

The Yellow Pigeon

ASFARMA BULLETINE - ISSUE 2



 **Asfarma**

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LETTER FROM GENERAL MANAGER



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Dear Valuable Asfarma Team,
Welcome to the second issue of The Yellow Pigeon!

Our platform shares insights, successes, and strategies across our diverse markets in the Asfarma countries with us. Over the past few months, we have faced significant challenges in some regions with different portfolio members. After 2 difficult quarters, we are observing and forecasting improvement in the environments regarding our last period challenges. We sense more optimism with our territories on their operations and outlook for their businesses.

We also see a growing opportunity set for the new born portfolios (dental and medical device) strategy and sales in many Asfarma countries. We look forward to continuing to update you on the new born portfolio strategies' and successes over the rest of the year.

As we approach the second half of 2024, let us channel our collective enthusiasm and energy into achieving our sales goals. Together, we have the expertise and drive to capitalize on opportunities and overcome any obstacles that may come our way.

Thank you for your unwavering commitment and dedication to Asfarma. I look forward to seeing the innovative strategies and successes shared in this issue of The Yellow Pigeon as we continue to strengthen our position in Asfarma markets.

General Manager
Melek Ulusoylu

UPDATES FROM HUMAN RESOURCES

Internal Promotions & HR Projects



Welcome

Nazmi Sanlı

Russia Country Manager

Technological Waste Project Launched on World Environment Day!

We have launched the "Technological Waste Project" on June 5th, World Environment Day, to take our sensitivity towards the environment a step further with the awareness of "recycling our electronic waste as part of our responsibility to nature and the future." The main aim of our project is to protect our environment by properly recycling unused electronic devices with the support of our valuable colleagues. Our project will last for 6 months. During this period, our colleagues can bring unused electronic items (such as old phones, tablets, computers, chargers, etc.) from their homes or surroundings to the collection point in our office and hand them over to the project manager. The project manager will give a coupon for each waste product delivered. Our colleagues can submit these coupons to the Human Resources department to have them recorded in the "Special Section" of their Kolay İK profiles.



UPDATES FROM HUMAN RESOURCES

Internal Promotions & Technological Recycling Project



At the end of the project, the collected waste will be evaluated, and we will support Non-Governmental Organizations on behalf of our company with the commodity value of the waste. To honor their sensitivity towards the environment and their contributions to this project, all employees who participate will receive a Certificate of Appreciation and a gift from our company at the end of the project. With this project, while fulfilling our responsibility to the environment, we will also add value to society.

With the participation of all our employees in this important project, we are taking a step together for a cleaner and more livable world!

UPDATES FROM PRODUCT PORTFOLIO

Bicarbonorm 1000mg N50 gastro-resistant tablets

Author: Thea Meskhi - Marketing Manager - Asfarma Georgia

At Asfarma, "Improving quality of life" is the ethos that guides everything we do. We aim to listen, learn, and collaborate with our customers to better understand what truly matters and how we can support them. This enables us to deliver treatments and solutions that improve the lives of the Georgian population.

Over the past 25 years, Asfarma has played an important role in the growth and development of the Georgian Pharmaceutical market. With its extensive experience and expertise, the company has been offering a wide range of products that meet the highest standards of quality, efficiency, and reliability. The customer is the main priority of the company, so we select products based on their needs and demands.

A clear example of this approach is an introduction to the Georgian Market of gastro-resistant tablets sodium bicarbonate with the trade name Bicarbonorm 1000mg, a product tailored to the needs of customers. Bicarbonorm 1000mg gastro-resistant tablet is used for the treatment of metabolic acidosis and maintenance treatment against the recurrence of metabolic acidosis in adults with chronic renal disease.

Chronic renal disease (CKD) is a progressive disease characterized by gradual loss of kidney function that may eventually lead to kidney failure or end-stage renal disease, requiring dialysis or kidney transplant. Chronic renal disease is defined as abnormalities of the kidney structure or function, present for a minimum of three months, with health implications. CKD affects about 10% of the general population worldwide including Georgia. Yet, when interpreted in absolute figures, the profound scale of individuals affected by various stages of CKD amounts to 850 million, with a substantial 85% concentrated in low- to middle-income countries.



Metabolic acidosis occurs in about 20% of patients with chronic renal disease. It may lead to dysfunction of many systems and organs as well as chronic renal disease progression. Metabolic acidosis in patients with chronic renal disease is an acid-base disturbance that occurs with a decrease in bicarbonate concentrations in plasma or venous blood below 22 mmol/L. This threshold value for the diagnosis of metabolic acidosis in CKD was established based on the results of observational studies showing that CKD patients with plasma or venous blood bicarbonate concentrations below 21–23 mmol/L are characterized by increased CKD progression and higher mortality. Without treatment, metabolic acidosis can cause many long-term health problems, including osteoporosis – the higher acid levels can cause the bones to wear down faster and make them weaker. Metabolic acidosis reduces the amount of albumin produced in the body and causes loss of muscle mass. An association between metabolic acidosis and an increased risk of cardiovascular disease has been observed in patients with CKD, such as heart failure, stroke, and heart attack. Due to all the mentioned reasons, great importance is attached to the treatment of metabolic acidosis in patients with chronic renal disease, to prevent the progression of the disease and increase the risk of death.

UPDATES FROM PRODUCT PORTFOLIO

Bicarbonorm 1000mg N50 gastro-resistant tablets

Currently, sodium bicarbonate is mainly used for the pharmacological treatment of metabolic acidosis in patients with CKD. The main therapeutic effect of sodium bicarbonate administration is increasing plasma bicarbonate levels, which buffer excess hydrogen ion (H^+) concentration, raising serum pH to combat clinical manifestations of acidosis. Sodium bicarbonate has been approved and used since 1986 for the treatment of metabolic acidosis. It is presented on the Georgian market in the form of gastro-resistant and non-gastro-resistant tablets. gastro-resistant tablets are safe, well-tolerated forms with very few side effects and well-studied effectiveness.



Sodium bicarbonate in **Bicarbonorm 1000 mg** is provided in the form of a gastro-resistant tablet. Sodium bicarbonate is a salt whose essential pharmacological properties result from its physiological role as a component of the HCO_3^-/CO_2 buffer. It leads to an increase in the body's pH level.

Bicarbonorm 1000mg gastro-resistant tablet is dissolvable in the small intestine, thereby avoiding gastric meteorism caused by the formation of carbon dioxide gas in the acidic environment of the stomach. The administered amount of bicarbonate available is similar to administration via sodium bicarbonate infusions as the gastro-resistant formulation prevents gastric bicarbonate degradation. There is a rise in the plasma carbonate level and a correction of the bicarbonate deficit. The unique release form-1000mg gastro-resistant tablet gives Bicarbonorm high efficiency and safety and differentiates the product from competitors on the market.

Bicarbonorm tablets have been available in the Georgian pharmaceutical market since 2023. During this period it became a frequently prescribed product for Georgian Nephrologists, which led product rapid growth in sales. The successful introduction of Bicarbonorm in the market is related to the advantage of the product and the successfully implemented launch process (pre-launch, launch, post-launch), by the professional team of Asfarma Georgia.

The introduction of Bicarbonorm in the Georgian market is another proof of the fulfillment of the company's mission, as the product value proposition "In the rhythm of life on the same wavelength" promises users that treatment with Bicarbonorm, allows them to follow the rhythm of life, thereby **"improving quality of life"**



UPDATES FROM PRODUCT PORTFOLIO

Bicarbonorm 1000mg N50 gastro-resistant tablets



Bicarbonorm Marketing Strategy Meeting



Bicarbonorm Launch Meeting to Nephrology Doctors



UPDATES FROM PRODUCT PORTFOLIO

IALUNA

Author: Alexander Voitenko - Marketing Manager - Asfarma Ukraine

How to Make Ialuna the Best Friend for Women of a Certain Age?

Experience of Promoting IALUNA (Ialuna) in the Ukrainian Pharmaceutical Market

Successful promotion of any drug starts with understanding which significant needs of the main consumers it can effectively satisfy. It is also essential to identify which of these important needs the most successful competitors have failed to meet. Based on this information, effective advantages and successful key messages are formed, which will help attract the sustained attention of doctors and patients to the promoted drug. This applies to the promoted drug. This applies to the vaginal suppositories IALUNA (Ialuna), which have recently appeared in the portfolio of Asfarma Representation in Ukraine. So, let's determine together the main consumer and their unmet needs, as well as establish significant advantages of Ialuna relative to major competitors. In the case of Ialuna, the main consumers are women with vaginal dryness. Vaginal dryness is a serious problem affecting women at various stages of their lives, encompassing women both before and after menopause at any age.



