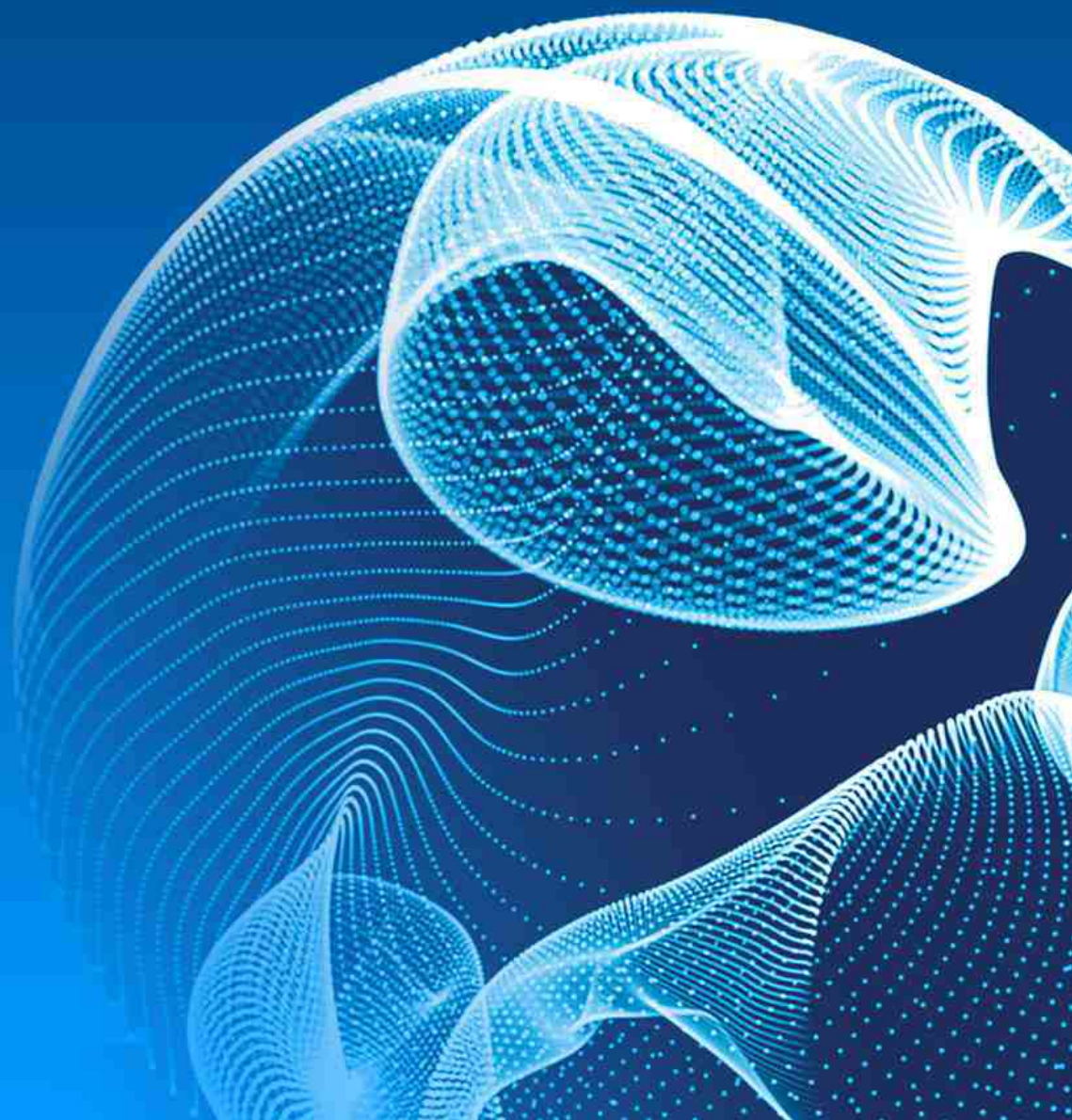


# The Fastest Path from Medicaments to Market

**ALFAMED LTD**

pharmaceutical company



## REQUISITES

Corporate name	ALFAMED LTD
Chief Executives	Afgan Khudaverdiyev
Established	2003
Paid-in Capital (USD)	2 000 000
Head Office	AZ 1007 G. Guliyev str. 41 Baku, Azerbaijan
Number of Employess	45
Category of Business	Marketing and sales of Drugs
Type of Business	Marketing and distribution of pharmaceuticals, medical devices, etc.
Amount of Sales	Consolidated: 9,416 million (fiscal 2018 financial
Main Banks	AGBANK OJSC, Baku, Azerbaijan
Stock	Baku, Azerbaijan



## WELCOME TO ALFAMED LTD

Alfamed Ltd is a sufficiently young pharmaceutical company acted in the territory of Azerbaijan Republic as a distributor & marketing company accredited in the Ministry of Health of Azerbaijan Republic, license 006359. in spite of that our company is very young & dynamic; we have all infrastructures (materials and personnel). It is important to inform you, that ur country is one of the dynamically developing and stable countries in caucasus region. In particular, Azerbaijan has very high indexes in a growth of interior gross output and investments.

