organization, 2019.

\* WHO Global Tuberculosis Report 2021. Geneva, Switzerland: World Health Organization, 2022.



# Republic of Mali

- Population:  
20,250,833 - 60<sup>th</sup> globally (2021)
- Population growth rate:  
3.02% - 44<sup>th</sup> globally (2021)
- Population density:  
15.6 people per sq. km - 16<sup>th</sup> in Africa (2021)
- GDP - per capita (PPP):  
899,66 USD (2020)
- Total government expenditure on health:  
3.8% of total government expenditure (2020)
- Total expenditure on health per capita:  
\$37 USD (2021)
- HIV/AIDS adult prevalence rate:  
1.2% - 39<sup>th</sup> globally (2021)
- Reported cases of malaria annually:  
860,000 (2020)
- Prevalence of Tuberculosis  
53 per 100,000 – 90<sup>th</sup> globally (2021)



\* The World Factbook 2020. Washington, DC: Central Intelligence Agency, 2021.

\* World Health Statistics 2015. Geneva, Switzerland: World Health Organization, 2019.

\* World Malaria Report 2020; Epidemiological Profile: Mali. Geneva, Switzerland: World

\* Health Organization, 2019..

\* Africa Development Indicators 2021. Geneva, Switzerland: World Health Organization, 2022.



# Mission Statement

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*“To be chosen by customers as the leading provider of relevant, affordable and accessible quality healthcare products and added-value services”*



# About Us



- OTIS Interpharma S.A. was incorporated in 1996 in Benin and 2003 in Mali with a vast distribution network that covers 12 countries in West Africa.
- We represent over 40 international pharmaceutical manufacturers and medical supply companies.
  - 8 product segmentations
  - Product portfolio of over 900 items
- Regularly servicing a vast customer base
- Regional distribution network
- We currently employ over 93 people



# What We Do

- OTIS Interpharma is a reputable healthcare company involved in imports, exports, distribution and marketing of:
  - **Branded pharmaceuticals**
  - **Generic pharmaceuticals**
  - **OTC pharmaceuticals**
  - **Fast moving consumer goods**
  - **Medical Cosmetics**
  - **Orthopaedic procedures**
  - **Diagnostic and medical systems**
  - **Hospital consumables**
  - **Veterinary products**
  - **Nutritional Supplements**
- We also offer a multitude of added value services:
  - **Medical training and information**
  - **Install and maintain equipment**
  - **Consulting**
  - **Special procurement**



