

# The Yellow Pigeon

ASFARMA BULLETIN - ISSUE 6



 **Asfarma**

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# LETTER FROM GENERAL MANAGER



## 2025, A Fast-Track Year for Asfarma Around the World

Asfarma has continued 2025 has been a fast-track year for both the global business environment. Together, we have witnessed the rapid acceleration of AI and its growing impact on business models worldwide. The world is going through a significant transformation period, and throughout this time, Asfarma has continued its ambition to evolve into a ready to future-ready pharmaceutical organization operating across global markets.

Over the year, Asfarma countries have taken meaningful and strategic steps toward sustainable growth. Our dental portfolio trademark, Sigmadent, has been included in the prestigious TURQUALITY® awarded brands list, marking an important milestone for our organization. The expansion of the Asfarma portfolio has continued with a strong focus on prioritized therapeutic areas.

We have strictly complied with the evolving regulatory environment across all our markets. Advanced scientific collaborations and new business partnerships have been established within our "medical devices portfolio". In addition, use of treatment focused food supplements has been successfully launched in our main markets. Once again, we have proven our agility through our fast and effective response to new supply chain requirements within global export systems.

Asfarma's resilience is well recognized in the global pharmaceutical market. Behind this success stands the dedication, teamwork, and strong commitment of the Asfarma team.

I am grateful to all our colleagues; throughout the year, I have consistently felt their valuable strength and contribution. Success is a journey, and I am honored to move forward on this journey with the trust and support of the Asfarma Board.

As we approach 2026, we are ready to operate the year with confidence, unity, and ambition as the ASFARMA team.

Finally, I wish you and your loved ones a happy, healthy, and prosperous new year.

**General Manager**  
**Melek Ulusoylu**

# UPDATES FROM PRODUCT PORTFOLIO

## Parkonets Launched in Azerbaijan

**Author:** Mehebbet Quliyeva, Product Manager Azerbaijan

A new medicine **Parkonets** containing rasagiline, a well-established selective monoamine oxidase-B (MAO-B) inhibitor used worldwide in the management of Parkinson's disease (PD), has been introduced in Azerbaijan for the first time. This launch represents an important step forward in expanding therapeutic options for patients and healthcare professionals across the country.



### About Parkinson's Disease

Parkinson's disease is a chronic, progressive neurodegenerative disorder that affects movement control. It is primarily caused by the gradual loss of dopamine-producing neurons in the brain. Key symptoms include tremor, muscle rigidity, slowness of movement (bradykinesia), and postural instability. Non-motor symptoms such as sleep disturbances, mood changes, and cognitive difficulties may also significantly impact quality of life.

With global prevalence rising alongside an aging population, timely diagnosis and access to effective treatment options are crucial for maintaining patient independence and daily functioning.

### Role of Parkonets (Rasagiline) in Parkinson's Disease Management

Rasagiline is widely recognized internationally as a first-line or adjunctive therapy for Parkinson's disease. By selectively inhibiting the MAO-B enzyme, rasagiline helps increase and prolong dopamine activity in the brain, supporting improved motor function.

#### Clinical studies have shown that rasagiline may help:

- Reduce daily "off" episodes when used with levodopa
- Improve motor symptoms in early-stage patients
- Support better overall functional performance

# UPDATES FROM PRODUCT PORTFOLIO

## Parkonets Launched in Azerbaijan

**Author:** Mehebbet Quliyeva, Product Manager Azerbaijan

**Parkonets** is taken once daily and is generally well tolerated. Its introduction in Azerbaijan expands the treatment options available to neurologists and offers patients a therapy aligned with international clinical practice standards.

A new treatment option arrived to support patients living with Parkinson's disease.

Our mission is to support healthcare professionals with reliable therapeutic solutions and to help patients maintain mobility, independence, and quality of life.

**"BIG impact to the small steps.."**



# UPDATES FROM MARKETING

## Re-launch of Loroben in Uzbekistan, a good example of a 'Marketing Metaphor'

**Author: Aziz Namazov, Group Product Manager Uzbekistan**

Loroben was out of stock more than a year in Uzbekistan due to prolonged registration renewal processes by Health Authorities. It was the best seller product in units and volume for Asfarma Uzbekistan and product the shortage deeply affected the portfolio mix and company revenues.

Not only competitors but also some illegal fakes attacked this gap to capture patients used to get Loroben as a first choice when they are ill. Of course, Asfarma defended Loroben brand legally against illegal copying and branding, but due to out of stock position health care professionals and patients were to reluctantly choose competitor products for various health care problems.

Since one-month Loroben is back to market and Uzbekistan Marketing Team wanted to announce this good news to health care professionals and patients enthusiastically.

A special marketing campaign developed with a special concept: Loroben oral solution and spray were the first choice for the health care professionals and patients for the infections of upper respiratory system. So, they were "Superheroes of them".

As you can see below the marketing campaign built upon the message "Superheroes are back". Also emphasizing the message that Loroben is the original and patented trademark.



The first targeted customers of this campaign are the doctors and pharmacists preferring Loroben as a first-choice brand.

More than 500 ENT Specialist, 340 dentist and close to 1000 pharmacies were extracted from CRM database as A class customers. This group is the first target to be visited face to face in one month. Campaign messages and information will be conveyed; prescriptions or recommendations will be requested to get back the market leadership as soon as possible.

The second wave in January will cover B and C class doctors and pharmacies, thus all potential doctors and pharmacists will be covered in a very short period.

# UPDATES FROM MARKETING

Also, additional communication channels will support the campaign and due to this multi-channel approach, a marketing metaphor aims to is aimed to maximize the impact.

- 👉 Printed flyers and brochures to support field force visits with the concept
- 👉 Direct message of campaign visual and slogan by Telegram to targeted doctors and pharmacists
- 👉 Special gimmicks with the campaign visual and slogan for the tables of the healthcare professionals
- 👉 Roll-ups and stands for round tables and seminars to cover as much as possible of the targeted segments
- 👉 Social media posts through Instagram and Facebook
- 👉 A special video clip to support the campaign concept for internet and social media accounts
- 👉 Outdoor advertising starting end of January 2026 for DTC marketing

Please keep following us on social media to share our enthusiasm to get back to the market leader position in Loroben submarket where we used to be.

## Paper holder in the form of a reminder



# UPDATES FROM MARKETING

## Roll-up "SUPERHEROES ARE BACK"



# UPDATES FROM MARKETING

## The Role of Corporate Budgeting in Strategic Management: Processes, Methods, and Modern Approaches

**Author:** Alper Koçkaya, Budgeting Manager

### Abstract

This study examines the importance of budgeting in strategic management within business organizations. Budgeting plays a central role in managerial decision-making through its core functions: planning, coordination, control, and performance evaluation. The rise of digitalization and data analytics has significantly transformed traditional budgeting practices, driving companies toward more flexible, data-driven, and scenario-based budgeting systems. This article explores the theoretical framework of corporate budgeting, the components of the budgeting process, and contemporary planning approaches from an academic perspective.