Dyspareunia is defined as pain in a woman's genital organs, which she may feel before, during, or after sexual intercourse, often associated with vaginal dryness. Dryness, itching, and pain prevent a woman from feeling fully healthy and active. For patients who have undergone gynecological surgeries on the cervix, vagina, or external genital organs, the appearance of dryness prevents the quality and quick recovery and healing of damaged tissues.

Causes of Dryness

Many causes can lead to dryness and itching of a woman's genital organs: changes in the menstrual cycle phase due to smoking, lack of sleep, or overwork; during sexual activity, taking oral hormonal contraceptives, pregnancy, and the postpartum period when the mother is actively lactating; a sharp decrease in estrogen levels, for example, after dysmenorrhea or heavy menstruation; sexually transmitted diseases; the use of hygiene products that dry out the vaginal mucosa; local or systemic antibiotic therapy; decreased estrogen levels due to ovary removal; cancer processes and subsequent chemotherapy. But most often, vaginal dryness interferes with a woman's full life during menopause a natural phenomenon characterized by a significant decrease in the synthesis of female sex hormones estrogens .

UPDATES FROM PRODUCT PORTFOLIO

IALUNA

Menopause The Most Common Cause of Dryness and Itching

Usually, menopause in Ukrainian women occurs between 49 and 52 years and is accompanied by symptoms that worsen well-being and health, causing women increased irritability, insomnia, night sweats, mood disorders, destabilization of blood pressure, decreased bone mass, hot flashes, but the most painful problem that causes the greatest discomfort is the appearance of pronounced vaginal dryness in 40-50% of women during menopause, which is accompanied by painful itching and irritation of the mucous membrane. Often, with vaginal dryness, infection and inflammation jointrophic vaginitis occurs, which in turn leads to the occurrence of dyspareunia pain after sexual intercourse.

In women during menopause, the pain after intercourse is especially prolonged and may not go away for several weeks. As a result, a woman refuses to continue her sexual life, which can lead to deterioration of her relationships, both with her partner and to a worsening of her psychological state, as most women approaching menopause strive to remain active and sexually satisfied for as long as possible. Scientists explain the increased sexual activity of women of this age by the fact that as menopause approaches, women strive to enjoy love as much as possible. A little statistics: up to 40% of postmenopausal women suffer from dyspareunia associated with vulvovaginal atrophy.

How to Help Women Relieve Symptoms of Vaginal Dryness, Get Rid of Itching and Irritation to Stay Healthy and Sexually Active for as Long as Possible?

To choose the most effective remedy for vaginal dryness and itching, one must first understand what the main causes of these symptoms are.

To choose the most effective remedy for vaginal dryness and itching, one must first understand what the main causes of these symptoms are.



1. For the proliferation and growth of squamous epithelial cells of the vagina; for increasing the synthesis of collagen and elastin in the vaginal mucosa and maintaining its normal thickness.
2. For the synthesis and secretion of a normal amount of hyaluronic acid, which provides moisture to the protective multilayered squamous epithelium of the vagina.
3. For increasing the glycogen content in the vaginal epithelial cells, which is a substrate for lactobacilli (Doderlein bacilli), which convert glucose into lactic acid, thereby creating a protective acidic environment in the vagina (pH from 4.0 to 4.5), helping to maintain the growth of normal microflora and inhibiting the growth of pathogenic microorganisms.

UPDATES FROM PRODUCT PORTFOLIO

IALUNA

Decreased Estrogen Levels – The Main Cause of Dryness and Mucosal Atrophy

What Happens to Estrogen in Women During Menopause?

In postmenopausal women, there is a significant decrease in the concentration of estrogen in the blood serum, which leads to the loss of proliferation of vaginal squamous epithelial cells and its thinning, even to the appearance of microcracks “entry gates for infection.” Estrogen deficiency also leads to a decrease in glycogen in epithelial cells and an increase in vaginal pH to 5, which can lead to vaginal dysbiosis and the development of infectious inflammation. Most importantly, with a lack of estrogens, there is a significant decrease in the production of hyaluronic acid in the vaginal mucosa, leading to pronounced vulvovaginal dryness. The absence of normal hyaluronic acid synthesis leads to a reduction in vaginal lubrication, causing dyspareunia (pain in the vulva or vagina) during sexual activity, decreased arousal, orgasm, and sexual desire. Due to the appearance of microcracks in the atrophied mucosa, vulvar or vaginal bleeding can occur, along with prolonged vulvovaginal burning, irritation, and itching. Long-term vaginal dryness leads to chronic inflammation “atrophic vaginitis.”

But That’s Not All!

Sometimes women may also experience urinary tract symptoms, such as increased frequency of urination, discomfort in the urethra, and recurrent urinary tract infections. Overall, estrogen deficiency and estrogen-like substances significantly worsen a woman’s quality of life, making her feel unhappy.

Knowing the Cause of Vaginal Dryness, Namely Estrogen Deficiency, We Might Think the Problem Is Solved It's Enough to Recommend Women Take Synthetic Estrogen.

Unfortunately, for most women, this is not the case. Synthetic estrogen does help reduce vaginal mucosal atrophy, but its intake is not as safe as scientists and doctors initially expected. Estrogens (including estriol) have several serious limitations for use, as they provoke the development and progression of cancer (increase the risk of developing and progressing breast cancer, ovarian cancer, endometrial hyperplasia). Therefore, estrogens are prohibited for use in patients with cancer. In patients with thrombophlebitis of the lower extremities, estrogen increases the risk of venous thromboembolism (deep vein thrombosis or pulmonary embolism) by 1.3-3 times. Estrogen also affects blood clotting, so its intake is prohibited for women with unexplained vaginal bleeding. In patients with high blood pressure, estrogen causes fluid retention by the kidneys, thus provoking the development and progression of hypertension and leading to limb edema. Estrogen is also prohibited for patients with angina. Cream forms of estrogens often contain cetyl and stearyl alcohols, which cause local skin reactions (e.g., contact dermatitis) and provoke itching. Estrogens cannot be taken by women during pregnancy or throughout the breastfeeding period, as they penetrate breast milk and reduce its production.

UPDATES FROM PRODUCT PORTFOLIO

IALUNA

What to Do?

How to safely and effectively help women with the occurrence of dryness, itching, and vaginal atrophy, especially when estrogens are prohibited? It is necessary to select a set of safe therapeutic components, each of which would maximally effectively address one of the problems arising from estrogen deficiency, and together all the symptoms associated with vaginal dryness. Unlike synthetic estrogens, it should have no usage limitations and no side effects. Ideally, such a combined drug should contain an effective and safe estrogen substitute.

Let's Consider the Most Effective Components for Vaginal Dryness and Itching, and Therefore Most Often Prescribed by Doctors:

Components for Effective Moisturizing of the Vaginal Mucosa:

1. To Maximize Moisturization of the Vaginal Mucosa, First, It Is Necessary to Restore the Level of Hyaluronic Acid Both in the Mucosal Tissues and on Its Surface. For effective and simultaneously safe hydration, 5% hyaluronic acid is usually used (why not more than 5% to avoid suppressing the endogenous synthesis of hyaluronic acid). Exogenous hyaluronic acid quickly and deeply penetrates the tissues of the vaginal mucosa, where it effectively retains water. This natural biopolymer, a component of the extracellular matrix, is normally found in tissues and biological fluids of the body, replenishes the intercellular space, is capable of retaining moisture in tissues, and stimulates collagen production. One molecule of hyaluronic acid holds 200 to 500 water molecules, ensuring hydration, softness, elasticity, and smooth consistency of the mucosa. Restoring the hydrophilic environment facilitates cell migration, creating conditions for wound healing, so hyaluronic acid is considered a mediator of tissue regeneration promoting wound healing without scarring. Since most hyaluronic acid substances are produced using bacteria, it is important that the hyaluronic acid in the drug is of high quality and safe, purified from bacterial toxins that may accumulate during its synthesis. Medical products containing high-quality hyaluronic acid and other components often have a CE quality mark on the packaging.
2. How to Most Effectively Retain Moisture on the Surface of the Vaginal Mucosa Without Adding Additional Hyaluronic Acid? A very interesting component should be added, namely colloidal silicon dioxide. This substance does not penetrate the mucosa but creates a spatial network on its surface, powerfully retaining water and some hyaluronic acid molecules. Colloidal silicon dioxide safely enhances the moisturizing effect of hyaluronic acid. It should also be noted that the biodegradation process of hyaluronic acid on the surface of the vaginal mucosa occurs through the enzyme hyaluronidase, which is produced, among others, by various pathogenic microorganisms. This process results in the reduction of the molecular mass of hyaluronic acid and the decrease of its water-holding capacity. There is evidence that fragments of damaged hyaluronic acid with low molecular mass, penetrating tissues, can intensify the inflammatory process. But the addition of colloidal silicon dioxide to hyaluronic acid creates conditions where hyaluronidase enzyme molecules are sorbed, retained, and cannot fully exert their destructive action on hyaluronic acid. The existing damaged hyaluronic acid molecules remain bound to colloidal silicon dioxide and do not penetrate the tissues. Colloidal silicon dioxide enhances the moisturizing effect of hyaluronic acid and protects it from damage.

