

The Yellow Pigeon

ASFARMA BULLETINE



 **Asfarma**

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LETTER FROM GENERAL MANAGER

We have finalised 2023 together!

We wish to take a moment to look back at 2023 Asfarma progress and development with achievements, impacts, strains and future vision.

It is privilege to a Turkish pharma company since 25 years; sustainable business in dedicated territories with its own brands and growing market shares.

We are more than 500 employees in 11 countries, and Asfarma is in the top 15 pharma exporter company in Turkey.



At Asfarma, we strive to be provider quality of life in our global markets' unmet medical needs with high qualified medicines, food supplements, medical devices and dental products.

Asfarma "New ones" that licensing agreements, building partnerships-alliances, market establishment are our main initiatives, and our positive progresses stand on those priorities. Our priorities have positive effects to our partners, customers, employees and patients.



LETTER FROM GENERAL MANAGER



Our goal is to build strong relationships with all our partners, customers, healthcare professionals and maximize Asfarma market shares in global landscape.

One of the significant portfolio progress in 2023 was establishment of Medical devices and Dental business units. We are committed to extend our portfolio for improve health outcomes together with Asfarma Experience leverages point of view. Furthermore, Top management always support fundamental development of Asfarma.

In 2023, SAP (ERP System) implementation has been completed in our systems.

We embark on exciting new chapter in 2024. I really would like to deliver my gratitude to all Asfarma colleagues all around the world for your strong commitment, ambition and priceless contribution.

**Best regards,
Melek Ulusoylu**

WARM GREETINGS FROM THE PUBLISHING COMMITTEE



Dear Asfarma Team,

We are thrilled to introduce to you the inaugural issue of "The Yellow Pigeon," the official journal of Asfarma Company. As members of the publishing team, it is our privilege to spearhead this initiative aimed at fostering better internal communication and collaboration across our global organization.

The primary goal of "The Yellow Pigeon" is to serve as a platform for sharing insights, updates, and success stories from our various country teams. We believe that by enhancing communication channels, we can strengthen our collective efforts and drive greater synergy within the company.



WARM GREETINGS FROM THE PUBLISHING COMMITTEE



With this in mind, we encourage each country team to actively contribute to the journal by submitting articles and high-quality photographs showcasing your marketing projects, events, and initiatives.

Whether it's a successful product launch, a groundbreaking campaign, or a noteworthy achievement, we want to hear about it and share it with our colleagues around the world.

By sharing our experiences and best practices, we can learn from each other, inspire innovation, and ultimately drive greater success for Asfarma Company as a whole.

In the coming weeks, members of the publishing team will reach out to each country team to gather submissions and coordinate content for future issues of "The Yellow Pigeon." We are committed to ensuring that the journal reflects the diverse perspectives and achievements of our global team, and we look forward to working closely with you to make this vision a reality.

Thank you for your support and participation in this exciting new endeavour. Together, we can make "The Yellow Pigeon" a valuable resource for all members of the Asfarma family.

Best regards,
The Yellow Pigeon Publishing Committee

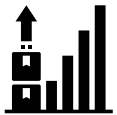


HIGHLIGHTS OF 2023

FIRST 3 COUNTRIES



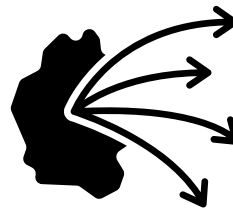
SALES REALISATION:
UKRAINE



SALES VOLUME:
AZERBAIJAN



BEST GROWING:
DENTAL



ASFARMA IS IN THE
FIRST 10 TOP EXPORT
COMPANIES IN TURKEY

**IN TOP OF 10 EXPORT
COMPANIES**

NEW MEMBERS OF THE TEAM

Okan İşcan: (Azerbaijan)
Business Unit Manager

Metin Çetindağ: (Kyrgyzstan)
Country Field Force Manager

Kadir Mutluay: (Kazakhstan)
Financial and Administrative
Affairs Manager

M. Burak Özbay : (Türkiye)
Budget Department Manager



**GOLDEN BRAND
AWARD GRIPHOT**

COLD AND FLU REMEDY

In Georgia Asfarma get Golden Brand Award for
Griphot products in category cold and flu remedy