**Keywords:** Budgeting, strategic management, financial planning, rolling budget, data analytics, zero-based budgeting.

### 1. Introduction

The contemporary business environment is defined by intense competition, economic volatility, and rapid technological advancements. These dynamics require organizations to develop stronger planning and control mechanisms to achieve their strategic goals. In this context, budgeting is not merely a financial document but a strategic tool that guides organizational activities.

Budgets provide systematic projections of future performance, support the optimal allocation of resources, and enhance an organization's resilience against financial risks. Over the past decade, budgeting has evolved beyond static, traditional structures into dynamic, data-supported systems incorporating scenario analyses.

### 2. Theoretical Framework

#### 2.1 Definition and Historical Development of Budgeting

The concept of budgeting initially emerged in the early 20th century, associated with public finance. Over time, private sector organizations adopted budgeting as a tool for financial planning and performance control. Modern budgeting has become integrated with strategic management theory, transforming into a managerial framework that supports long-term organizational vision.



# UPDATES FROM MARKETING

## 2.2 Functions of Budgeting

According to the literature, the main functions of budgeting include:

- **Planning:** Forecasting expected revenues and expenses.
- **Coordination:** Ensuring alignment and communication across departments.
- **Control:** Monitoring performance through budget–actual comparisons.
- **Motivation:** Establishing measurable targets that guide employee behavior.

## 3. Methodology

This study employs a document analysis approach, reviewing academic literature, financial management texts, and contemporary industry reports. The research is conceptual in nature, as it does not involve empirical data collection but synthesizes existing theoretical frameworks.

## 4. The Budgeting Process

### 4.1 Establishing Strategic Objectives

Budgeting begins with identifying strategic objectives aligned with the organization’s long-term vision. These may include market share expansion, cost leadership, efficiency improvements, or investment growth.

### 4.2 Determining Assumptions

Budget assumptions fall into two categories:

- **Macroeconomic:** Inflation, exchange rate expectations, interest rates, GDP growth.
- **Microeconomic:** Sales volume projections, production capacity, cost structures, waste percentages.

### 4.3 Operational Budgets

Operational budgets are prepared for departments such as sales, production, procurement, logistics, marketing, and general administration. These budgets directly shape day-to-day operational activities.

### 4.4 Financial Budgets

Financial budgets include forecasts for:

- Income statement
- Balance sheet
- Cash flow statement
- Capital expenditure and depreciation plans

This stage provides a holistic view of how budgeting affects the organization’s financial health.

### 4.5 Approval, Monitoring, and Reporting

After approval by top management, budgets are implemented and monitored through periodic reporting. Variance analysis is performed to identify deviations, allowing management to take corrective actions.



# UPDATES FROM MARKETING

## 5. Modern Budgeting Approaches

### 5.1 Rolling (Flexible) Budgeting

Rolling budgets are continuously updated throughout the year, allowing organizations to adapt quickly to changing conditions—particularly useful in volatile economic environments.

### 5.2 Zero-Based Budgeting (ZBB)

Each expense category must be justified from scratch, independent of prior periods. This method enhances cost optimization and resource efficiency.

### 5.3 Data-Driven and Digital Budgeting

Tools such as SAP, Power BI, and advanced Excel models significantly improve budgeting accuracy. Machine-learning-based demand forecasting provides organizations with highly precise projections.

### 5.4 Scenario and Sensitivity Analysis

Organizations develop “best–base–worst” scenarios based on variables such as exchange rates, prices, and sales volumes. These analyses help identify risks and inform preventive strategies.

## 6. Discussion

Budgeting fulfills both operational and strategic functions within organizations. However, critics argue that traditional budgeting can be rigid and slow, hindering quick decision-making. Modern budgeting techniques—especially rolling budgets and data analytic frameworks—help mitigate these limitations. Furthermore, these approaches align with corporate governance principles, promoting transparency and accountability.

## 7. Conclusion

Findings indicate that budgeting is an indispensable strategic management tool for organizations. Budgeting helps manage future uncertainties while ensuring optimal resource allocation. With advancements in digital systems, modern budgeting techniques offer greater flexibility, speed, and data orientation compared to traditional methods. Organizations aiming for sustainable growth must enhance their budgeting systems in line with contemporary approaches.

## References

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# UPDATES FROM MARKETING

## Asfarma Budget Management

At Asfarma, we place great importance on budget management in order to ensure that our company progresses toward future years with more confident and sustainable steps. Our sensitivity toward budgeting remains a priority so that we can act in line with global company performance standards regarding sales, the balance of income and expenses, and net profitability.

We aim to build a strong budget structure to utilize our resources more efficiently, maintain our position in the market, and elevate our market influence to an even higher level. To achieve a robust budget, accurately forecasting the future is essential. For this reason, planning has always been among the top priorities of companies. Asfarma also moves forward with the goal of being one of the organizations that place the highest emphasis on planning.

In today's world, many resources have become scarce, limited, and increasingly difficult to access. Competition between companies has intensified, and maintaining a lasting presence in the market has become highly challenging. For these reasons, companies have begun using the most realistic budgeting methods to ensure the sustainability of their resources. A strong and accurate budget is a key factor in enabling companies to reach their desired future position. Asfarma begins each new year with a strong budget plan to move steadily toward its long-term goals. With this context in mind, we can briefly outline how the budgeting processes operate at Asfarma.

The budget processes at Asfarma progress through a long and comprehensive cycle before reaching final conclusions. Marketing Plans for each product are key data sources for the budget figures. Our budgeting period spans approximately four months. During this four-month timeframe, both the central budget management team and the finance teams across all countries engage in an intensive collaborative effort.



# UPDATES FROM MARKETING

In the initial stages of our budgeting cycle, we typically proceed with internal preparation activities. The most crucial starting point of the budget is the identification of the products that will play an active role in the market, as well as the inclusion of new products. This stage is essential because the fundamental source of the budget is the estimation of revenues. The most critical factor determining the direction of a company's budget is the clarity of its revenue streams. Every company's budget fundamentally corresponds to the scale of its revenue capacity.

Once the product portfolio is finalized, the central budget team initiates the budgeting process across all countries. To support country teams in their work, the central team actively participates in budgeting sessions within each country, helping them construct the most optimal budget possible. Although budget processes at Asfarma involve a demanding marathon, engaging in direct discussions with country teams—understanding local dynamics, following developments, and interacting closely with the teams—becomes an advantage in ensuring that the budget is prepared accurately. As a result of these discussions, we construct the budget using figures aligned with our budget KPIs to achieve an optimal structure.



Following productive and mutually beneficial budget meetings, the central team consolidates the results into the company-wide master budget. The Asfarma consolidated budget represents the total budget the company will possess for the upcoming year. To achieve our five-year strategic targets, the expected outcomes and the finalized budget must be in alignment. Once all these stages are completed, the consolidated budget is submitted for approval by the Board of Directors, marking the final step of our budgeting process.

# UPDATES FROM MARKETING

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## E-commerce & Digital Marketing Activities of Asfarma Countries

**Author:** Hakan Saçlı, MD – International Marketing and Brand Manager

### The Importance of D2C & B2C

For a leading pharmaceutical company like **Asfarma**, which operates extensively across CIS countries (Russia, Uzbekistan, Kazakhstan, etc.) and Turkey, the shift toward **Direct-to-Consumer (DTC)** and Business-to-Consumer (B2C) e-commerce models is a strategic evolution.