UPDATES FROM PRODUCT PORTFOLIO

IALUNA

Second Important Property of Colloidal Silicon Dioxide:

The second important property of colloidal silicon dioxide is that it is a powerful sorbent. It captures and absorbs various bacteria, fungi, toxins, viruses (including human papillomavirus), preventing them from entering microcracks in the vaginal mucosa and promoting their gradual removal from the mucosa. Therefore, the addition of colloidal silicon dioxide to hyaluronic acid helps maintain the normal development of the vaginal microflora and prevents the occurrence and development of dysbiosis.

Effective and Safe Components with Estrogen-like Effects, Improving Mucosal Regeneration and Helping Restore Vaginal Mucosa Thickness:

1- Vitamin E: An effective and safe substitute for estrogen is Vitamin E. It is necessary for the synthesis of hormones and estrogen-like substances that improve the trophism of the vaginal mucosa, reducing its dryness and flakiness. Vitamin E is a powerful tissue antioxidant and simultaneously improves oxygen consumption by mucosal cells. It prevents the destruction of vitamin A, which is essential for ensuring epithelialization and closing microcracks. It prevents thrombus formation in microvessels. The recommended daily dose of vitamin E, in terms of alpha-tocopherol, is 10 mg. Vitamin E is recommended for women with low estrogen levels and vaginal atrophy, including those with contraindications to estrogen replacement therapy, such as breast cancer, hypertension, thrombophlebitis, or nursing mothers. When choosing a product containing vitamin E, it is important to focus not on large dosages (as in high doses of 20-40 mg, ordinary vitamin E can leak and stain underwear), but to choose the most effective and oxidation-stable form. This is crucial because ordinary Vitamin E oxidizes easily before penetrating the mucosa and loses a significant part of its vitamin activity, necessitating an increased dosage, which can lead to leakage and staining of underwear, which women find undesirable.

The most powerful and longer-lasting form of Vitamin E in mucosal tissues is synthetic Vitamin E - DL-alpha Tocopheryl Acetate. It is known as one of the most oxidation-stable forms of vitamin E. Only under the action of mucosal enzymes does it turn into pure tocopherol, which begins to exhibit its inherent antioxidant and estrogen-like activity. DL-alpha Tocopheryl Acetate acts only in the mucosal membrane, making this active form of Vitamin E more effective and longer-lasting than ordinary tocopherols extracted from sunflower or corn oil, without requiring mega doses – 10 mg per day is sufficient.

2- Centella Asiatica Extract: A vital component that significantly enhances the estrogen-like effects of Vitamin E is the extract of *Centella Asiatica*. Components of *Centella Asiatica* increase the number of beta-receptors for estrogen and estrogen-like substances, thereby significantly boosting the synthesis of collagen, elastin, and hyaluronic acid in the vaginal wall, making its walls more resilient and elastic. *Centella Asiatica* also has antiseptic and anti-inflammatory properties and is a source of vitamin A, promoting epithelialization and thickening of the vaginal wall during menopause. The more Centella, the better the effect!

UPDATES FROM PRODUCT PORTFOLIO

IALUNA

Components Effectively Reducing Inflammation and Dysbiosis of the Vaginal Mucosa:

So, we know which effective and safe components should be part of vaginal suppositories for dryness, itching, and symptoms of atrophic vaginitis. It is a combination of 5% hyaluronic acid, colloidal silicon dioxide, Vitamin E in the more active and stable form of DL-alpha tocopheryl acetate, extracts of Centella Asiatica and Chamomile. Only the most effective and nothing superfluous!

Key Advantages and Features of Ialuna Over Other Vaginal Suppositories with Hyaluronic Acid:

1- IALUNA is a medical product in the form of vaginal suppositories containing hyaluronic acid with an active form of Vitamin E for the effective and safe elimination of vaginal dryness and itching. Developed by the world-renowned Swiss company IBSA, one of the top five manufacturers of women's health products globally, this product is manufactured in Italy using modern equipment and high-quality raw materials. It has passed TÜV certification for proper product manufacturing, as indicated by the CE mark on the packaging. In other words, the hyaluronic acid and other components of IALUNA are of high quality and safe to use, meeting EU directives' requirements and

ensuring the health safety of its consumers, as well as being environmentally friendly. This is important because every woman wants to be confident not only in the effectiveness of the product but also in its quality and safety. In Ukraine, among all products containing hyaluronic acid suppositories, only IALUNA and one other (Cicatridina) have this quality and safety mark on the packaging.

2- Market Availability in Ukraine: There are over a dozen products on the Ukrainian pharmaceutical market containing vaginal suppositories with hyaluronic acid (in the form of sodium hyaluronate) and various herbal extracts. However, only one product combines 5% hyaluronic acid with 28 mg of colloidal silicon dioxide - IALUNA. IALUNA is represented on the Ukrainian market by the company Asfarma. The combination of hyaluronic acid with colloidal silicon dioxide is designed for more powerful mucosal hydration without suppressing the synthesis of the body's own hyaluronic acid. It also has a unique protective capability – it sorbs, retains, and promotes the removal of various pathogenic and conditionally pathogenic microorganisms, as well as their toxins from the vaginal mucosa.



UPDATES FROM PRODUCT PORTFOLIO

IALUNA

3- Vitamin E in IALUNA: Are there vaginal suppositories with hyaluronic acid and Vitamin E on the Ukrainian market? Yes, there are several products with this combination, but only IALUNA contains 10 mg of d,l-alpha tocopheryl acetate – a more active and oxidation-stable form of Vitamin E that acts in the vaginal mucosa. This allows achieving an effective estrogen-like effect at the recommended safe daily dose of 10 mg. An additional advantage for women using d,l-alpha tocopheryl acetate is the lower likelihood of leakage and staining of underwear due to the lesser amount of more active Vitamin E required.

4- High Doses of Centella Asiatica and Chamomile Extracts: Most suppositories with hyaluronic acid on the Ukrainian market contain Centella Asiatica and Chamomile extracts. It is essential to pay attention to the dosage of these effective and valuable extracts. Among all competitors, IALUNA vaginal suppositories contain the highest dose of 100 mg of Centella Asiatica – 40-80% more than other brands. The dosage of Chamomile extract in IALUNA is 70 mg, which is also at a high level.

5- Avoiding Overuse of Inexpensive Plant Components: To increase the anti-inflammatory effect of their products, many manufacturers add large amounts of inexpensive plant components in low dosages to hyaluronic acid, which can increase the likelihood of allergic reactions and side effects. For more effective and safe relief of vaginal dryness and itching, only effective and simultaneously safe components in the most effective dosages should be used, avoiding anything unnecessary to prevent additional allergic reactions. IALUNA contains only the necessary ingredients – and nothing superfluous.



All women are like flowers, and flowers need moisture! This is exactly what IALUNA aims to provide in the form of vaginal suppositories, as it contains a combination of 5% hyaluronic acid with colloidal silicon dioxide for more effective hydration, enriched with active Vitamin E a safe estrogen substitute. Gynecologists and women have positively evaluated the advantages and effectiveness of this combination.

An additional advantage, frequently noted by gynecologists and pharmacists, is the high dose of Chamomile extract and the highest dose of Centella Asiatica among all intravaginal suppositories in Ukraine, maximizing the promotion of collagen, elastin, and hyaluronic acid synthesis and thickening of the vaginal mucosa. An important advantage of IALUNA for gynecologists is the ability to safely replace or reduce the intake of estrogen-containing drugs in combination therapy: IALUNA + synthetic estrogen. Among all vaginal suppositories with hyaluronic acid on the Ukrainian market, only IALUNA simultaneously contains 5% hyaluronic acid and colloidal silicon dioxide with a more active form of Vitamin E (DL-alpha tocopheryl acetate), making it advantageous for women.