## CEO's View



In the public health system in Azerbaijan fundamental reforms goes in full swing, aimed at improving and increasing the efficiency of services for the health of the population.

These reforms have a significant impact on the pharmaceutical market. Moreover, the pharmaceutical market itself is going through intense changes.

At the same time, the International Conference of Harmonization (ICH) of pharmaceutical regulations and other factors makes the pharmaceutical market is more global, with intense competition between local and foreign companies.

ALFAMED strives to create a company - the best in Azerbaijan with its staff of medical representatives, allowing her at the highest level to operate in a reforming public health, satisfying

a large number of patients using drugs of ALFAMED company that meet their health care needs.

The provision of accurate information in accordance with the proven medicine for the correct use of medicines that meet the different needs of patients and public health providers is key to achieving this goal.

Medical representatives must first of all thoroughly understand the properties and characteristics of products (efficiency, safety, convenience, cost, etc.) to provide physicians with accurate scientific information regarding the properties of the products.

In deeper understanding by the physicians properties of drugs, they will be able to make the most effective choice for the treatment of their patients.

ALFAMED introduced a System of Regional Marketing in order to increase the efficiency of Medical representatives in the provision, collection and transfer of information.

ALFAMED consistently enhances the educational system to develop the effectiveness of medical representatives who have a high level of ethics and abilities that match the diverse and complex needs of practicing physicians.

The company also strives to create an environment where medical representatives will be able to provide information about the proper use of pharmaceutical products with confidence and responsibility according to their application in public health .

ALFAMED hopes that through its medical representatives the company's products are used effectively and nicely to meet all patients who need treatment.

In addition, sale department of ALFAMED company holds its own active marketing actions intended for wholesalers and pharmacies to meet the greatest number of customers.

**CEO Alfamed LTD**  
**Afgan Khudaverdiyev**





# Our Policy

ALFAMED LTD was founded in 2003 by aspiring young minds and with help of broad experience. Soon after having started up, it could pick the vein of the Market soon and realized its birth-dream of supplying customers with high-quality products and brand new compositions. It's one out of 5 local distributors which hold the top of the Ladder.

The corner stone of our business is distribution. However, we set great store by future. Therefore, we have created three-pillar basement on which our prosperity stands:

- o Educating
- o Presenting
- o Distributing

The treasure of our philosophy, "to maintain educated and available employees" indicates importance lent by ALFAME LTD, to the training of newly-hired employees. Moreover, several times a year we send reps and managers on courses, organized in Turkey and Italy.

We work closely with doctors to make sure that drugs of our presentation have beneficial effect on patients. We do also organize conferences for doctors together with our foreign partners.