Asfarma's vision explicitly states its goal to be a global brand that markets products both **B2B** (Business-to-Business) and **B2C** (Business-to-Consumer). Here is why these models-and e-commerce specifically-are critical for their growth.

### 1. Direct-to-Consumer (DTC): Building Brand Authority

In the pharmaceutical world, DTC refers to a company selling or marketing its products directly to the patient, bypassing traditional intermediaries like pharmacy benefit managers or large retail chains.

- **Own the Data:** In a traditional model, the pharmacy knows who the customer is, but Asfarma doesn't. DTC e-commerce allows Asfarma to collect "first-party data"-understanding which products patients in Uzbekistan or Azerbaijan prefer, how often they reorder, and what their health concerns are.
- **Patient Education & Trust:** Since Asfarma deals with specialized areas like cardiology, neurology, and supplements, a DTC platform serves as a "source of truth." They can provide educational content directly to patients, building trust that a generic retail site cannot.
- **Higher Margins:** By "cutting out the middleman," Asfarma can retain a larger share of the profit margin, which can then be reinvested into R&D or expansion into new markets like Africa and the Middle East.

### 2. Business-to-Consumer (B2C): Expanding Market Reach

- While DTC is about the direct relationship, B2C e-commerce (selling via third-party platforms like Amazon, local online pharmacies, or marketplaces) is about accessibility.
- **Scalability in Diverse Regions:** Asfarma operates in 11+ countries. Managing a physical supply chain in all of them is difficult. B2C e-commerce partnerships allow them to tap into the existing logistics of local giants (e.g., Wildberries in Russia or Uzum in Uzbekistan).
- **Consumer Convenience:** Modern patients expect "pharm-to-door" delivery. By being present on B2C platforms, Asfarma ensures its 120+ brands are available where the consumer already shops, increasing "mental availability."

# UPDATES FROM MARKETING

## 3. The Role of E-commerce in Asfarma's Strategy

E-commerce is the engine that makes both DTC and B2C possible. For a company like Asfarma, its importance is three-fold:

Impact on Asfarma	Impact on Asfarma
Global Presence	Allows Asfarma to offer the high-quality products to consumers without borders
Inventory Control	Digital systems allow for real-time tracking of 335+ products across different borders, reducing waste and stockouts.
Personalization	Use of AI in e-commerce can suggest food supplements (like Artropem Pasivalem 5 HTP or Locogen) based on a user's previous health searches.
Regulatory Compliance	Digital platforms can be customized to follow the specific pharmaceutical advertising laws of each country (e.g., stricter rules in Georgia vs. Russia).

## Asfarma Russia

Our food supplements are present at Asfarma online stores in market places and online platforms of pharmacy chains:

- Ozon.ru
- Yandex Market
- Wildberries

Online pharmacy chain platforms:

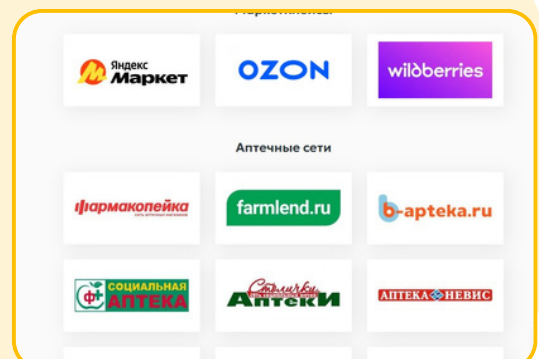
- Apteka.ru
- Farmland.ru
- Farmakopeika.ru. and 19 more platforms

Landing Page: <https://asfarma-russia.ru/>

Responsible Persons: Anna Levshina, Marketing Manager & Dmitriy Peregudov, Digital Marketing Specialist

Products: Astrasit, Asfamag, Lokogen, Pasivalem 5-HTP, Uriclar, Protekta, Rotaprost

Digital Marketing Tools: Yandex. Direct Ads



# UPDATES FROM MARKETING

**Asfarma**  
 Турецкие стандарты качества

**СОВРЕМЕННЫЕ ПРЕПАРАТЫ  
 ДЛЯ АКТИВНОЙ  
 И ЗДОРОВОЙ ЖИЗНИ**

БАД. НЕ ЯВЛЯЕТСЯ ЛЕКАРСТВЕННЫМ СРЕДСТВОМ

**Хиты продаж**

Хондропротект	Хондропротект	Успокоительный комплекс	Восстановительный комплекс
<b>ЛОКОГЕН</b>	<b>ПРОТЕКТА</b>	<b>ПасиВалеМ</b>	<b>АСФАМАГ</b>
1259 Р	1968 Р	471 Р	803 Р
4x 315 в сплит	4x 492 в сплит	4x 118 в сплит	4x 201 в сплит
Коллаген 2 типа MSM экстракт Босвеллия, 3D...	Глюкозамин хондроитин MSM кальций марганец...	Пасифалем, 5-НТР Пасифлора Валериана...	Асфамат, Магний цинк 500мг + витамин В6...
4,8 (18) / 190 отзывов	4,9 (26) / 129 отзывов	4,8 (14) / 147 отзывов	4,8 (14) / 90 отзывов
Завтра, ПЕЗ - По клику	Послезавтра, ПЕЗ По клику	Завтра, ПЕЗ - По клику	Завтра, ПЕЗ - По клику

**Все категории**  
 Витамины, минералы, добавки

**Цена, Р**  
 от 768 до 2 199

**Срок доставки**  
 Сегодня или завтра  
 До 7 дней  
 Любой

**Доставка по клику**

**Бренд**  
 Asfarma

**Популярные**

Успокоительный комплекс	Восстановительный комплекс	Хондропротект	Хондропротект
<b>ПасиВалеМ</b>	<b>АСФАМАГ</b>	<b>ПРОТЕКТА</b>	<b>ЛОКОГЕН</b>
100% NATURAL	100% СОДЕРЖИТ ГМО	100% NATURAL	100% NATURAL

**OZON**  
 распродажа года

**Asfarma**  
 Магазин 4,9 2271 отзыв 6386 заказов

**Категория**  
 Аптека  
 Витамины и БАДы

**Распродажа года**

**Сроки доставки**  
 Неважно  
 Завтра  
 До 3 дней  
 До 7 дней

**Цена**  
 554 1572

**С большими скидка...**

ХОНДРОПРОТЕКТОР	УСПОКОИТЕЛЬНЫЙ КОМПЛЕКС	ХОНДРОПРОТЕКТОР
<b>ПЕМОВО</b>	<b>ПасиВалеМ</b>	<b>ЛОКОГЕН</b>
100% NATURAL	100% NATURAL	100% NATURAL
Распродажа	Распродажа	Распродажа