UPDATES FROM PRODUCT PORTFOLIO

IALUNA

Important Common Advantages of IALUNA Over Competitors

Загальний аналіз продажів конкурентів							
Назва	Ревітасис® супозиторії вагінальні по 2 г № 10	Верікса супозиторії вагінальні по 2,4 г № 10	Центелліна супозиторії вагінальні по 2 г № 10	КАМОДЖИН супозиторії вагінальні по 2 г № 10 Несупозиторії вагінальні по 2 г № 10	Іаліна супозиторії вагінальні по 2 г № 10	Общий рынок, К\$ МАТ февраль 2023	GR % рынка, К\$ МАТ февраль 2023
рынок бренда, К\$ МАТ февраль 2023	870	0,38	34	34,7		939,08	
GR % бренда, К\$ МАТ февраль 2023	-51		-46	-56,8			-51,3
MS % бренда, К\$ МАТ февраль 2023	93	0,04	3,62	3,70			

Назва	Ревітасис® супозиторії вагінальні по 2 г № 10	Верікса супозиторії вагінальні по 2,4 г № 10	Центелліна супозиторії вагінальні по 2 г № 10	КАМОДЖИН супозиторії вагінальні по 2 г № 10 Несупозиторії вагінальні по 2 г № 10	Іаліна супозиторії вагінальні по 2 г № 10	Общий рынок, К\$ МАТ февраль 2023	GR % рынка, К\$ МАТ февраль 2023
рынок бренда, К\$ МАТ февраль 2023	61,7	0,04	3,5	3,47		68,71	
GR % бренда, К\$ МАТ февраль 2023	-55,4		-44	-58,3			-52
MS % бренда, К\$ МАТ февраль 2023	87	0,06	5,1	5,1			

Asfarma

Загальний аналіз цін конкурентів					
Назва	Ревітасис® супозиторії вагінальні по 2 г № 10	Верікса супозиторії вагінальні по 2,4 г № 10	Центелліна супозиторії вагінальні по 2 г № 10	КАМОДЖИН супозиторії вагінальні по 2 г № 10 Несупозиторії вагінальні по 2 г № 10	Іаліна супозиторії вагінальні по 2 г № 10
Производитель и маркирующая организация	Производитель: ХЕЛП С.А., Греция. Представитель в Украине: ТОВ «УНІВЕРСАЛЬНІ АГЕНТСТВО «ПРО-ФАРМА»	Вертекс ФФ, ТОВ, Украина	Farma-Derma s.r.l., Италия. Производитель: Jadran (Хорватия)	Gruppo Farmaipresa, Италия	Asfarma. Производитель: IBSA, Италия
Цена в аптеке, грн	417	330	370	350	383
Цена в аптеке, \$	11,27	8,92	10,00	9,46	10,45
Ср-цена, \$	7,70	5,1	5,8	7	6

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1- Colloidal Silicon Dioxide: IALUNA includes colloidal silicon dioxide, enhancing the moisturizing effect of hyaluronic acid and protecting it from degradation. Additionally, it safeguards the vaginal mucosa from viruses, bacteria, fungi, and their toxins.

2- Vitamin E: IALUNA contains 10 mg of DL-alpha Tocopheryl Acetate, the most active and oxidation-resistant form of Vitamin E, providing a significant estrogen-like effect. It is particularly beneficial for safely alleviating symptoms of atrophic vaginitis in women with estrogen deficiency, especially those who cannot undergo estrogen replacement therapy.

3- Higher Dose of Centella Asiatica: IALUNA has the highest dose of Centella Asiatica among its competitors (100 mg), significantly enhancing the sensitivity of mucosal receptors to estrogen-like substances. This maximizes the synthesis of elastin, collagen, hyaluronic acid, and restores the thickness of the vaginal mucosa during menopause.

4- Quality and Safety Certification: Unlike the market leader Revitalize, IALUNA's packaging includes a quality and safety certification mark, ensuring high-quality and safe components. EU manufactured product.

5- Affordable Price

UPDATES FROM PRODUCT PORTFOLIO

IALUNA

Overall Analysis of Sales and Prices of IALUNA's Main Competitors

In Ukraine, the main prescribers of vaginal suppositories with hyaluronic acid are gynecologists. Each medical representative has a base of 10 gynecologists, with a visit frequency of twice a month. Medical representatives are trained in the product's medical knowledge and its advantages over competitors, as well as effective promotion techniques during visits. They are equipped with thematic leaflets and presentations for doctors and pharmacists.

Pharmacists in Ukraine actively substitute this category of drugs. To prevent substitution of IALUNA prescriptions, medical representatives educate pharmacists on its unique advantages and train them on the technique of "There is a better remedy for dryness and itching" to effectively recommend IALUNA instead of other hyaluronic acid suppositories. It is important to convince pharmacists that IALUNA cannot be fully replaced by a competitor due to its unique components, while a competitor can be substituted with IALUNA.

Choice of Promotion Strategy for IALUNA

The vaginal suppository market with hyaluronic acid in Ukraine is already established. Despite the population outflow due to the war, the market shows a slight growth trend. The market is represented not by pure hyaluronic acid but by its various combinations with other components providing additional anti-inflammatory, antibacterial, or trophic actions. Each competitor adds certain substances to successfully promote their product based on unique differences and advantages for specific groups of women with vaginal dryness.

Differentiation Strategy: For successful promotion, we chose a differentiation strategy.

For Doctors: : IALUNA – vaginal suppositories with 5% hyaluronic acid, colloidal silicon dioxide, enriched with the active form of Vitamin E, Swiss quality by IBSA. No hormones, parabens, or preservatives.

1- Colloidal Silicon Dioxide: Enhances moisturizing effects, protects from degradation, and shields the mucosa from pathogens.

2- Active Vitamin E: DL-alpha Tocopheryl Acetate provides an estrogen-like effect, safe for treating atrophic vaginitis in women with estrogen deficiency.

3- High Dose of Centella Asiatica: 100 mg for enhanced mucosal receptor sensitivity and effective synthesis of elastin, collagen, hyaluronic acid, and restoration of vaginal mucosa thickness during menopause.

UPDATES FROM PRODUCT PORTFOLIO

IALUNA

For Pharmacists and Consumers: Pharmacists and consumers should also be aware of IALUNA's advantage over other hyaluronic acid products: "IALUNA vaginal suppositories with hyaluronic acid and active Vitamin E, effectively moisturize the mucosa and restore its trophic state". Swiss quality by IBSA, free from hormones, parabens, and preservatives.

Actions and Events for Promoting IALUNA in 2024

1- Educational Programs: Continual training for gynecologists and pharmacists on IALUNA's unique advantages and effective usage.

2- Promotional Campaigns: Thematic leaflets, online training sessions for pharmacists, and participation in gynecological conferences.

3- Pricing Strategy: Maintaining competitive and affordable pricing to ensure accessibility for all women.

4- Marketing Materials: Distribution of high-quality promotional materials to support awareness and recommendation of IALUNA.



By leveraging these strategies and highlighting the unique benefits of IALUNA, we aim to establish a strong market presence and ensure that both healthcare professionals and consumers recognize IALUNA as the superior choice for treating vaginal dryness and itching.

UPDATES FROM PRODUCT PORTFOLIO

IALUNA

Actions Taken to Promote IALUNA

1- Training for Medical Representatives: A training session was conducted to educate medical representatives.

2- Visits to Gynecologists: Medical representatives visit gynecologists twice a month, with each representative managing a base of 10 gynecologists in categories A and B.

3- Visits to Pharmacists: Medical representatives visit pharmacists twice a month, covering 50 pharmacies each.

4- Presentations and Round Tables: Medical representatives give presentations twice a month at round tables for 10-15 gynecologists from polyclinics, women's consultations, and private gynecological centers.

5- Online Training for Pharmacists: Conducted online training with a trainer for 200 pharmacists in the 36.6 pharmacy network.

6- Information and Advertising on Websites: Periodic placement of information, brief advertising articles (up to 1000 characters), and banners on pharmacy network websites.

7- Placement in Pharmaceutical Directories: Instructions and packaging information are placed on websites of pharmaceutical directories (Compendium) and pharmacy networks and aggregators.

8- Academic Article: Professor Romashenko O. is working on an article about IALUNA and its benefits for patients with atrophic vaginitis during menopause. The article is planned to be published in the gynecological journal "Women's Health" and sent via email to 15,000 gynecologists.

9- Upcoming Article for Pharmacists: A planned article on IALUNA for pharmacists in the "Pharmacy Navigator" magazine will highlight IALUNA's advantages and effective recommendation techniques for pharmacists.

10- Upcoming Conference Participation: Negotiations with leading gynecologists to participate in an online conference for gynecologists in early 2025, with a presentation on IALUNA and Majezik.

UPDATES FROM PRODUCT PORTFOLIO

IALUNA



laluna® Вагінальні супозиторії з гіалуроновою кислотою та вітаміном E

Склад:

LALUNA супозиторії вагінальні 2 г №10 (5x2)	Дозування
Гіалуронова кислота (Hyaluronic acid) у формі натрію гіалуронату	5 мг
Олійний екстракт центели азійської (Centella asiatica)	100 мг
Екстракт ромашки аптечної (Chamomilla recutita)	70 мг
d,l-альфа токоферил ацетат (Vitamin E)	10 мг
Колоїдний діоксид кремнію	28 мг
Тверді напівсинтетичні гліцериди	1,795 г

Підтвержена якість гіалуронової кислоти, відповідає вимогам стандартів безпеки ЄС

Показання:

- ✓ Ад'ювант при лікуванні таких вагінальних неагресивних захворювань, як подразнення, свербіж, неускладнений атрофічний вагініт.
- ✓ Атрофічний вагініт, спричинений хіміотерапією.
- ✓ Також допомагає відновити природні внутрішньовагінальні фізіологічні стани після пологів та гінекологічної хірургії.