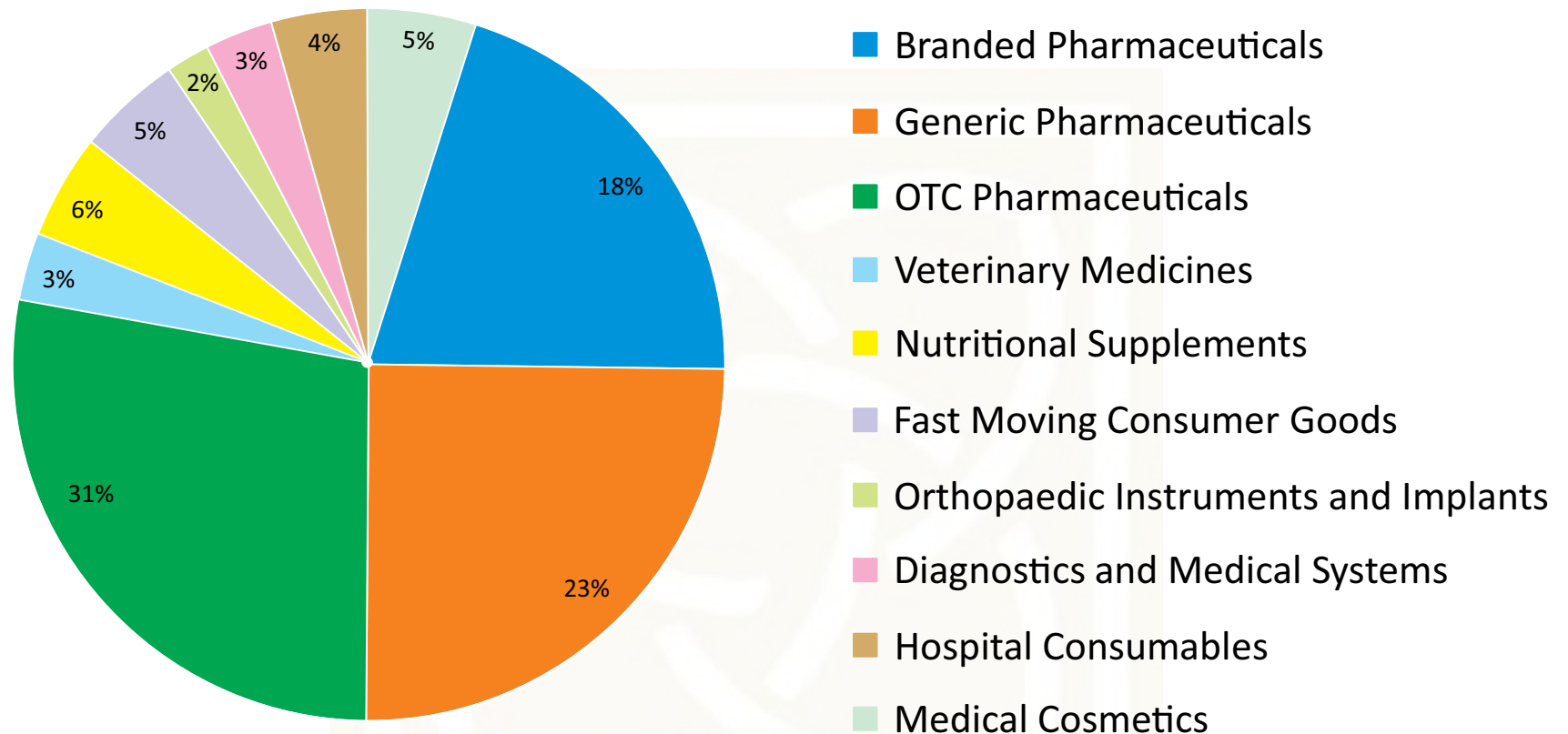
# Objectives

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1. To strive for continual leadership in the sales and marketing of quality pharmaceuticals, diagnostics, surgical and consumer products and added-value services
2. To maximize our overall efficiency in supply chain management and minimize operational costs to provide products and services at the most affordable prices
3. To better meet customers' demands by widening our portfolio with relevant products
4. To retain and grow a satisfied customer base
5. To develop, groom and grow a cohesive motivated team
6. To provide a stimulating and conducive work environment
7. To uphold high standards of ethics and integrity in our business



# Products and Customers



- Our client base consists of:
  - Research institutions
  - NGOs
  - Hospitals and clinics
  - Supermarkets and retail shops
  - Government organisations
  - Large wholesalers
  - Retail pharmacies
  - Animal health care businesses



# Added Value Services

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- OTIS Interpharma's value-added services avail modern technology and techniques that help develop the country's internal capacity as well as enable surgeons to perform life changing operations
- We support and deliver a range of value adding services:
  - Sensitisation programmes
  - Capacity building
  - Conferences and workshops
  - Product launches and promotion
  - Technical support
  - Training and training materials
  - Continuous medical education
  - Instrument installation and maintenance
  - Avail innovative surgical procedures



# Core Competencies

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- Extensive experience in bringing new products to the market and brand building
- Consistent year/year growth in sales turnover and capacity
- Regional West African presence and selected local partner for many multinational and blue chip manufacturers
- One-stop shop service for customers who require one supply point
  - Competitive tender provisions for institutions and NGOs
- In house logistics operations; procurement, importation, warehousing and distribution
- Cold chain storage and management
- Accurate and timely processing and delivery of orders
- Versatile distribution network
  - National sales force
  - Regional sub distributors
  - Extensive delivery fleet



# Business Strategy: Customers

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Identify Needs	<ul style="list-style-type: none"><li>• Assess market's existing product offerings to ensure that it aligns with current consumer/patient demand</li></ul>
Evaluate Portfolio	<ul style="list-style-type: none"><li>• Compare OTIS Interpharma's product portfolio with customer and patient's needs based on current and projected consumer demand, policy changes and product innovations</li></ul>
Recommend and Support	<ul style="list-style-type: none"><li>• Recommend optimal product mix; providing relevant information and support needed to promote products</li></ul>
Directed Marketing	<ul style="list-style-type: none"><li>• Continuously drive market stimulation for given products through product launches and promotions, conferences and exhibitions, CMEs and TIMs</li></ul>
Feedback and Review	<ul style="list-style-type: none"><li>• Review process to ensure product penetration, fulfillment of consumer needs and overall customer satisfaction</li></ul>