# UPDATES FROM MARKETING

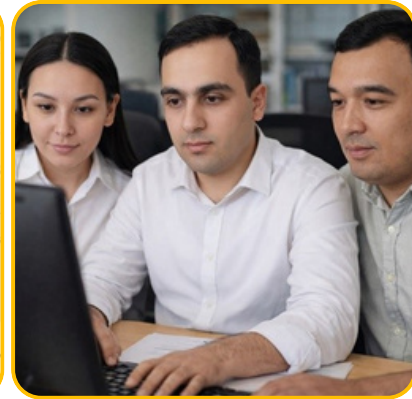
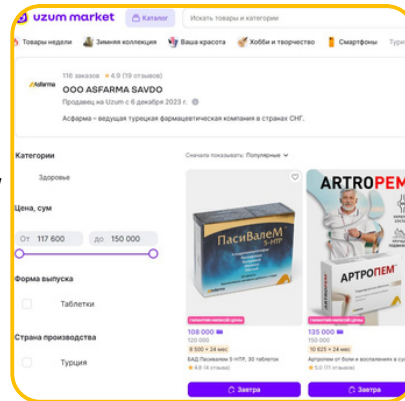
## Asfarma Uzbekistan

**Market Place:** Uzum Market – ([www.uzum.uz](http://www.uzum.uz))

**Products:** Pasivalem 5-HTP, Artropem

**Responsible Persons:** Mirzarahimov Jakhongir, Marketing Manager & Abdukhalilova Shakhnoza, Designer and Digital Marketing Specialist

**Digital Marketing Tools:** Social media posts, Meta Ads, Google Ads



## Asfarma Azerbaijan

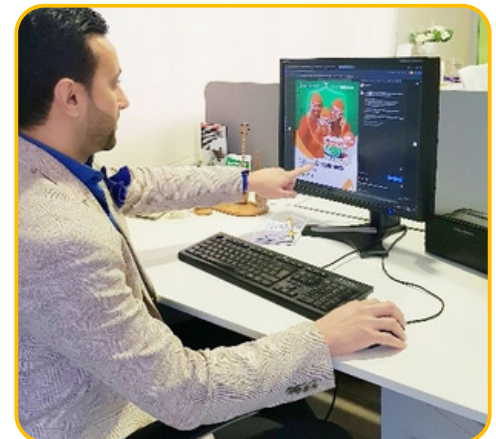
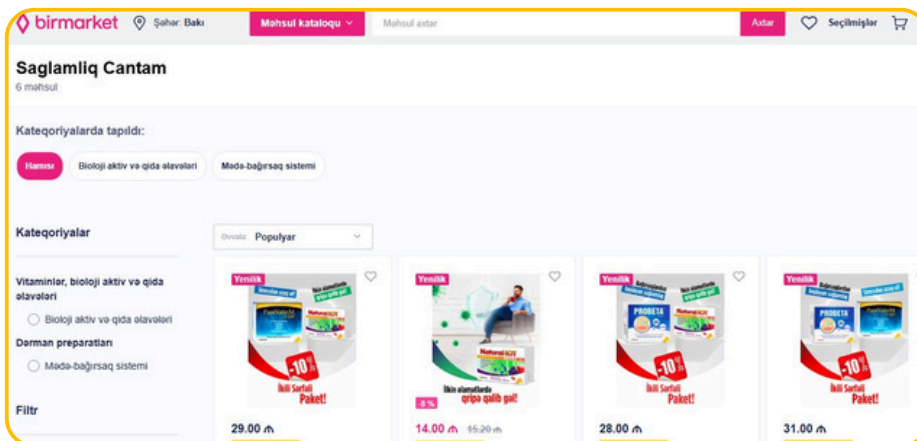
**Market Place:** Bir Market – ([www.birmarket.az](http://www.birmarket.az))

**Name of Asfarma Store:** Saglamliq Cantam

**Products:** Pasivalem 5-HTP, Probeta, NaturaHOT Difens

**Responsible Persons:** Emil Bayramov, Designer and Digital Marketing Specialist

**Digital Marketing Tools:** Social media posts, Meta Ads



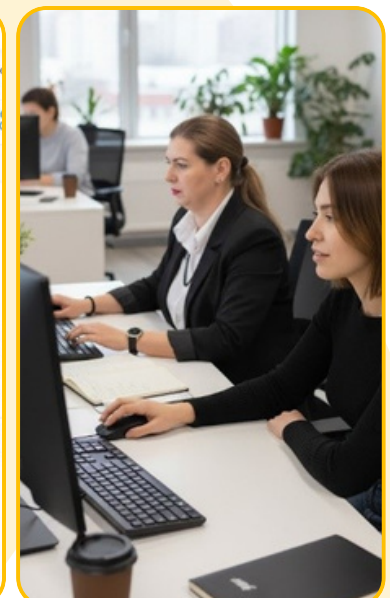
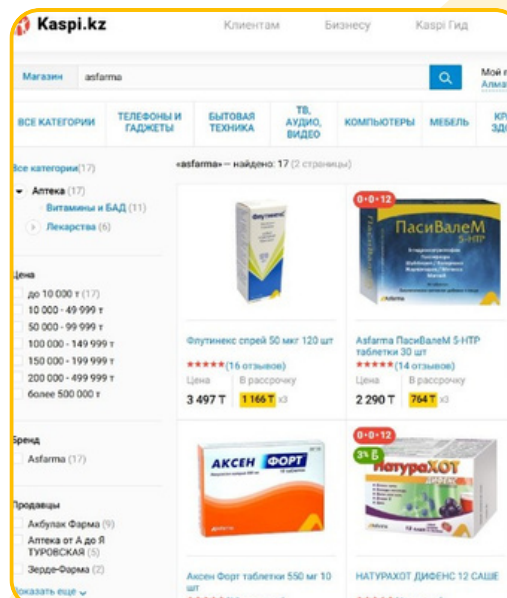
## Asfarma Kazakhstan

**Market Place:** Kaspi.kz

**Products:** Pasivalem 5-HTP, NaturaHOT Defence, Locogen / Our OTC products like Loroben, GripHOT-C are listed by Pharmacy Chains at the same market place

**Responsible Persons:** Tatyana Prokofeva, Product Manager & Jenet Aiderbekova Digital Marketing Specialist

**Digital Marketing Tools:** Social media posts, Meta Ads



**The Yellow Pigeon**

# UPDATES FROM SOCIAL RESPONSIBILITY PROJECTS

## Urfocin Donation to Maternity Hospitals in Uzbekistan

**Author:** Marketing & Sales Team Asfarma Uzbekistan

Urinary tract infections (UTIs) are a **significant concern** for pregnant women. They are one of the most common complications during pregnancy and can pose serious risks if left **untreated**.

### Why UTIs Are a Problem in Pregnancy

During pregnancy, natural physical and hormonal changes increase the risk of developing a UTI and allow an infection to spread more easily:

- **Slowing of Urine Flow:** Hormones cause the smooth muscles in the urinary tract to relax, and the growing uterus puts pressure on the bladder and ureters (the tubes from the kidneys). This slows the flow of urine, creating a better environment for bacteria to grow.
- **Changes in Urine:** Urine during pregnancy is less acidic and contains more sugars, proteins, and hormones, which also encourages bacterial growth.