Asfarma

Медичний засіб схвалений державним органом з питань охорони здоров'я, який дає гарантію якості. Препарат виготовлений за рецептурою, зареєстрованою в Україні. Це означає, що препарат відповідає вимогам стандартів безпеки ЄС. Інформація для медичних фахівців: препарат є фармацевтичним засобом, який не можна використовувати без медичного нагляду. Увага! Не можна використовувати препарат без медичного нагляду. Не можна використовувати препарат без медичного нагляду. Не можна використовувати препарат без медичного нагляду.

Promotional Materials for Medical Representatives

- 1- Two Types of Leaflets
- 2- Four Thematic Presentations

Online Presence and Patient Engagement

An engaging page on the Asfarma Ukraine website was created to inform women about the benefits of using IALUNA to alleviate vaginal dryness and itching. The website and online advertising space are being populated with promotional texts and images.

Impact and Goals

These actions enhance knowledge about IALUNA, increase positive experiences among doctors and patients, leading to growth in prescriptions and pharmacy sales in Ukraine. Asfarma's goal in Ukraine, given the capabilities of its medical representatives and effective coverage of gynecologists, is to capture at least 5% of the hyaluronic acid suppository market by the end of 2024 and aim for 10% in 2025. The Asfarma team in Ukraine is actively and purposefully working towards this goal, remembering that success comes to those who dedicate their time and inspiration daily.

UPDATES FROM MARKETING

Marketing Projects Without Borders

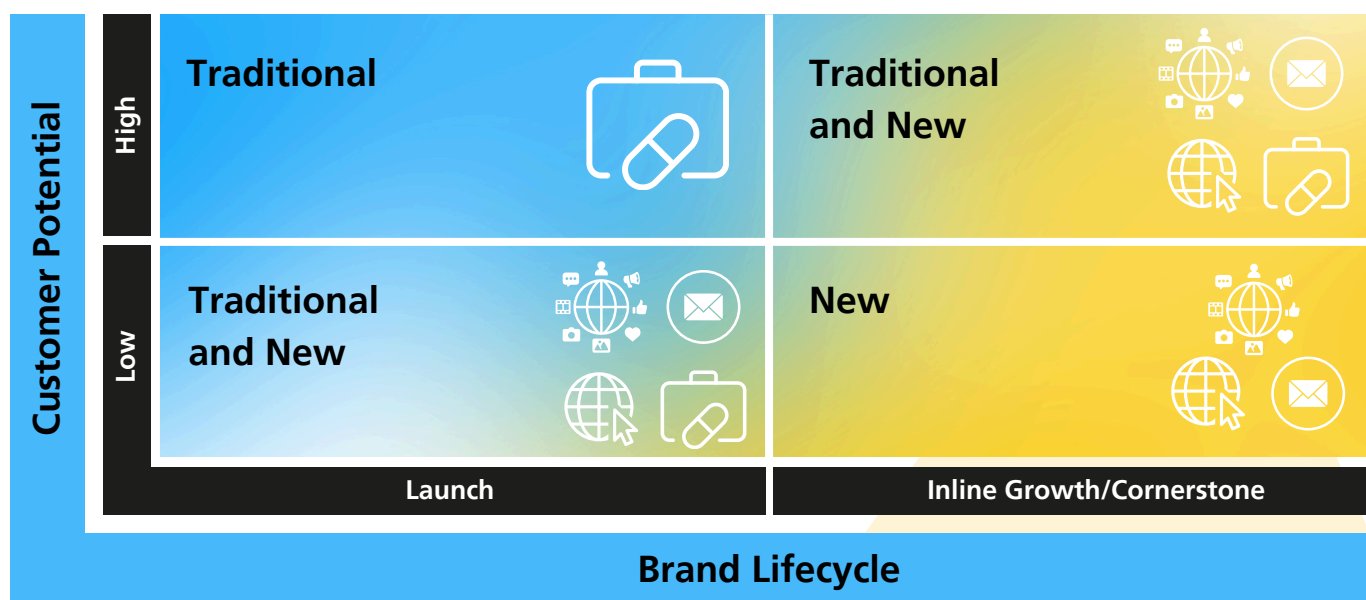
New ways of working in Asfarma-Russia

Author: Anna Levshina - Marketing Manager - Asfarma Russia

Historically Asfarma Russia used traditional way of promotion such as scientific publications, conference participation and face to face fields visits and was not very well presented in digital environments. But today the world is changed and our Marketing team are absolutely sure that understanding how to do business on the Internet is an essential part of business today.

In order to decide what actions are needed for each product we conducted a portfolio analysis and used Boston Matrix for this reason. As far as you know BCG matrix is a portfolio planning model used to analyze the products in the business's portfolio according to their growth and relative market share. The model is based on the observation that a company's business-

units can be classified into four categories: Cash Cows, Stars, Question Marks and Dogs. It is based on the combination of market growth and market share relative to the next best competitor. Based on Boston Matrix most of Asfarma products in Russia are many Rx products are Dogs – low growth, low market share. Food supplements have promising future in portfolio however it is not effective and efficient for those categories to continue through traditional ways of promotion, like face-to-face calls is not a key element of promotion. For streamlining such types of products is recommended to use new digital ways of working (digital promotion, on line calls and e-mailings). Traditional ways of working recommended only in case of launch of new products.

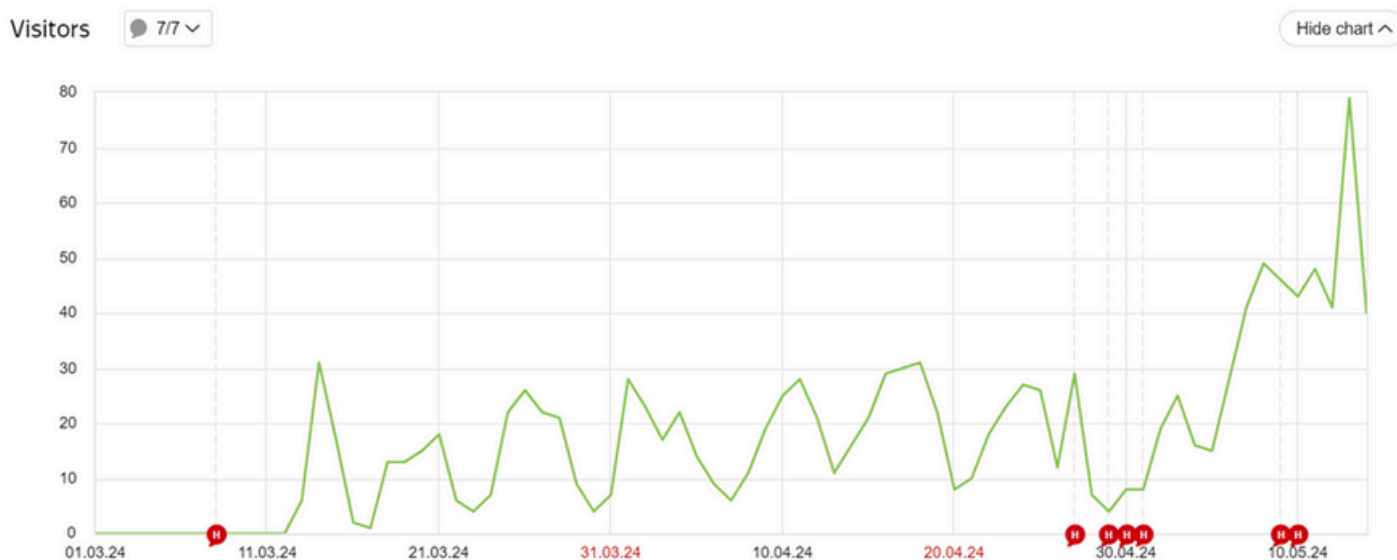


We all know that the Internet is a huge virtual market place populated by millions of potential customers. No matter what type of business you are in, you must have an effective, user-friendly web site and a powerful search engine presence to be able to thrive in today's complex and competitive market place. That is why we decided to start with Asfarma Russia web site as a foundation of our Internet marketing campaign and digital promotion. We created www.asfarma-russia.ru web site with main objective to deliver a clear message to our consumer and have them buy our products.