HUMAN RESOURCES 2023

SENIOR EXPERT TO EXECUTIVE POSITION PROMOTIONS

▲ **Eda Çelik BİNİCİ**

Quality and Licensing Executive

▲ **Gözde Leman Akbaba TERZİ**

Production & Supply Planning Executive

▲ **Muharrem Beder**

Finance Executive

▲ **Sevil ALİYEVA**

International Licensing Executive

EXECUTIVE TO MANAGER PROMOTIONS

▲ **Suat Yürüyen (Uzbekistan)**

Financial Administrative Affairs Manager

▲ **Şerafettin Ulama (Kazakhstan)**

Country Manager

▲ **Mehmet KOTAN (Türkiye)**

Türkiye Accounting Manager

JOB CHANGES

▲ **Erhan Kürşad Söylemez**

From Kazakhstan Kyrgyzstan Country Manager to Uzbekistan Country Manager

▲ **Gündüz Abbasov (Russia)**

From Field Force Manager to Medical Marketing Manager

▲ **Jahongir Mirzarahimov (Uzbekistan)**

From Group Product Manager to Marketing Manager

TÜRKİYE



DENTAL GROUP: BEST GROWING IN SALES

MAIN BRANDS

- Sigmadent
- SD Ceram
- Dr. Sigma
- Decoromatrix



TÜRKİYE



DENTAL GROUP: BEST GROWING IN SALES

Participated in 6 global fairs, organised International Master Class

- | | | | |
|-----------|-----------------|--|----------------|
| 1-Dubai | 3-Russia-Moscow | 5-International SD Ceram Masterclass Türkiye | |
| 2-Germany | 4-Albania | 6-Uzbekistan | 7-Idex Türkiye |



Dubai 2023



İstanbul 2023



Main Activities

- Congresses
- Meetings
- Promotion with Artificial Intelligence supported Walking Robot
- Trainings
- Social Activities



Social Media Management @asfarma.azerbeycan



AZERBAIJAN



HIGHEST SALES VOLUME AMONG
ASFARMA COUNTRIES IN 2023

STAR PRODUCTS

Full Coverage of the country

- Griphot
- Loroben
- Flutinex
- Azrosin
- Aksen Fort
- Pulmoxol
- Clavera
- Gynotran Forte



Asqlucan Social Media Activity in Baku



UKRAINE



BEST SELLER COUNTRY OF ASFARMA FOOD SUPPLEMENTS

Main Activities

- Advertising
- Digital Marketing
- Conferences
- Meetings
- Social Media Ads.
- Promotions in Pharmacy Chains



Social Media Management @asfarma_ukraine



UKRAINE



BEST SELLER COUNTRY OF ASFARMA FOOD SUPPLEMENTS

STAR PRODUCTS

- Majezik
- Pasivalem 5-HTP
- Locogen



GEORGIA



GOLDEN BRAND AWARD FOR GRIPHOT



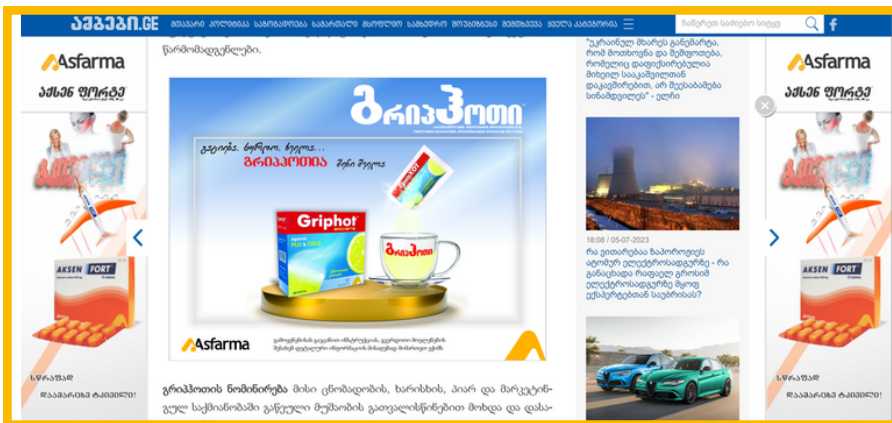
GEORGIA



GOLDEN BRAND AWARD FOR GRIPHOT

Main Activities

- Advertising
- Conference
- Social Media Ads.
- Meetings



GEORGIA



GOLDEN BRAND AWARD FOR GRIPHOT

STAR PRODUCTS

- Griphot
- Aksen Fort



UZBEKISTAN



STRONG COMMITMENT FOR HAVING THE HIGHEST SALES VOLUME IN 2024

Main Activities

- Advertising
- Meetings
- Griphot one way vision project for pharmacies
- Conferences
- Social Media Ads.
- Diabet School for GPs



Collobaration with Turkish Ministry of Health



Social Media Management @asfarma.uz



UZBEKISTAN



STRONG COMMITMENT FOR HAVING THE
HIGHEST SALES VOLUME IN 2024

STAR PRODUCTS

- Loroben
- Griphot
- Flutinex
- Asformin
- Urfoцин



RUSSIA



EXCITING BUSINESS OPPORTUNITIES FOR DENTAL PRODUCT LINE

Main Activities

- Advertising
- Social Media Ads. & Digital Marketing
- Promotions in Pharmacy Chains
- Meetings