### Potential Risks and Complications

If a UTI is not treated promptly, it can lead to serious health issues for both the mother and the baby:

Risk/Complication	Impact
<b>Kidney Infection (Pyelonephritis)</b>	The infection can travel up to the kidneys, which is a much more severe condition. It can cause high fever, back pain, and can be life-threatening if it leads to maternal sepsis (blood infection).
<b>Preterm Labor/Birth</b>	Untreated UTIs, especially kidney infections, are strongly associated with an increased risk of delivering the baby too early.
<b>Low Birth Weight</b>	The infection is also linked to babies being born with a lower birth weight.
<b>Asymptomatic Bacteriuria (ASB)</b>	This is a UTI without any noticeable symptoms. While it doesn't cause immediate discomfort, if left untreated in pregnancy, it can progress to a symptomatic infection or a kidney infection. This is why doctors routinely screen for bacteria in the urine during prenatal care.

# UPDATES FROM SOCIAL RESPONSIBILITY PROJECTS

As part of its commitment to 'Improving the quality of life' and supporting vulnerable populations, Asfarma Uzbekistan has made a substantial donation of Urfozin (fosfomycin) to the maternity hospitals in Fergana and Bukhara.

This crucial contribution directly supports a localized health program aimed at improving care for pregnant women who face financial barriers or limited access to necessary medications.

By providing this essential antibiotic, which is often used to treat urinary tract infections (a common and serious issue during pregnancy), Asfarma is helping ensure these women receive timely and effective treatment, ultimately safeguarding both maternal and fetal health outcomes in these regions.



# TÜRKİYE



## UPDATES FROM EVENTS

### From Amphitheater to the Peak – 2025

The International Society for Pharmaceutical Engineering (ISPE) is a nonprofit association serving its members by leading scientific, technical, and regulatory advancement throughout the entire pharmaceutical lifecycle.

ISPE was founded in 1980 by a handful of people who believed the pharmaceutical industry needed an organization that would deal with practical applications of science and technology for technical professionals. The much-needed forum provided by ISPE began with a membership of engineers in North America. We recognize and thank each of our Founding Members for their forethought and inspirational ideas, which led to ISPE's establishment and have helped continued to impact who we are today.

ISPE Türkiye was founded in 2005 and started to organize annual congresses named 'From Amphitheater to the Peak'.

This year MDC has participated to 'From Amphitheater to the Peak – 2025' as one of the sponsors. During the congress we had the opportunity to promote our food supplements to healthcare professionals and students.

Especially our new products MDC Magnesium Complex, SAS Men Power, MDC Bromelain Matcha, MDC Nattokinaz and NMN Celforce Complex has got great interest from the participants as innovative products. For the formal bulletin of the congress Umit Özmen, MDC Business Unit Manger gave an interview about MDC and Asfarma operations in and out of Türkiye.



# AZERBAIJAN



## UPDATES FROM EVENTS

### Q4 Events in Azerbaijan

We participate in meetings held by associations in Azerbaijan, particularly those specializing in pediatrics, cardiology, gynecology, dermatology, otolaryngology, nephrology, and internal medicine.

We organize meetings on behalf of these specialties and also hold training sessions with pharmacies in our office's conference room, as well as daily nature retreats on weekends near Baku.

We continued to collaborate with physicians and pharmacists at various events. We'd like to share a few of these with you

#### 27-28 September – Dermatology Meeting (Quba)



#### 04 Oktyabr – Regional Pediatric Conference (Susa)



# AZERBAIJAN



## UPDATES FROM EVENTS

10-11 Oktyabr 33. International Stomatology Conference (Baku)



11 Oktyabr – Gynecology Meeting (Baku)



15 Oktyabr – Stomatology Meeting (Mingecevir)



# AZERBAIJAN



## UPDATES FROM EVENTS

16 Oktyabr – Gynecology Meeting (Seki)



17-19 Oktyabr – 7<sup>th</sup> Azerbaijan Interventional Cardiology Meeting (Baku)



18-19 Oktyabr – Neurology Meeting (Samaxi)



# AZERBAIJAN



## UPDATES FROM EVENTS

21 Oktyabr – Pharmacist Meeting in Medical University (Baku)



21 Oktyabr – Breast cancer awareness month (Baku)

In October, the month of the fight against breast cancer, we supported our physicians and their patients by gifting them biopsy needles.



13 Noyabr – Pharmacy Meeting (Gence)



# AZERBAIJAN

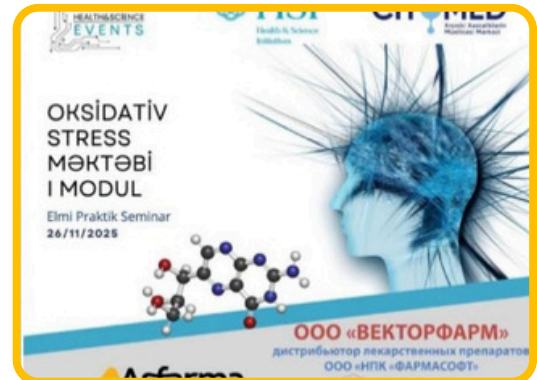


## UPDATES FROM EVENTS

22 Noyabr – Stomatology Meeting (Lenkeran)



26 Noyabr – School of Oxidative Stress (Baku)



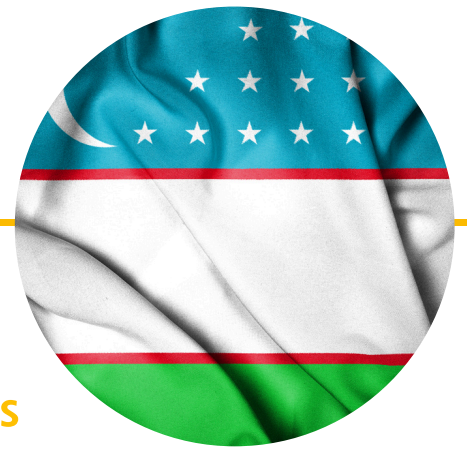
06 Dekabr – 4<sup>th</sup> Dental Charity Conference (Baku)



09 Dekabr – I. Republic Forum of Breast Cancer (Baku)



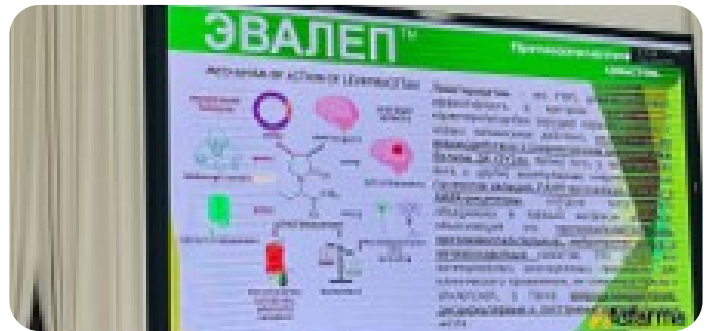
# UZBEKISTAN



## UPDATES FROM EVENTS

### Current Issues in Modern Neurology Congress

Asfarma participated in the International Scientific and Practical Conference in Bukhara, dedicated to the theme "Current Issues in Modern Neurology." Professor E. N. Madzhidova and Professor Matlyuba Dzhakhonkulovna presented lectures on epilepsy and the treatment with Evalep.