## Company Staff

Total Number - **45**

Number of sale  
representatives/sales force - **25**



## Main clients

Doctors - **2000-2500**

Pharmacies - **1500**

Hospitals - **80**

Drugstores - **4**

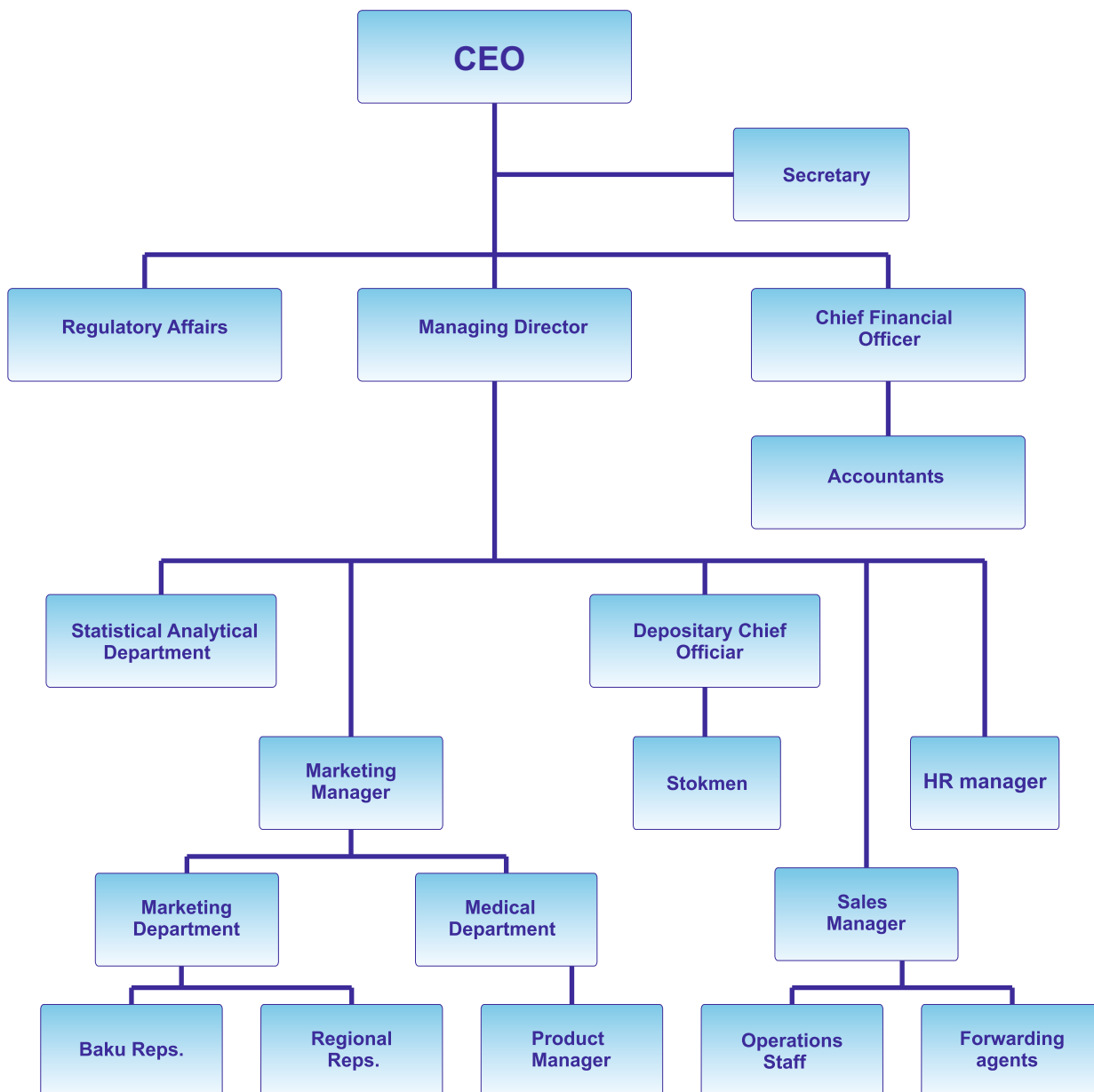
## Marketing strategy

Experience in marketing and sales analysis

Promotion activities (to Doctors, Pharmacies,  
Hospitals, Drugstores Wholesalers)

- Market Research
- Marketing Plan
- Product Management
- Price Setting
- Tender System
- Listing in Individual Hospitals
- Promotion Material
- Product promotion

## COMPANY STRUCTURE



## MARKETING AREAS



There are 5 marketing groups in whole Azerbaijan, including 10 reps each, which promote products through active visits to physicians, create promotional materials (booklets, posters etc.)





# Financial Highlights

Millions (\$)

2016

2017

2018

Revenue

9.2

9.7

9.4

Product purchases and supply

3.9

4.2

4.0

Maintenance, overheads  
remuneration

0.9

0.95

0.94

VAT and other pay-out

2.3

2.43

2.35

Advertisement, marketing and  
motivational spending logistics

0.8

0.9

0.8

Regulatory and registration  
costs

0.1

0.1

0.1

Foreign ventures

-

0.03

-

Business development

0.1

0.12

0.1

For The year ended December 2018

## PARTNERS



LG Life Sciences (Korea)



Chiesi (Italy)



ACS Dobfar (Italy)



Bioton (Poland)



ABL Antibiotics(Brasil)



Pharco Pharmaceutical(Egypt)



Combino Pharm (Spain)



Tamarang (Spain)



Ges Genericos (Spain)



DONG-A ST

Dong A ST (Korea)



CelltriontiPharmati(Korea)

# Thank you

