

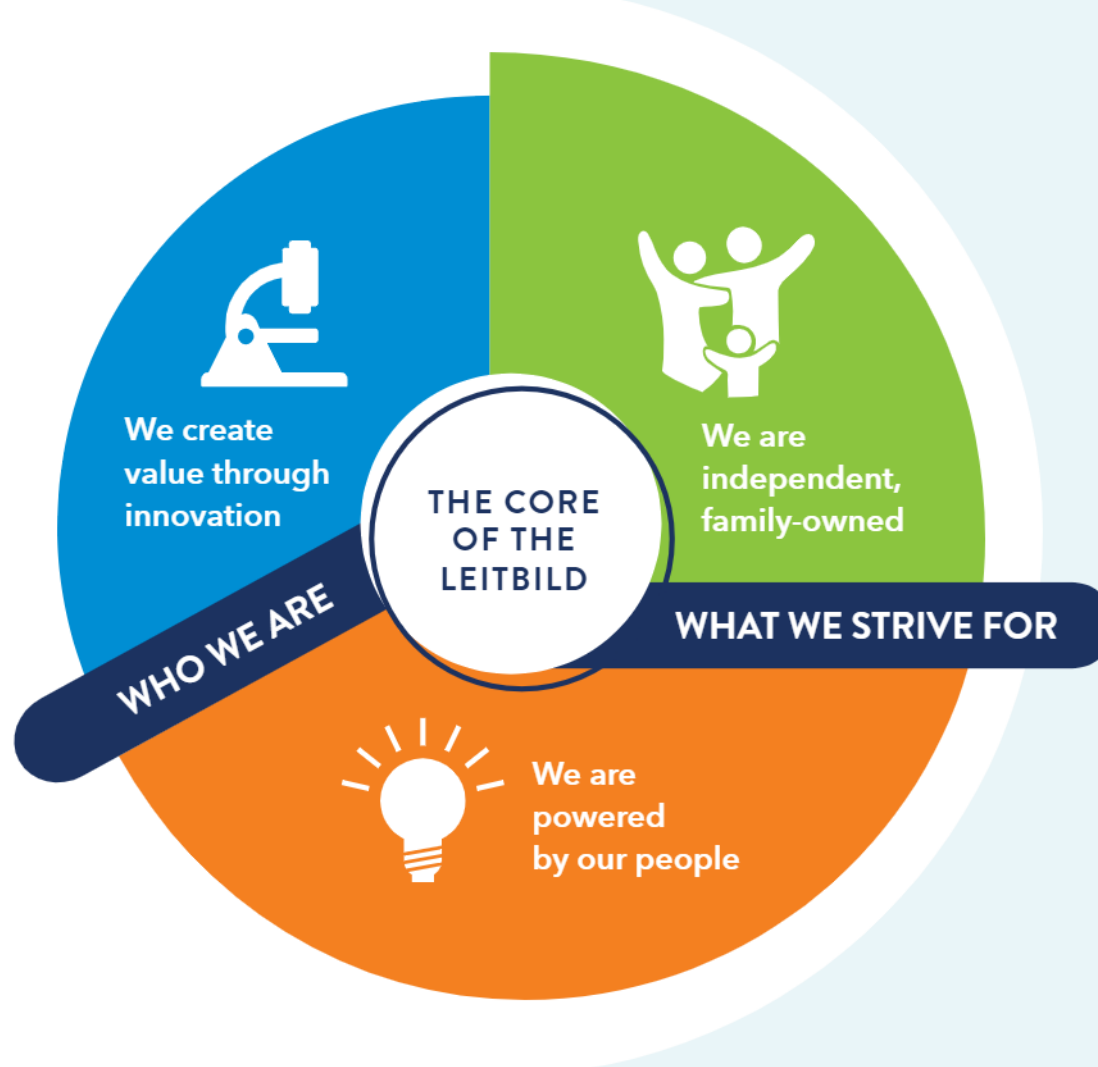
ACCESS TO HEALTHCARE STRATEGY

OUR 2025 MANIFESTO



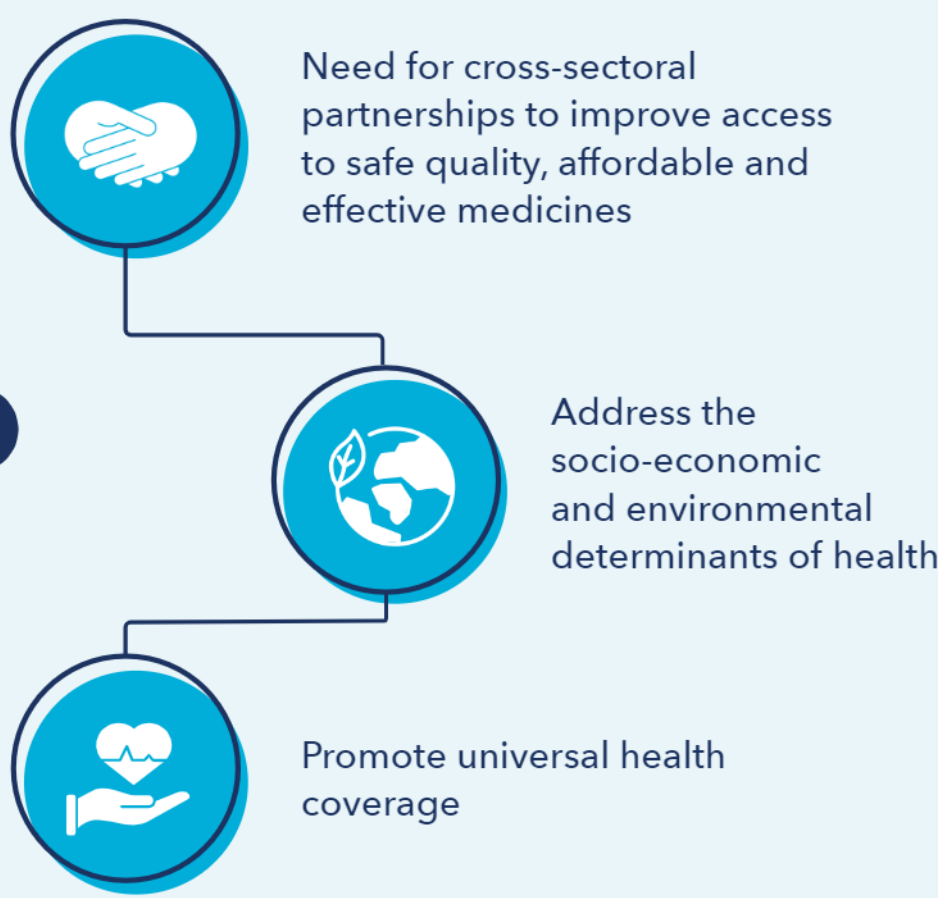
We aspire to the sustainable delivery of more health to **humans, animals** and **communities around the world** by building unique initiatives and partnerships.