### Prospects of Artificial Intelligence in Dentistry

The International Scientific and Practical Congress was held on October 6–8, 2025, in Samarkand at the Samarkand Hilton Garden Inn. As part of the congress, the ICD Section XV Conference & Induction Ceremony was also conducted in collaboration with the International College of Dentists (ICD), a global professional association of dental specialists.



# UZBEKISTAN



## UPDATES FROM EVENTS

### III International Forum of Diabetes Mellitus

We participated in the III International Forum dedicated to issues related to diabetes mellitus, its associated diseases, and complications. The forum was held in a hybrid format (offline + online) on October 10, 2025, at the Wyndham Tashkent Hotel.



A scientific and practical conference with International participation of neurologists and epileptologists, organized with the support of the A.A. Kazaryan Epileptology Center, was held on the topic **"Neuro-Labyrinth: Diagnosis and Treatment"** on October 25, 2025, in Tashkent at the Panarams Tashkent Hotel.



# UZBEKISTAN



## UPDATES FROM EVENTS

### ADVERTISING ON LOROBEN AND GRIPHOT IN THE TASHKENT METRO



A scientific seminar for cardiologists and neurologists was held in Karshi, focusing on the medications Dilutix and Cardiva.

**Lecturers:** KOL doctor, professor Iqbola Gafuriddinovna Adilova and PM F. Abduvakhobov.

**Date:** November 4, 2025.



# UZBEKISTAN



## UPDATES FROM EVENTS

### 11th International Gastro Forum

**Location:** Tashkent

**Date:** November 7, 2025.



Participation in the 7th International Scientific and Practical Conference "New Technologies and Therapeutic Methods in Medicine" with the participation of dermatovenereologists.

**Location:** Urgench.

**Date:** November 15, 2025.





# UZBEKISTAN



## UPDATES FROM EVENTS

Participation in the International Scientific and Practical Conference “Improving Quality of Life: Current Issues in Gerontology and Geriatrics” held in Namangan.

As part of the conference, KOL, MD, Professor Gavkhar Mirakbarovna Tulabaeva delivered a presentation.

**Presentation topic:** “Modern Approaches to the Treatment of Chronic Heart Failure in the Elderly” - Cardiva.



Participation in the International Conference “Current Issues in Otorhinolaryngology and Their Solutions,” which took place on November 29, 2025, at Central Asian University.



# KAZAKHSTAN



## UPDATES FROM EVENTS

### Scientific and Practical Congress for Gynecologists and Urologists.



**Date and Time:** September 26–27, 2025, starting at 8:00 AM.

**Venue:** Almaty, The Dostluk Hotel, 36 Kurmangazi Street

**Topic:** II Eurasian Congress on Menopause and Andropause, Almaty. Hybrid conference mode (offline and online).

**Promoted Products:** Urfocin, Ialuna, Pasivalem 5- HTP, Aksen Fort.

**Participants (specialty):** Obstetricians and gynecologists and physicians of other specialties

**Organizers:** Public associations "Kazakhstan Association for Sexual and Reproductive Health (KAMPA)" and "Kazakhstan Society for Menopause and Andropause"

The congress's scientific program included presentations by leading Kazakhstani and international experts on current health issues, various components of quality of life, and anti-aging strategies for women and men in the late reproductive period, peri- and post menopause/andropause.

The main goal of the congress was to improve the quality of outpatient care, introduce new medical technologies, enhance the knowledge and skills of practicing obstetricians and gynecologists and physicians of other specialties, and highlight new approaches to the diagnosis and treatment of age-related conditions in men and women.



# KAZAKHSTAN



## UPDATES FROM EVENTS

The company's participation in the specialized Congress of Gynecologists was a strategically significant step in strengthening the presence of the Urofcin, Pasivalem, Yaluna, and Axen Fort brands in the professional medical community.

Participation in the Congress of Gynecologists provided the company not only with an image boost but also with practical value-increasing brand awareness, building trust among physicians, and creating the preconditions for increasing the prescription of Urofcin, Pasivalem, Yaluna, and Axen Fort.



# KAZAKHSTAN



## UPDATES FROM EVENTS

### XI International Winter School of Rheumatology

**Date:** December 5–6, 2025

**Venue:** Almaty

**Topic:** XI Winter School of Rheumatology with International Participation, "New Developments in the Treatment of Osteoarthritis and Osteoporosis," dedicated to the 95th anniversary of the Kazakh National Medical University named after S.D. Asfendiyarov and the 135th anniversary of Professor S.D. Asfendiyarov.

**Conference format:** Offline and online (hybrid)

The purpose of the conference is to exchange experience and knowledge in the field of modern diagnosis and treatment of rheumatological diseases complicated by osteoarthritis and osteoporosis to enhance the competence of rheumatologists, general practitioners, internists, related healthcare professionals, staff and faculty, as well as PhD students, residents, and master's students.

**Number of participants:** 200

**Promoted products:** Lokogen, Pemovo, Pemovo Plus, Aksen Fort

**Asfarma presentation:** December 6, 2025, 2:15–2:45 PM. "Efficacy and safety of dietary supplements with collagen types I, II, and III in patients with osteoarthritis." Meruert Muratzhonovna Sarsembayeva - rheumatologist, National Hospital of the Medical Center of the Presidential Administration of the Republic of Kazakhstan (Almaty, Kazakhstan).



# KYRGYZSTAN

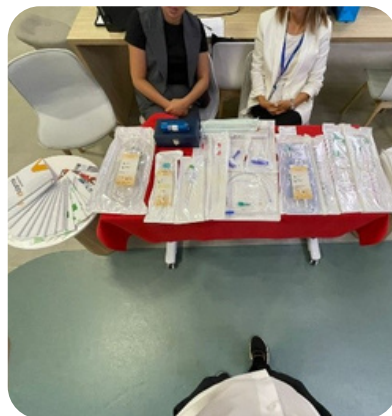


## UPDATES FROM EVENTS

On August 22, the Aspharma Kyrgyzstan team presented our medical products to doctors at the Republican Oncology Center, presenting a special gift—a biopsy gun—to the oncology center's director. Doctors at the Republican Hospital attended the event. This event is very important given the high demand for biopsy technology in Kyrgyzstan's oncology services.



On August 22-23, the Caucasus-Central Asia Urology Congress was held in Bishkek. It was held in an international format and brought together specialists from neighboring and distant countries. The Aspharma Kyrgyzstan team, together with our distributor, actively participated in the congress. The congress featured presentations by qualified specialists and a live surgery demonstration. The congress itself was held in the conference hall of the Technopark business center.



### Oncology Congress

On September 11-12, an oncology congress dedicated to the 65th anniversary of the National Center of Oncology and Hematology of Kyrgyzstan was held at the Orion Hotel in Bishkek. The event was held at the highest level, with healthcare leaders and parliamentary representatives in attendance. Approximately 300 specialists from around the world attended. Our country's oncology service stands out as a team of competent professionals capable of organizing such large-scale scientific and educational events, ensuring and maintaining attendance throughout.