UPDATES FROM MARKETING

Marketing Projects Without Borders

Despite the fact that the company's website launched in March 2024, it is already showing good organic growth without the use of external tools to attract traffic. This allows us to speak about the high interest in Asfarma's drugs from the medical audience.



(Red dots on the graph represents weekends and national holidays, which is a demonstrative method of Yandex)

From year to year, the perception and sources of receiving advertising information by consumers in Russia changes. The sources of information are also changing. Consumer surveys show that 45.6% believe that advertising on the Internet helps to get the word out about new products and services, which is much more compared to print media or television.



At the same time, the share of digital advertising in the marketing mix of pharmaceutical companies in Russia has remained unchanged since the Covid-19 period. Users note that the main triggers for making a purchase are still the benefits of the drug, which come first and the favorable price, along with this, consumers pay much less attention to the placement of the advertising message or the participation of a famous

person in advertising. More than half of them (10.1%) make a purchase after seeing an advertisement on the Internet.

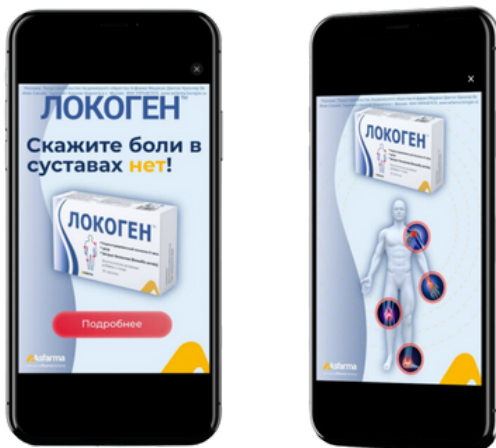
Nowadays the internet plays a significant role in the information search process for the Russian population. According to a survey conducted by Google and Tiburon, 44% of Russians search for information online at the first symptoms of illness or indisposition.

UPDATES FROM MARKETING

Marketing Projects Without Borders



According to the same survey, approximately 49% of Russians seek information about prescribed treatment and diagnosis online.



Since approximately 25% of Russians purchase medicines online, we have decided to create a mobile marketing campaign for the drug Locogen. Our main goal with this project is to increase awareness among potential buyers of the drug Locogen. To achieve this, we have created a mobile landing page that showcases the benefits of Locogen for the mobile users in our target audience. The landing page is designed for users who are interested in the product, providing them with information on the benefits of Locogen and giving them the opportunity to purchase the product online. The following tools were used to implement this project: Creation of Rich Media, Landing page development, targeting by socio-demographic characteristics, targeting by interests, optimization by sites, SSP and Yandex Metric statistics.

Key project KPI's

18.03.2024-17.04.2024		Show		Done	CTR**		Click's		Done	Coverage	Frequency of ad
Format	Payment	Plan	Fact		Plan	Fact	Plan	Fact			
RichMedia	CPM*	1 904 770	2 177 487	114,32%	0,80%	0,90%	15 238	19 558	128,35%	1 336 247	2

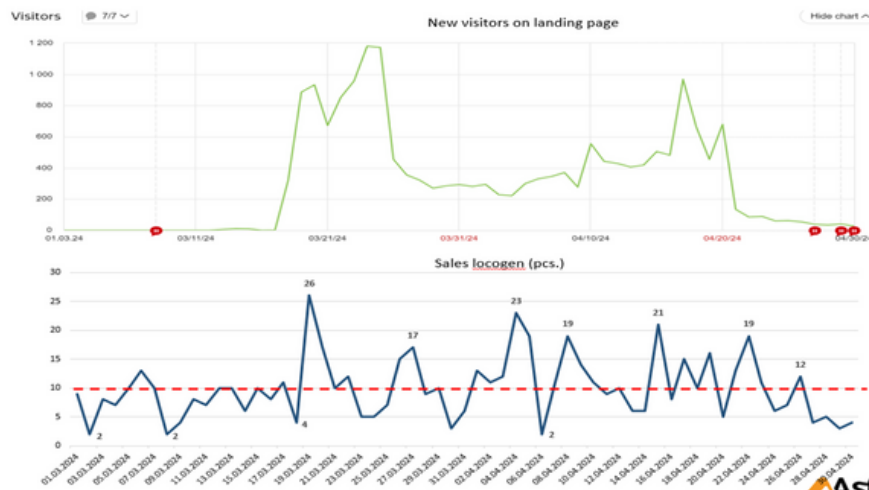
*CPM - (from English Cost Per Mille, transcript — "cost per thousand") — a marketing term that means the cost per 1,000 ad impressions. This is a payment model in online advertising, in which the company that placed the ads pays for impressions. The model is relevant, especially when the main goal of the campaign is to increase the visibility of a brand or product. The calculation takes into account only the number of impressions: it does not matter how many times users click on an ad or perform targeted actions.

**CTR (Click-Through Rate) is an indicator of click ability, with which you can see how many visits were on the site after viewing the advertisement. Thanks to this, we can analyze statistics and determine how successfully the ad was launched.

CTR = (number of clicks on the ad / number of impressions of this ad) * 100%

UPDATES FROM MARKETING

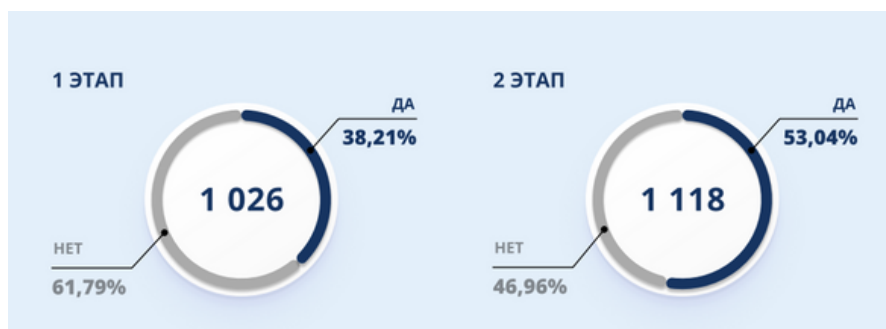
Marketing Projects Without Borders



After the campaign we conducted Brand Lift research. At the first step we carried out a survey among the audience that had not seen the advertisement using the banner. The respondents were asked whether they knew Locogen or not. According to the results of first stage, the organic recognition of the product was 38.21%.

The next survey was conducted among people who interacted with the banner during the main campaign, using their Device ID.

An overall result was seen in brand awareness increased by nearly 39%. Due to the accurate targeting settings and significant amount of attracted traffic, there is an increase in organic brand search queries on the brand which is confirmed by Yandex Wordstat statistics.



At the same time, we do not forget about the importance of doctors as a source of prescription generation for RX products such as Raxtan. Our project "Zero Pain" was aimed at doctors. The purpose of the project are: Increase audience reach (Database of neurologists – 14380 and therapists – 41700), Increase the RAXTANE brand recognition, Increase brand loyalty, Increase the sales via the prescriptions from the medical specialists using the knowledge enhancement. This project includes the following steps: Creating a separate microsite on the portal for doctors CON-MED.RU; Announcement of a microsite for neurologists (12,698) through targeted mailing to the target audience; Contextual advertising in Yandex Direct - Keyword targeting; Targeted advertising; Mailing by e-mail on the database of doctors; Interactive clinical case with step-by-step selection of actions; Brand lift survey - direct telephone communication with respondents from the database in two waves: 1 – at the beginning of the advertising campaign, 2 – at the end of the advertising campaign.

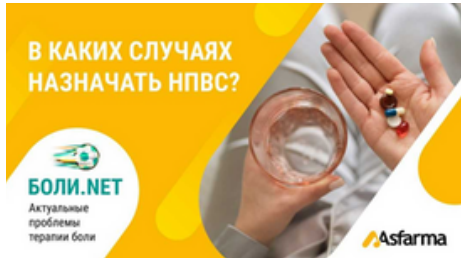


Creation of standalone micro website of Raxtane brand at the specialized portal for doctors – Con-med.ru: design, layout and programming.

Link to the landing website:
<https://conmed.ru/boli.net/>

UPDATES FROM MARKETING

Marketing Projects Without Borders



Здравствуйте!

Приглашаем Вас принять участие в специальном проекте Боли.NET.

Проект рассчитан на врачей-неврологов, которые в своей практике сталкиваются с болевым синдромом различного генеза.

Боли.NET — это актуальная, проверенная информация о современных тенденциях терапии боли:

- Инфографики.** Визуальное "пособие" о различных видах боли, характеристиках НПВС. Кратко. Наглядно. Систематизировано.
- Статьи.** Расширенные материалы на основе достоверных источников.
- Дополнительные материалы** в помощь практикующему врачу. Презентации. Клинические рекомендации. Исследования.
- Игра "Клинический случай".** Алгоритм действия при диагностике болевого синдрома и назначении терапии.