OUR INSPIRATION AND STRATEGY

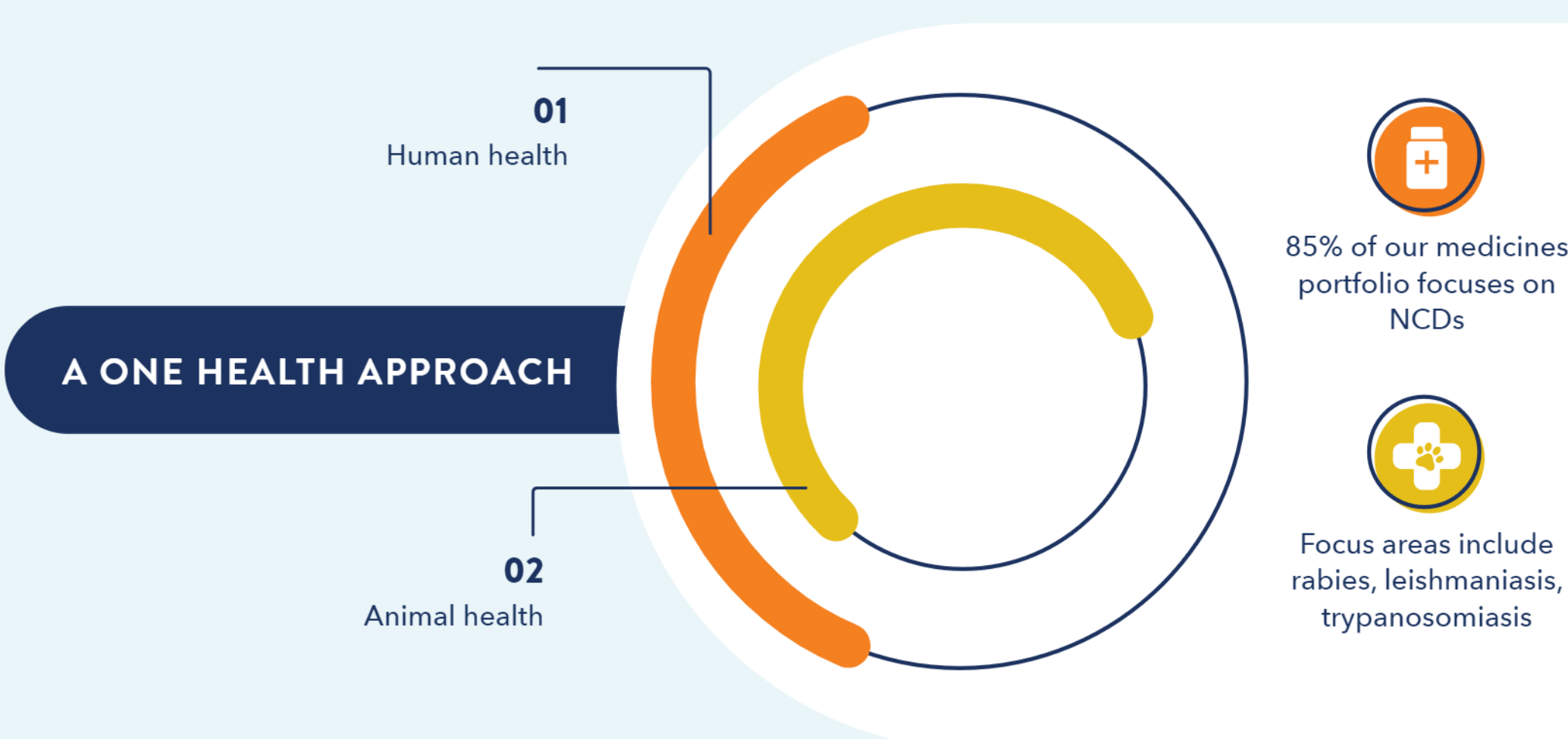


WE RECOGNIZE THESE SOCIETAL & HEALTH CHALLENGES

as highlighted by the World Health Organization



WE WILL WORK TO CONTRIBUTE TO ACHIEVING THE SDGS



BI ACCESS TO HEALTHCARE STRATEGIC FRAMEWORK



- #### AVAILABILITY
- **R&D investments** for unmet needs and innovative treatments
 - **Expanded access** through innovative distribution models and/or donations
 - Secure and **efficient supply chains**, including fighting fake medicines