# KYRGYZSTAN



## UPDATES FROM EVENTS

On November 12, in Osh, round tables were held in the departments of neurology, traumatology, and orthopedics to promote the chondroprotectors Lokogen, Pemovo, and Pemovo Plus.



On November 13, a presentation was held in Osh at the Avangard private clinic for urologists promoting biopsy needles and catheters in the Medical field..

**Asfarma**  
**Приглашение**

Место проведения:  
Городская больница г. Ош отделение урологии

Дата и время:  
12.11.2025  
10.00

Тема презентации:  
"Современное представление о использовании  
медицинских изделий в эндouroлогической практике"

- Одноразовые иглы для биопсии
- Многоразовые автоматические пистолеты
- Мочеточниковые стенты
- Катетеры



On November 24, a roundtable breakfast was held in Bishkek for pharmacists from the Bimed Pharm pharmacy chain, promoting the influenza package of medications (Griphot-C, Naturhot Defense, Asglyukan, and MDC Vitamin C). Five pharmacy managers participated in the meeting.



# KYRGYZSTAN



## UPDATES FROM EVENTS

On December 4, in Osh, round tables were held for pharmacists of the Neman Pharm pharmacy chain with the promotion of a flu package of drugs (Griphot-S, Naturhot defense, Asglyukan and MDC vitamin C) and for ENT doctors of the city hospital with the promotion of Flutinex, Loroben, Asglyukan and Griphot-S



On December 5, a roundtable discussion was held with family physicians from the Osh Family Medicine Center. Flutinex, Loroben, Asglucan, and Griphot-S were promoted. Sixteen family physicians participated.



# KYRGYZSTAN



## UPDATES FROM EVENTS

On December 11th, a conference featuring rheumatologists, neurologists, and traumatologists was held at the Chavo Hotel in Osh. The conference was supported by our Key Organizer in Rheumatology, Professor A.T. Mamasaidov, who also presented a presentation on osteoarthritis phenotypes. The chondroprotectors Lokogen, Pemovo, and Pemovo Plus were promoted. We showed the doctors what a real ostrich egg looks like and distributed promotional brochures and branded mousepads. The conference included a 6-credit-hour certificate, which also benefits the doctors. Twenty-five people attended.



# RUSSIA

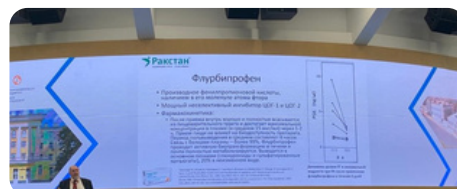


## UPDATES FROM EVENTS

### RAXTAN Events

🚩 "X International Pirogov Forum of Orthopedic Traumatologists" in Samara on October 16-17, 2025  
«Fast track in orthopedics»  
Lecturer Averyanov A.A.

🚩 IX Congress of Internists of the Moscow region with international participation. November 6-7, 2025  
"The choice of NSAIDs for muscle pain"  
Lecturer Karateev D.E.



🚩 "Interregional scientific and practical conference  
"Progress of Rheumatology-2025 on November 25,  
2025 in Moscow.  
"The choice of NSAIDs for muscle pain"  
Lecturer Karateev D.E.

**Выводы:**

- Флурбипрофен – мощный неселективный ингибитор ЦОГ
- Основные характеристики:
  - Выраженный анальгетический эффект
  - Удовлетворительная переносимость со стороны ЖКТ
  - Низкие риски кардиоваскулярных осложнений и нарушения функции почек
  - Перспективен для применения у пожилых пациентов с кардиоваскулярными рисками

**ВЫБОР НПВП ПРИ СКЕЛЕТНО-МЫШЕЧНОЙ БОЛИ**  
Каратеев Дмитрий Евгеньевич

НАУЧНО-ПРАКТИЧЕСКАЯ МЕЖРЕГИОНАЛЬНАЯ КОНФЕРЕНЦИЯ  
**ИННОВАЦИИ В ДИАГНОСТИКЕ И ЛЕЧЕНИИ  
РЕВМАТИЧЕСКИХ ЗАБОЛЕВАНИЙ – 2025**

МОСКВА  
ул. Новослободская, д. 21, «Novotel Moscow Center»  
MOIV.PRO

**ВЫБОР НПВП ПРИ  
СКЕЛЕТНО-МЫШЕЧНОЙ БОЛИ**

**КАРАТЕЕВ ДМИТРИЙ ЕВГЕНЬЕВИЧ**  
руководитель отделения ревматологии, заведующий кафедрой ревматологии  
ФУВ ГБУЗ МО МОНИКИ имени М.Ф. Владимирского, руководитель Московского  
областного ревматологического центра, главный внештатный специалист –  
ревматолог МЗ МО, председатель Московской областной организации Ассоциации  
ревматологов России, д.м.н.

# RUSSIA



## UPDATES FROM EVENTS

### UROLOGY Events

- XXI Moscow Urology School  
14 - 15 November 2025 г.  
Top Russian Urologists Discuss ASTRACIT:  
Prof V. Malkhasyan, prof. Kharchilava and Chief  
Russian Urologist academic D. Pushakr



- VII Interdisciplinary educational conference "From patient to patient chronicle of everyday life of a polyclinic doctor"  
Lecture "Some issues of urology in the practice of an outpatient doctor" pfor. Malkhasyan V.A.  
Ekaterinburg December 6th



**Вёрткин  
Аркадий Львович**

профессор, заведующий кафедрой терапии, клинической фармакологии и скорой медицинской помощи Российского университета медицины МЗ РФ, руководитель ООО «Амбулаторный врач», заслуженный деятель науки РФ

### Спикеры



**Малхасян  
Виген Андреевич**

д. м. н., профессор кафедры урологии ФГБОУ ВО Российского университета медицины МЗ РФ, врач - уролог, заведующий отделением урологий Московского урологического центра



**Мкртумян  
Ашот Мусаевич**

д. м. н., профессор, заведующий кафедрой эндокринологии и диабетологии Российского университета медицины МЗ РФ, заслуженный врач РФ



# GEORGIA



## UPDATES FROM EVENTS

On October 18, 2025, Asfarma Georgia participated in the 48th Regional Conference organized by the Georgian Respiratory Association in the Imereti region. Approximately 150 healthcare professionals-including family doctors, pulmonologists, allergologists, and pediatricians attended the event.

As part of our participation, we set up an Asfarma information stand in the conference hall and distributed informational brochures and leaflets to the attending doctors. The conference was also sponsored by 20 pharmaceutical companies.



### GDDA EXPO 2025

On October 31-November 2, 2025, Asfarma Georgia participated in the Annual Dental Expo organized by the Georgian Dental Distributors Association (GDDA). GDDA EXPO is the only dental event in the Caucasus region that brings together more than 50 companies and over 3,000 professionals. It is an essential business platform for those who want to stay up to date and connect with the market. Our stand was next to our local distributor, Sprint Dental. On both stands, SD Ceram demonstrated and attracted high interest from the visiting dental technicians.