Боли.NET — всё, что нужно знать об обезболивании.

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Ракстан
Фармагруппа 100 мг

Asfarma

Если вы больше не хотите получать от нас письма, пожалуйста, отзовитесь от подписки.

Development of the ad banners: maximal description of problem; the most relevant images are chosen



Raxtane AD campaign statistics (16.04-13.05)

Название сайта	URL	Рекламный формат / Размер	Клики план	Клики факт	Выполнение кликов %	Показы план	Показы факт	Выполнение показов %	CTR план	CTR факт	Охват на весь период план	Охват на весь период факт
Yandex Direct (Поиск)	yandex.ru	Текст+ссылка	2 000	1 180	59%	40 000	72 632	182%	5,00%	1,62%	n/a	n/a
Yandex Direct (РСЯ)	yandex.ru	ТГБ	1 200	826	69%	240 000	161 005	67%	0,50%	0,51%	n/a	n/a
MyTarget	target.my.com	пост в ленте	1 300	870	67%	325 000	130 955	40%	0,40%	0,66%	20 313	14 238
Вконтакте	vk.com	пост в ленте	1 300	906	70%	325 000	234 287	72%	0,40%	0,39%	20 313	16 970
Mtarget	ВК, МТ, РСЯ (неврологи)	Баннеры, ТГБ	1 400	1 020	73%	280 000	62 984	22%	0,50%	1,62%	14 000	8 523
Mtarget	ВК, МТ, РСЯ (терапевты)	Баннеры, ТГБ	4 100	2 703	66%	820 000	152 888	19%	0,50%	1,77%	41 000	32 149
Mtarget	ВК, МТ, РСЯ (БОП)	Баннеры, ТГБ	540	298	55%	108 000	23 732	22%	0,50%	1,36%	5 400	2 887
			11 940	7 905	66%	2 138 000	838 483	39%	0,6%	0,9%	60 615	44 860

Within the ad campaign to the date of 05/13/2024 the click amount goal is achieved by 66% The coverage exceeds the planned amount and already is 44,860 users (74%) General CTR is above the planned - 0,9%, this is the evidence of efficacy of the ad campaign and of the using the exactly tuned targeting parameters

Making of the content, design and layout of the letter template, styled like the brand landing

UPDATES FROM MARKETING

Marketing Projects Without Borders



Our marketing team sincerely hope you've enjoyed these new ways of working journey and have gained valuable tools to help you grow your business.

GRIPHOT & AKSEN FORT WON THE GOLDEN BRAND AWARD 2023

The interview was published by Global Idea LTD.



“ Griphot - Medicine With Strong Reputation Among Georgian Medical Community, Consumers

Griphot, a remedy for cold introduced to the Georgian market 20 years ago by leading Turkish pharmaceutical company Asfarma, has gained a strong reputation and established itself as a popular brand, the General Director of Asfarma, Ramiz Rasulov, told Golden Brand. Griphot relieves symptoms of cold and flu such as fever, cough, headache, sore throat, and muscle or body aches. It reduces nasal congestion and sinus problems, making breathing easier. During our interview with Rasulov, he shared his thoughts on Griphot's success in Georgia after winning a second Golden Brand award for being the favorite remedy for cold among Georgian consumers.

He said receiving the Golden Brand was a “great honor” and a “great responsibility” towards the country, the medical community, and “every consumer”.

Q. Griphot has become Georgian consumers' favorite remedy for cold, winning its second Golden Brand award. How did you manage to retain the title?

A. Griphot being recognized as a favorite brand for the second time is a great honor for us. It also comes with a huge responsibility towards the country, the medical community, and every consumer.

This recognition is a testament to the fact that our company responds appropriately to the needs and demands of our customers.

Asfarma prioritizes customers. We have crafted high quality, reliable, and affordable products to meet the needs of Georgian consumers for 25 years.

A good example of this approach is Griphot, recognized as the favorite brand of 2022-2023, a medicine that has had a strong reputation over the years among the medical community and consumers.

Q. How long has Griphot been available in Georgia and how has the brand gained popularity over the years?

A. Griphot has been operating in Georgia since 2004.

Over the years the brand has gained immense popularity, owing to its exceptional quality and efficacy in treating cold and flu symptoms. Its reputation for providing reliable and effective healthcare solutions has made it a preferred choice among the Georgian population, and we see this at the Golden Brand Awards.

Griphot possesses a competitive edge over other anti-cold products in the market, owing to its unique composition that addresses all symptoms of flu and cold in both adults and children ages six and above. The presence of Oxolamine citrate helps to effectively and safely suppress cough, making it stand out among other anti-cold medications available today.

GRIPHOT & AKSEN FORT WON THE GOLDEN BRAND AWARD 2023

The interview was published by Global Idea LTD.



RAMIZ RASULOV, General Director of Asfarma

Q. Please tell us more about Asfarma's business strategy.

A. I want to remind our readers that Asfarma established its office in Tbilisi in 1999. It was one of the first companies that started operating in the pharmaceutical market of Georgia and had a unique working style. Despite the small number of employees, the company quickly mastered the pharmaceutical market and established business relations with other pharmaceutical companies and pharmacy chains.

Twenty-five years ago, Asfarma started operations with four products in Georgia, among them was the non-steroidal, anti-inflammatory drug Teksamen in two forms tablet and injection. Teksamen quickly gained the trust and love of the medical community and is still recognized as a reliable product.

As of today, the company's portfolio in Georgia includes up to 50 brands in such therapeutic areas as gynecology, cardiology, endocrinology, urology, neurology, pediatrics, rheumatology dermatology, gastroenterology, respiratory, and others

which are available at any pharmacy network through-out the country. The company has been engaged in the marketing and sales of medicines and food supplements, which are produced by solidly established pharmaceutical companies in Turkey and other countries. The company's strategy has always corresponded to the requirements of the pharmaceutical market, society, and Georgian legislation.

Q. What should customers and the pharmaceutical market expect from Asfarma in the near future?

A. Asfarma has a strong commitment to providing our customers with the highest quality products. To achieve this, we are taking steps to expand our portfolio by collaborating with trusted partners who manufacture products by the Good Manufacturing Practice Standards. By prioritizing quality and safety, we aim to make a positive impact on the health and well-being of our customers and contribute to the overall improvement of the quality of life within our community.

Customer Satisfaction, Trust Lead Aksen Fort to Win Golden Brand in Georgia

Aksen Fort has won its first Golden Brand award for being the favorite nonsteroidal anti-inflammatory drug among Georgian customers.

Aksen Fort is an anti-inflammatory drug used to alleviate inflammation and the pain that often accompanies it. It is widely considered a strong and rapid painkiller, used to relieve pain from various conditions such as headaches, muscle aches, tendonitis, dental pain, and menstrual cramps.

Tea Meskhi, the Marketing Manager of the Turkish pharmaceutical company Asfarma, which brought Aksen Fort to Georgia, believes that drug recognition by consumers is related to their satisfaction, trust, and long-term positive emotional experience there with.



Q. Aksen Fort has won the Golden Brand for being the favorite non-steroidal anti-inflammatory drug. How has the brand attained this recognition?

A. The recognition of Aksen Fort as a favorite brand is directly linked to meeting the expectations of customers and building an emotional connection with them.

One of the fundamental elements in the recognition of Aksen Fort as a favorite brand is also customer trust. Brands are built by customers and how they perceive them is important. Asfarma's marketing team has been working successfully for many years to match customer perception with reality.

UZBEKISTAN

UPDATES FROM EVENTS



TIHE:

Tashkent International Healthcare Exhibition was performed between 16 – 18 April 2024. Asfarma joined the event with 40 square meters stand area. Rx and OTC medicines, medical devices and dental products were exhibited. The product videos on the giant led screen and SD Ceram demonstration attracted high attention from the participants. Uzbekistan Health Minister Dr. Asilbek Khudayarov visited our stand area and we had a chance to communicate our mission 'Improving the quality of life' directly to him.



UZBEKISTAN

UPDATES FROM EVENTS




The Pharmacists Seminar and Movie Event:

The event for **Griphot** and **Aslor** was performed in Tashkent on May 22, 2024 in Tashkent City Mall – Cinematica Cinema. After 1 hour of interactive presentations all participants watched the movie 'Heaven is under the feet of mothers'. The feed back was very positive and the Project will continue in other cities of Uzbekistan.