SUSTAINABLE ACCESS MODELS

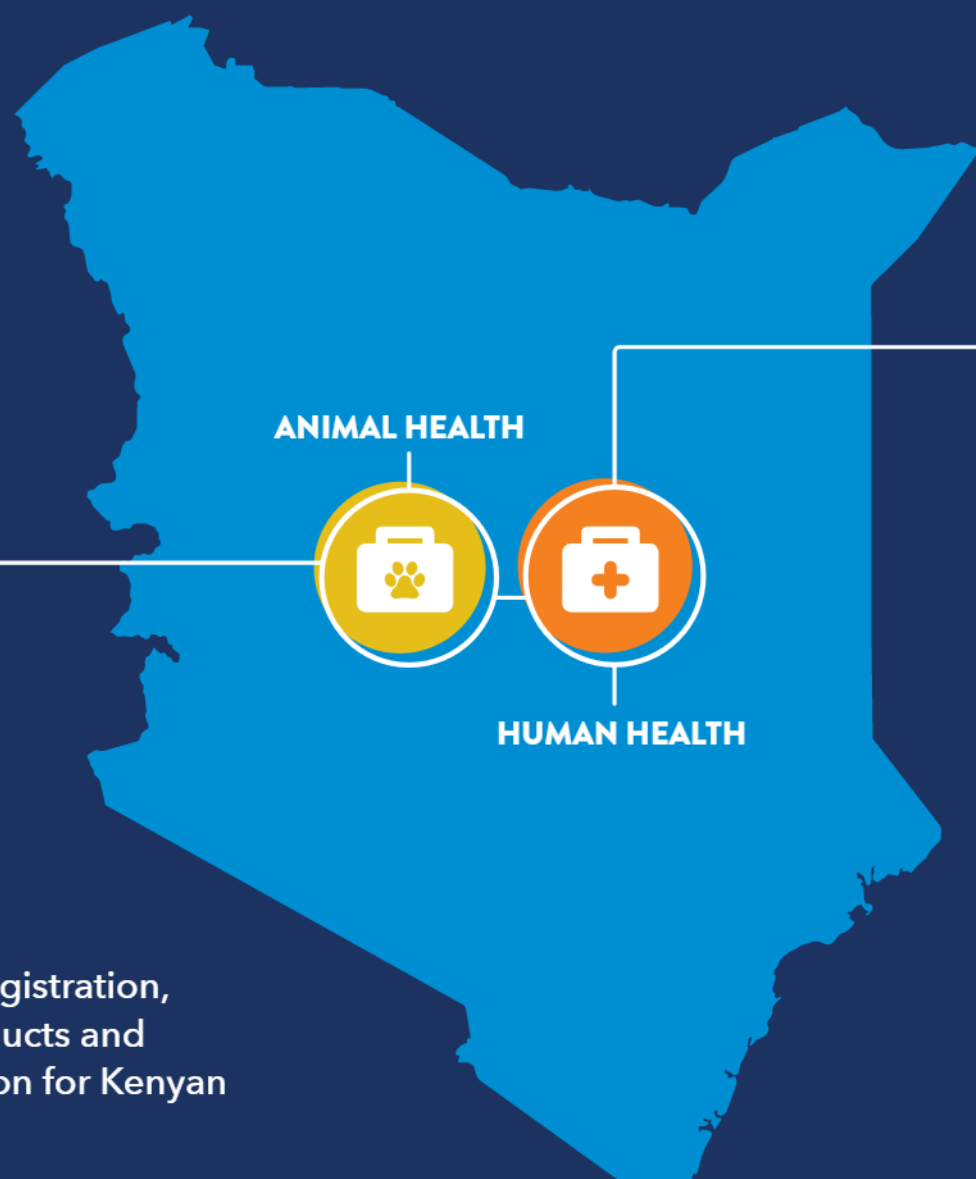
- Inter and intra-country tiered pricing: ensuring access to **care for those patients in need**
- Patient Assistance Programs: reaching more patients and fostering **increased health coverage**
- Microfinancing for the neediest communities



INNOVATIVE SOLUTIONS FOR AWARENESS AND ADHERENCE

- **Education** and **awareness** raising to promote disease prevention
- Integrated, **people-centered** disease management programs
- Pioneering **digital and mobile** technologies to broaden access to healthcare

MANIFESTO IN ACTION IN KENYA



INTEGRATED NCD CARE

- Addressing stroke, myocardial infarction, diabetes and hypertension diseases.
- Tiered-pricing
 - Differentiated distribution models
 - Treatment facilities setup
 - Disease management programs, including digital applications and awareness campaigns

LAST MILE

Program focusing on registration, distribution of our products and corresponding education for Kenyan farmers.