# GEORGIA



## UPDATES FROM EVENTS

### Dental Masterclass

On November 29, immediately after the Dental Expo, Asfarma Georgia organized a Dental Masterclass in the Ajara region at Batumi Clinic 'Rogo'. Eighteen technicians participated and highly appreciated the demonstration by Romanoz Mashava



### Ampecor Launch Meeting

The Ampecor Launch Event was held on December 6, 2025, and focused on introducing **Ampecor** and its role in the modern management of hypertension. The main presentation- "Modern aspects of hypertension management: Ampecor – the place of triple fixed combination in the treatment of hypertension"- was delivered by: MD, PhD, FESC, Associate Professor, University of Georgia; Head of the Working Group on Acute Cardiac Pathologies of the Georgian Society of Cardiologists; Head of Clinical & Interventional Cardiology. The lecture covered:

- Current guidelines and target BP trends
- Rationale for triple therapy
- Role of perindopril, amlodipine, and indapamide combination
- Clinical evidence supporting triple FDCs
- Positioning of Ampecor in Georgian clinical practice

Ampecor's branding concept was presented using the Tripod Story, which highlights the idea of three-point stability and links it to Ampecor's three active components.

This part was well-received and created a memorable association between the product and its clinical positioning. At the end of the program, we conducted a quiz. The participant with the highest number of correct answers and fastest response time was awarded the prize - an Ampecor-branded tripod.



# MOLDOVA



## UPDATES FROM EVENTS

On November 5, 2025, the Asfarma Moldova team organized a meeting with gynecologists (GYN).

**The specialists were treated to a presentation on the topic:**

"Current trends in genital-urinary management, sexually transmitted infections, hormonal insufficiency, and oncology therapy."

**Lecturer:** SÂRBU ZINAIDA – MD, PhD, University of Chicago.

The focus was on Asfarma Moldova's gynecological products: Ialuna and Neo-Penotran Forte.

The presentation was relevant and interesting.

The event was a success; specialists exchanged opinions and experiences, shared knowledge, and shared ideas.



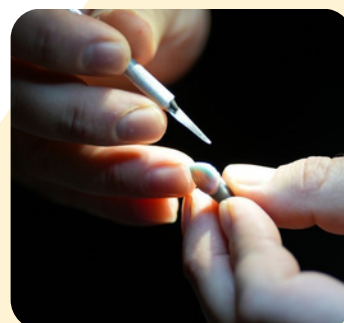
# MOLDOVA

## UPDATES FROM EVENTS



### MOLDOVA-ROMANIA Dental Master-Class in Istanbul

On November 14–16 a dental masterclass was held in Istanbul conducted by a renowned and highly respected dental technician from Russia, Andrei Chernykh. The technicians from Romania and Moldova were welcomed and trained during this event. We extend our sincere gratitude to everyone involved in organizing and delivering this masterclass at the highest level. Please find below some photo highlights from the event.



# UKRAINE



## UPDATES FROM EVENTS

**THE WARMTH OF TEAM SPIRIT AND THE ADRENALINE OF THE TRACK:**

**THE CENTRAL REGION OF ASFARMA UKRAINE HOSTED AN EDUCATIONAL ROUND TABLE**

Kyiv, October 2025 - The Central Region team of Asfarma Ukraine organized a dynamic and engaging event for pharmacists, successfully combining professional development with team-building and positive emotions.

During the educational round table, participants explored the advantages of Asfarma's key products:

- 🔥 Naturahot Defense
- 🔥 MDS Vitamin C, D, Zinc
- 🔥 Pasivalem 5-HTP

Pharmacists noted the relevance of these solutions for supporting immunity, reducing stress, and improving patients' overall well-being. The open discussion format encouraged the exchange of practical insights and allowed participants to receive expert answers to their key questions.

After the educational session, attendees enjoyed an exciting karting experience, which became the highlight of the event. The atmosphere of speed, friendly competition, and shared enthusiasm brought many smiles and memorable moments. Based on the race results, three winners were honored on the podium.

This event reaffirmed that professional interactions can be both informative and inspiring. Asfarma Ukraine continues to support its partners by creating opportunities for growth, collaboration, and positive shared experiences.



# UKRAINE



## UPDATES FROM EVENTS

### Team Building of the Central Region:

#### Energy of the Dnipro and the Power of Unity

Cherkasy, October 2025 - The Central Region team of Asfarma Ukraine gathered for a team-building event in the picturesque heart of Cherkasy, on the scenic high banks of the Dnipro River - the homeland of the great Taras Shevchenko. This inspiring location, filled with history, beauty, and strength, became the perfect setting to recharge, reconnect, and strengthen team spirit.

The region covers five major areas - Kyiv, Vinnytsia, Zhytomyr, Kropyvnytskyi, and Cherkasy - making live communication especially valuable. The event offered an opportunity to exchange experiences, share best practices, support one another, and feel the unity that stands behind strong results.

Warm conversations, shared insights, and walks along the impressive river landscape made the day truly memorable. And the perfect finishing touch was an **amazing Asfarma-branded cake** - bright, symbolic, and full of positive energy, adding a festive mood to the gathering.

This day once again proved: strong results come from strong people - and strong people build strong teams.



# UKRAINE



## UPDATES FROM EVENTS

### Asfarma at the International Congress

"Fifth Scientific Readings in Memory of Professor A. Svintsitsky" \*\*

October 15–17, 2025, Asfarma participated in the International Congress

"Fifth Scientific Readings in Memory of Professor A. Svintsitsky: Internal Medicine – Science and Practice" - one of the key professional forums in the field of internal medicine.

### Key Highlights of the Musculoskeletal Disorders Session

One of the most engaging sessions was "Modern Principles of Diagnosis and Treatment of Musculoskeletal Pathology," where Professor **Volodymyr Chernyavskyi** presented successful clinical experience using:

- **Majezik (flurbiprofen 100 mg)**
- **Asprotek dietary supplement**

in comorbid patients with musculoskeletal pain syndromes.

### Product Advantages Presented by the Expert

#### Majezik

- rapid analgesic effect
- strong anti-inflammatory action
- relatively good tolerability across different age groups

#### Asprotek

- unique "three-in-one" formula:  
**glucosamine, chondroitin + calcium + vitamins D3 and K2**
- convenience for patients and high adherence to long-term therapy

### Format and Audience Reach

The congress was held in a hybrid format - **offline and online**. The online session recording was viewed by more than 24,000 healthcare professionals, demonstrating strong interest in modern approaches to managing musculoskeletal conditions.

### Conclusion

Participation in this congress highlights **Asfarma's** commitment to supporting medical professionals, promoting evidence-based practice, and implementing effective solutions to improve patient health.





## Happy New Year Asfarma Team!

As we step into another exciting year, we reflect on the remarkable journey we've shared and the milestones we've achieved together. Your dedication, innovation, and passion have been the foundation of our success.

May 2026 bring new opportunities, continued growth, and happiness to you and your loved ones. Let's keep inspiring each other and improving the quality of life together.

**Here's to a year filled with teamwork, achievement and celebration!**

ASFARMA BULLETIN - ISSUE 6

# The Yellow Pigeon

See You  
Next  
Issue

Thank you for your  
contributions...