22.05.2024 кино от компании


Адрес: Ташкент, Шайхантахурский район, ул. Батыра Закирова
Tashkent City Mall

ВРЕМЯ	14:00	14:30	15:00
МЕРОПРИЯТИЕ	Регистрация	Презентация препаратов Грипхот и Аслор	Начало фильма

Грипхот™
ПОМОЩЬ ПРИ ПРОСТУДЕ И ГРИППЕ


Сканируйте QR-код, и посмотрите видео обзор Tashkent City Mall



TÜRKİYE

UPDATES FROM EVENTS



IDEX

Asfarma participated to IDEX (Istanbul Dental Equipment and Materials Exhibition)with its dental brand SIGMADENT, in 08 – 11 May 2024. This year our stand area was 110 m2 and much bigger then previous years. As 3 different Master Technicians from 3 different countries, Andrei Chernky from Russia, Nariman Suleymanov from Azerbaijan and Mümin Tuğra from Türkiye made SD Ceram workshops in our stand the interest of the participants was very high and always a big group of participants clustered in front of our desks.

Asfarma Dental Team in Türkiye



AZERBAIJAN

UPDATES FROM EVENTS



Seminar for Pharmacists

Asfarma Azerbaijan organized a seminar for pharmacists on May 16, 2024. The meeting was hosted in Baku Asfarma Office building which has advanced facilities for such kind of events. Almost 40 participants from 24 different pharmacies attended to lectures performed by Asfarma marketing team. All participants were very satisfied with the high quality information presented about Asfarma products portfolio.



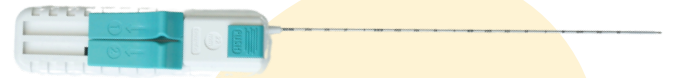
AZERBAIJAN

UPDATES FROM EVENTS



Transperineally Prostate Biopsy Course

On March 28, 2024 our Medical Devices Business Unit organized a Transperineally Prostate Biopsy Course in Baku, Azerbaijan. The trainer was Associate Prof. Dr. Erdem Ozturk from Ankara Urology Training & Research Hospital. The host was Dr. Turan Memmedaliyev from Baku Ege Hospital. Totally 15 urologists from private and government hospitals participated to classroom training and 5 of them joined the trainer in operation room for 2 selected patients. The technique was evaluated as different and advanced compared to traditional rectal prostate biopsy. Also the Full Biopsy Kit from Asfarma was highly valued for the operation by all doctors.



KAZAKHSTAN

UPDATES FROM EVENTS



Urology Congress

Multidisciplinary Approach to Urologic Health Problems Congress was held in Almaty between the dates 14 – 15 June 2024. Asfarma Kazakhstan participated the congress with stand and promoted Urforcin, Aksen Forte and biopsy needles. More than 100 hundred doctors visited our stand and got information about our products.



KYRGYZSTAN

UPDATES FROM EVENTS



"The Smartest Pharmacist 2024"

In Kyrgyzstan, Medcheck – Meducation IT Products Company has organized the annual competition "The smartest pharmacist 2024" on June 21, 2024. Asfarma Kyrgyzstan was one of the main sponsors of this event. Over 300 pharmacists participated and almost all of the participants visited Asfarma stand as all the design had Asfarma Yellow Concept including stand, special clothing of our team and interesting clothing of the animators as nobles from 18th century France.



KYRGYZSTAN

UPDATES FROM EVENTS



Dental Masterclass

The first Dental Masterclass in Kyrgyzstan was organized June 02, 2024 in Bishkek. The name of the training was "Application of SD Ceram Zirconia Porcelain Powder an Structure" and the demonstrator was Nariman Suleymanov from Azerbaijan. From 6 different dental laboratories 10 technicians participated to the training and all were satisfied with the results they have got with Asfarma - SIGMADENT products. We expect a very saucerful market penetration of SD Ceram in coming months.



ALBANIA

UPDATES FROM EVENTS



Dental Masterclass

On June 29, 2024 a Dental Masterclass was organized in Tirana, the capital city of Albania. 32 dental technicians participated to the Master Class from different laboratories. The demonstrator was Nariaman Suleymanov and the title of the hands on was SD Ceram Zirconium Powder and Structure. All participants certificated as usual after the Masterclass by Asfarma. The first feed back was very positive and Asfarma Albania Team is highly enthusiastic about the dental sales.



RUSSIA

UPDATES FROM EVENTS



Neurology Congress

Asfarma Russia has participated to Neurology Congress named IV Scientific and Practical conference «Spring Neurological readings in Moscow» on May 22, 2024. The purpose was to present Rakstan clinical trail report. A clinical trail in 7 different centers of Russia about the "Efficacy of Rakstan (flurbiprofen) on Low Back Pain" was conducted for the last 3 years in Russia. The final results presented by Dr. Dina Merkulova Mironova,

Head of the B.M. Gekht Neurological Center. Rakstan sales is increasing in Russian market and promising to be the biggest product of Asfarma portfolio in Russia.



GEORGIA

UPDATES FROM EVENTS



Dental Masterclass

On May 28- 29, 2024 Asfarma Georgia organized a Masterclass for our dental products in Batumi. The workshop focused on Sigmadent Structure as a new way of final touch to zirconium denture teeth. The demonstrator was Avtandil Arveladze who has participated to Asfarma International Masterclass in 2023 Istanbul and became our local trainer in Georgia. Asfarma Georgia Team has worked hard on all small details to get the best output and highly motivated with very positive feed back of 22 participants.



UPDATES FROM SOCIAL RESPONSIBILITY PROJECTS

Community Integration & Support Project for Children with Down Syndrome

We are thrilled to share the success of our recent social responsibility project aimed at integrating children with Down syndrome into Azerbaijan society and fostering meaningful connections with their peers. The project sought to increase social activities for children with Down syndrome while also providing essential moral support to families facing these unique challenges.

HIGHLIGHTS:

Integration Through Play: Children with Down syndrome had the opportunity to engage in various interactive activities alongside typically developing children. Through shared play and experiences, friendships blossomed, breaking down barriers and promoting inclusivity.

Educational Workshops: Families of children with Down syndrome were offered informative workshops and seminars focusing on effective care strategies, emotional support, and resources available within the community. These sessions aimed to empower families and facilitate a deeper understanding of Down syndrome.

Community Bonding: The project emphasized the importance of fostering a supportive community for individuals with Down syndrome. By coming together, sharing experiences, and offering encouragement, we collectively strive towards a more inclusive and compassionate Azerbaijan society.



The exact number of individuals with Down syndrome worldwide is difficult to determine precisely due to variations in data collection and reporting by different countries. However, according to estimates by the World Health Organization (WHO) and Down Syndrome International, it is believed that approximately 1 in 1,000 to 1 in 1,100 live births globally are affected by Down syndrome.

We extend our heartfelt gratitude to all participants, volunteers, and supporters who contributed to the success of this project. Your dedication and enthusiasm have made a significant impact in the lives of these children and their families.

Together, let's continue to champion initiatives that promote diversity, understanding, and unity within our community.

UPDATES FROM SOCIAL RESPONSIBILITY PROJECTS

Community Integration & Support Project for Children with Down Syndrome

DOWN SYNDROME

Down syndrome is a genetic condition that occurs when an individual has a full or partial extra copy of chromosome 21. This additional genetic material affects a person's development and can cause physical characteristics, intellectual disabilities, and certain medical issues. Here are some key points to know about Down syndrome:

1- Physical Characteristics: Individuals with Down syndrome often have distinct physical features, such as almond-shaped eyes, a flat facial profile, and a single crease across the palm. These characteristics can vary in severity and may be more or less prominent in different individuals.

2- Intellectual Disabilities: Down syndrome is associated with mild to moderate intellectual disabilities. However, each individual is unique, and cognitive abilities can range widely. Early intervention, supportive environments, and access to quality education can help individuals with Down syndrome reach their full potential.

3- Health Concerns: People with Down syndrome are at an increased risk for certain medical conditions, including heart defects, respiratory issues, thyroid problems, and gastrointestinal disorders. Regular health screenings and medical care are essential to address and manage these potential health concerns.



UPDATES FROM SOCIAL RESPONSIBILITY PROJECTS

Community Integration & Support Project for Children with Down Syndrome

4- Social Development: Individuals with Down syndrome can lead fulfilling lives and form meaningful relationships with others. Social inclusion, supportive communities, and educational opportunities play a crucial role in fostering their personal growth and well-being.

5- Advances in Research: Ongoing research in the field of genetics and medicine continues to improve our understanding of Down syndrome. This has led to advancements in medical treatments, educational approaches, and quality of life for individuals with Down syndrome.

6- Advocacy and Support: There are numerous organizations, support groups, and resources available for individuals with Down syndrome and their families. These networks provide information, guidance, and advocacy to promote awareness, acceptance, and inclusion within Azerbaijan society.



As Asfarma, we supported the socialization of children with Down syndrome with typically developing children with our balloons and painting activities with our 2 giant mascots. We provided moral support to families. It was a pleasant and unforgettable day for children with Down syndrome and their families.

ASFARMA BULLETINE - ISSUE 2

The Yellow Pigeon

See You
Next
Issue

Thank you for your
contributions...