# Business Strategy: Suppliers

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Identify Needs	<ul style="list-style-type: none"><li>• Identify and/or create the need for a specific product</li></ul>
Cultivate Product	<ul style="list-style-type: none"><li>• Develop demand for a given product while building brand awareness and product association</li></ul>
Penetrate Market	<ul style="list-style-type: none"><li>• Engage potential outlets using OTIS Interpharma's experienced sales and marketing team and distribution services</li></ul>
Coordinate Portfolio	<ul style="list-style-type: none"><li>• Use OTIS Interpharma's vast distribution experience, contacts and infrastructure to compliment marketing efforts</li></ul>
Ongoing Expansion	<ul style="list-style-type: none"><li>• Continuously explore new markets to ensure that product lifecycle is on an increasingly upward trend</li></ul>



# Branded Pharmaceuticals

- OTIS Interpharma has built strong relationships with many of the world's leading branded pharmaceutical manufacturers
  - Ethical products
  - Guaranteed quality
  - Reliable and cost effective treatment
- We provide a full range of services:
  - Market research and product launches
  - Product support through CMEs and TIMs



 L'essentiel c'est la santé.				 GlaxoSmithKline	



# Generic Pharmaceuticals

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- OTIS Interpharma is a leading player in our market's growing branded generic pharmaceuticals sector
- We only deal with ethical and proven generics manufacturers:
  - Quality Assurance
  - Affordable solutions



# OTC Pharmaceuticals

- OTIS Interpharma focuses on the viability and affordability of availing the correct products at competitive prices, while maintaining quality for our customers.
- We offer a wide range of OTC consumer products:
  - Analgesics
  - Antifungal treatments
  - Health supplements
- We drive demand through:
  - Product schemes
  - Merchandising and displays
  - Advertisements; radio, television, newspapers and billboards



*Presented with 'Best Overall Achievement Partner' award in 2020 by GSK*

GlaxoSmithKline



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# Medical Cosmetics

- OTIS Interpharma offers an established trading network for Medical Cosmetics based on a long business experience, while maintaining quality for our customers, Our experience has allowed us to grow in retail and wholesale trade.
- We offer the following range of medical cosmetics.
  - Skin Care
  - Body Cream
  - Facial Cream
  - Hair Care
  - Peelings
  - Solar Line
  - Enzymatic
  - Ampoules
- We also offer beauty equipment for:
  - Aesthetic
  - Cosmetic
  - Dermatological equipment and devices that can treat skin and facial flaws



Our well-curated products also include non-invasive body contouring and slimming treatment systems as well, along with different laser hair removal treatments.



# Fast Moving Consumer Goods

- OTIS Interpharma has extensive FMCG coverage servicing major supermarkets and key smaller outlets directly
- We utilize our vast distribution network in order to maximize market penetration
  - Regional sub-distributors
  - Direct and indirect sales
  - Van Sales
- Our ordering and stocking policies provide customers with a wide range of quality products



Selected products from Sebamed



Selected products from Hermesetas



Selected products from SSL International



“The quality of products means that they sell well compared to competitor products. It is not just the supply of quality products but OTIS Interpharma’s help in marketing and sales support...”

Mr. Luc Kodjo, Game Store Manager



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# Orthopaedic Procedures

- Since 2003 OTIS Interpharma has been the leading provider of orthopaedic instrumentation and implants in Benin and other countries in West Africa
- We enable doctors and surgeons to practice specialized procedures that may have otherwise required patients to leave the country for care
- We offer instruments and implants for life changing operations such as:
  - Knee replacement
  - Total hip replacement
  - Fractures involving hips, legs and arms
  - Fractures of thoracic and lumbar spine
  - Fractures of the cervical region using cervical plates and screws
  - Disc replacement using cages and pyramesh



# Diagnostics and Medical Systems

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- Since 2003 OTIS Interpharma has invested heavily in diagnostic instrumentation to support technicians and doctors in various capacities.
- We market, sell, install and maintain diagnostic systems for:
  - Blood gas analysis
  - Hematology and immunology
  - Viral loads assay
- And medical systems associated with:
  - Anaesthesia
  - Infusion therapy
  - Injection safety
  - Critical care and dynamic monitoring
  - Diabetic care
- We provide safety products and associated supplies for:
  - Blood collection
  - Disposal of waste
- To ensure customers derive maximum satisfaction from using our products we also offer technical support and training



# Hospital Consumables

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- OTIS Interpharma markets and distributes hospital consumables used in advanced wound care management and day to day sanitation and sterilization.
- We represent companies focused on repairing and healing the human body using innovative and cost-effective products
- We supply a wide range of products:
  - Disinfectants and sterilizing solutions
  - Antiseptic scrubs and gargle
  - Masks and gloves
  - Bandages and gauze
  - Plasters and padding
- Enabling our clients to treat their patients effectively in a safe and healthy environment, whether in the operating room or general ward, is our primary concern.



