With a vision to connect every patient to quality healthcare, every day, we are a leading force in African healthcare supply chain management.

Our extensive network across the continent – coupled with our experience in all channels of the healthcare supply chain – means that we can offer our principals, clients and customers the trust and confidence that is key in the healthcare sector.

A significant portion of the total delivered cost of medicines in Africa – up to 40% – is made up of supply chain, distribution and other non-core costs. As the costs associated with importing products into Africa continues to rise, we are able to leverage our relationships, network, experience and skills to ensure our pharmaceuticals remain affordable.

Our unique market knowledge and proven processes, methodologies and tools help manage the ever-increasing complexity, risk and speed of modern day distribution.

Our proven solutions rapidly deliver results with the agility to quickly manage future change for continuous flexibility, value and success.

Our simplified solutions for healthcare reduce the risk, complexity and management responsibilities of the principal – freeing up valuable time and resources without compromising growth, service quality and the customer experience.

**FACTS AND FIGURES**

- **Leading healthcare distributor in East, West and Southern Africa**
- **Own and operate over 100 000m² of warehouse space in the healthcare industry - spanning 27 locations**
- **Principal trades in a risk-free environment as we take full responsibility for the debtor’s book**
- **We give brand owners informed access to consumers through our extensive in-country networks**
- **Healthcare is one of Africa’s critical development challenges**
- **Deep experience in navigating the complexity, diversity and distinct challenges of the African continent**
- **Manage Innovator, Generics and OTCs**
- **According to the WHO, the continent carries 25% of the world’s disease burden, but its share of global health expenditures is less than 1%**
- **Highly proficient in managing unpredictable currency exposures, unexpected costs and evolving exchange control regulations**
- **Highly experienced in navigating international political, legal or system risk and numerous trade barriers in day-to-day business operations**
- **Inadequate resource allocation, funding, customs gridlock and counterfeit pharmaceuticals are major challenges to healthcare delivery on the continent**
- **Africa manufactures less than 2% of the medicine it consumes**
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Market Access: Healthcare

ALIGNING CAPABILITIES WITH PRINCIPAL NEEDS

Customer engagement
Imperial through its existing relationships and established communication channels in major markets provides easy access to target customers

Distribution
Imperial’s world class warehousing and distribution capabilities provides established relationships with all major hospitals and clinics

Regulatory support
Imperial provides complete regulatory, quality and compliance support and oversight in all major markets

Demand generation
Imperial deploys appropriate demand generation resources that have relevant experience focusing on the right customer segment

Data and reporting
Imperial provides access to data and reports to support strategic decision making

Lower risk
Imperial assumes debtor’s and forex risk. With additional compliance frameworks to manage demand generation risk

Single partner
Imperial is the ideal partner with its large distribution footprint across Africa

Capabilities
Imperial has bolstered its pharmaceutical expertise by employing industry specialists to better align with principal needs and expectations

Data and reporting
Imperial utilises world-class IT infrastructure ensuring that clients have access to data and reports across all services

Demand generation
Imperial offers fully serviced dedicated or syndicated demand generation capabilities

BENEFITS TO CLIENTS

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