+ Promising Dental Market



RUSSIA



EXCITING BUSINESS OPPORTUNITIES FOR
DENTAL PRODUCT LINE

STAR PRODUCTS

- Tiberall
- Rakstan
- Ovea
- Dental Products



MOLDOVA



PIONEERING ASFARMA COUNTRY FOR SOCIAL RESPONSIBILITY PROJECTS

Main Activities

- Advertising
- Digital Marketing
- Conferences
- Meetings
- Social Media Ads.
- Promotions in Pharmacy Chains



1000 Tree planting in 1 hectare area



MOLDOVA



PIONEERING ASFARMA COUNTRY FOR
SOCIAL RESPONSIBILITY PROJECTS

STAR PRODUCTS

- Teksamenum-L
- Griphot
- Loroben



KAZAKHSTAN



INCREASING SALES WITH NEW PRODUCTS AND RE-LAUNCHES

Main Activities

- Advertising
- Meetings
- Digital Marketing
- Social Media Ads.
- Conferences
- Promotions in Pharmacy Chains



Cadex Expo 2023



Social Media
Management
[@asfarmakz](https://www.instagram.com/asfarmakz)



KAZAKHSTAN



INCREASING SALES WITH NEW PRODUCTS
AND RE-LAUNCHES

STAR PRODUCTS

- Griphot C
- Loroben
- Flutinex



KYRGYZSTAN



BECOMING A DETERMINED COMPANY IN HEALTH

Main Activities

- Advertising
- Digital Marketing
- Conferences
- Meetings
- Social Media Ads.
- Trainings for Pharmacy Chains



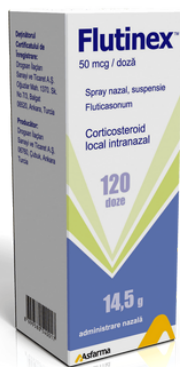
KYRGYZSTAN



BECOMING A DETERMINED COMPANY
IN HEALTH

STAR PRODUCTS

- Griphot C
- Loroben
- Flutinex



ALBANIA



GROWING IN DENTAL AND MEDICAL
MARKETS

Main Activities

- Advertising
- Fairs
- Social Media Ads.
- Meetings



Dental Masterclass

ALBANIA



GROWING IN DENTAL AND MEDICAL
MARKETS

STAR PRODUCTS

- SD Ceram and all Food Supplements



KOSOVO



GROWING IN DENTAL AND MEDICAL MARKETS

Main Activities

- Advertising
- Fairs
- Social Media Ads.
- Meetings



KOSOVO



GROWING IN DENTAL AND MEDICAL
MARKETS

STAR PRODUCTS

- SD Ceram and all Food Supplements



TIPS FROM THE YELLOW PIGEON FOR THE FOLLOWING ISSUES

Dear Colleagues,

Following issues will have a standard outline as you can see below:

- **Letter from General Manager**
- **Updates from Asfarma Team**
 - New comers
 - Internal Promotions
- **Updates from Product Portfolio**
 - New launches
 - Remarkable sales, market share, sales campaign achievements
 - KOL insights
 - Informational articles about our products or health problems related to our portfolio
- **Updates from Events**
 - Congress and fair participations
 - Seminars, meetings and master classes
 - Cycle meetings
 - Trainings
 - Celebration of special days like World Women's Day, International Doctors' Day and *International Pharmacists' Day*
- **Updates from Marketing**
 - Marketing Projects Without Borders*: Articles and visuals from a country about a Best in Class or Advanced Level Marketing Project including purpose, strategy, KPIs, actions and results
 - Examples from social media and Digital Marketing projects
 - Best Examples of CRM usage
- **Updates from Social Responsibility Projects**
 - Asfarma, improving the quality of life*: Articles and visuals from a country about a social responsibility project

TIPS FROM THE YELLOW PIGEON FOR THE FOLLOWING ISSUES

This format will definitely need your support and collaboration: Publishing committee will assign one country for distinguished Marketing Projects Article which will have a special name as Marketing Projects Without Borders. The same will be valid for Social Responsibility Projects with the name Asfarma, improving the quality of life.

Also, regular reporting of participated or organized events is key to have an informative and demonstrative lay out of Update from Events part.



For all those three sections Publishing Committee will be in close contact of country Marketing teams and provide standard reporting templates for the events.

Last but not least we kindly request high quality photos from the events not only demonstrating our activity during the event but clearly picturing the Asfarma branding in the event area.

Thank you very much in advance for your future collaboration and support for our brand new **Asfarma bulletin: The Yellow Pigeon.**