# Commitment to Quality

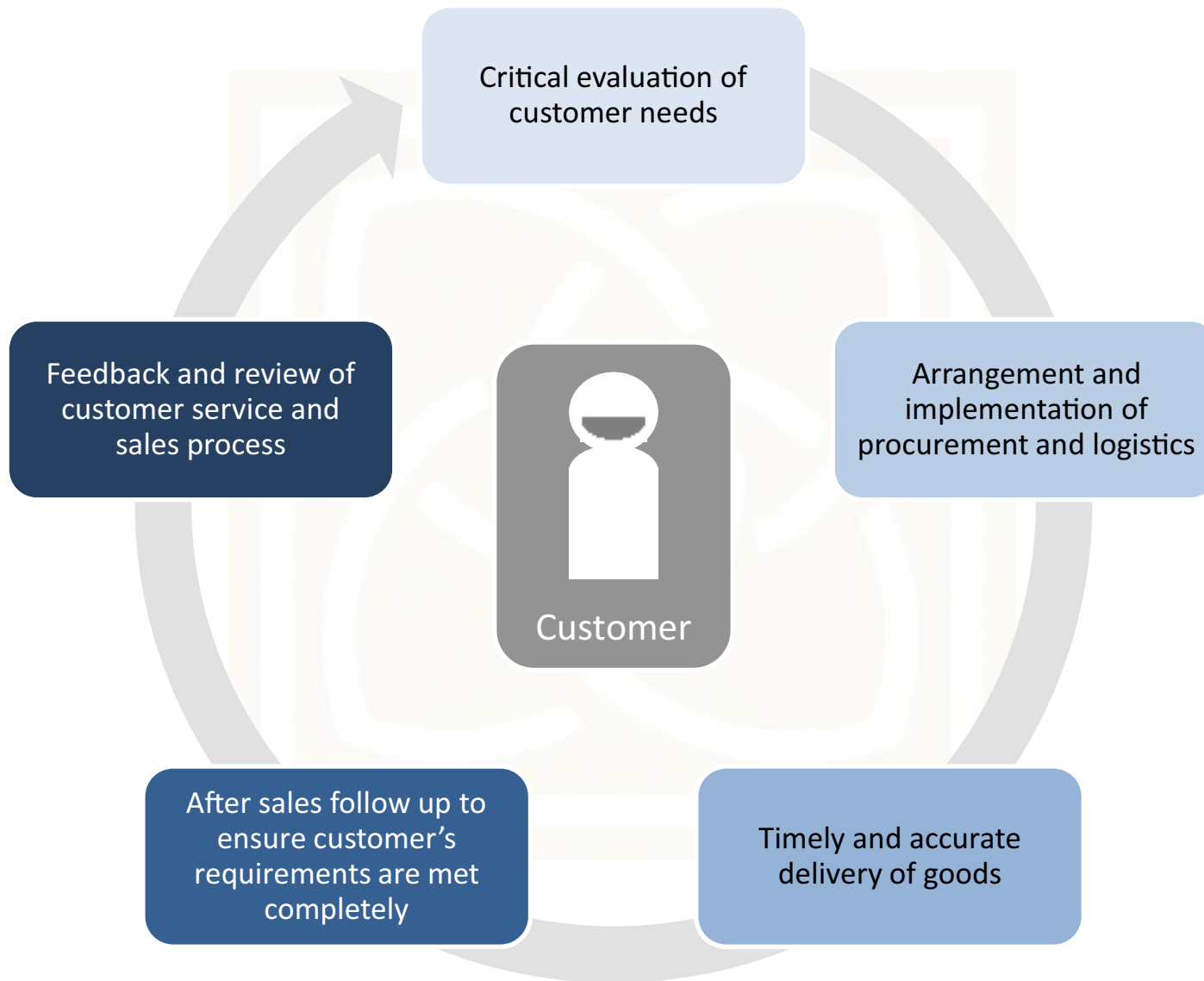
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- In 2005 OTIS Interpharma became the first private pharmaceutical company to receive ISO 9001:2000 Certification in West Africa. In 2010 awarded ISO 9001: 2008 certification, an update from ISO 9001:2000 and in 2021 we received ISO 9001:2015.
- We are committed to maintaining our reputation for both quality products and quality service.
  - Total Quality Management system
- We maintain proactive approach to quality such that our standards continuously improve.



# Customer Satisfaction

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# Corporate Social Responsibility



- OTIS Interpharma's core aim is to improve the lives of Africans through better accessibility of health products and offering value added services
- We use various methods to contribute to this effort:
  - Product donations
  - Subsidized medicines and supplies
  - Subsidized logistics and distribution
  - Training



# Organisational Structure

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# Contact Information

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