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FROM THE EDITOR

THE DEPTH OF CONTENT FOR THIS PUBLICATION IS ALWAYS DETERMINED BY THE CONTRIBUTIONS RECEIVED FROM OUR OFFICES AROUND THE WORLD. CUSTOMARILY, THERE IS VERY LITTLE NUDGING REQUIRED FOR ARTICLES.

The teams are always eager to oblige and as the submissions started rolling in for this edition, I was again drawn to an over-riding sentiment of enthusiasm, passion and a great deal of satisfaction and pride from colleagues who were excited to share their successes from the past six months.

It's been another wonderful opportunity to showcase significant achievements such as those related to our exceptional manufacturing technologies with massive milestones reached at Aspen NDB in France and at our sterile facility in South Africa. We've showcased our products, expertise, technology and capabilities at a range of exhibitions across numerous continents, much to the approval of delegates in attendance. Groundbreaking steps have been taken in hosting expert forums in Europe and in Panama, further driving the strategy behind our intended global leadership in key therapeutic areas. The appetite for digital marketing is becoming increasingly desirable for our stakeholders and this provides yet another valuable gap where we can differentiate ourselves from competitors with unique tech offerings that make their lives richer and simpler all at the touch of a button or click of a mouse.

Our people have demonstrated incredible care in reaching out to others and unselfishly passing on the blessings – from a simple crochet club in Port Elizabeth to delousing children in the Philippines. Learning for Life is gaining momentum in Latam and provides youth with a snapshot of what it takes to be part of a rapidly growing multinational player in the pharmaceutical sector.

We also mark the end of an era for two highly valued Aspen icons – Judy Dlamini, who steps down as our Chairman to pursue wonderful prospects, and Mirek Tuma, who at the age of 90, and arguably as one of the world's oldest pharma sales reps, has decided that it's time to take things a little slower and make space for the youngsters. I hope you enjoy catching up on the news from your colleagues around the world as much as I have.

As we wrap up another very memorable year, may you and your loved ones gratefully celebrate life's abundant blessings with a keen spirit of joy and peace and may you have a safe, relaxed festive season.

SHAUNEEN BEUKES

All editorial contributions for Issue 17 of Aspen News must be emailed to sbeukes@sbcomms.co.za by 29 April 2016. Photos must be supplied in a high-resolution jpeg or pdf format and must be captioned. Photographs that are embedded in Word or Powerpoint files can unfortunately not be used. Aspen News is an internal publication not intended for public distribution and the content relates to corporate activities. Articles of a personal nature can regrettably not be accommodated.



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Braving the challenges for FUTURE SUCCESS

WE DRAW TO THE END OF 2015 AND THE FIRST HALF OF OUR 2016 FINANCIAL YEAR AT A TIME WHEN THE WORLD AS A WHOLE FACES TESTING CHALLENGES.

Economic growth is at best muted and many countries are facing severe pressure on their currencies and liquidity. Political volatility is creating uncertainty in many regions and limiting opportunities. The pharmaceutical industry is not exempt from these issues despite having the benefit of being a defensive industry by virtue of the enduring demand for medicines regardless of circumstances. Increasing legislative requirements, continuous pressure on reducing medicine prices and unreliable supply from manufacturers is affecting all pharmaceutical companies.

It can be useful at times like this to reflect back on challenges of the past. Coincidentally, this passage from the 1931 year-end message from the General Manager of Lennon, our founding company, was drawn to my attention in the last week:

"What is our personal attitude toward 1932? The horizon of the New Year is not illuminated by confidence and hope such as we look for in normal times; in fact, many who try to see the sunshine say they cannot avoid an impression of cloud and darkness.

To some extent, this is a matter of temperament, but it remains true that prospects are very different from those we should desire. Is our generation the first to face adverse conditions? No! The world has at many times faced much darker difficulties than ours. Have we less courage than those of former days? I hope not, and, having seen a good many of the company's staff during the last few weeks, I have been pleased to find them cheerful and determined, showing that the unfortunate reductions of income are accepted in the right spirit.



What is our reply to the opening question? Let us each say: 'I believe the world today is better because of difficulties bravely faced, and that it will be better as a result of present depression if I, with others, do my bit, day by day, putting the best I know into my job, working towards the prosperity so much desired; therefore like the young men of Athens long ago. I determine that the world shall be the richer by my contribution to its welfare.'

It is a timely reminder that the world, and our predecessor company included, have faced times more testing than those we confront today. By facing the challenges with determination and a powerful belief in our values we will emerge stronger and better placed than before for enduring growth and success, as those who have travelled this road before have proven.

We are presently busy with many strategic projects which are integral to building Aspen into a more valuable company in the future. Projects which will increase our competitiveness, create new opportunities and ensure the sustainability of our business model in the years ahead. As is unavoidable in a complex technical industry like ours, lead times between project initiation and realising the benefits are long. Commitment and perseverance are essential to achieving successful outcomes under these circumstances. I am therefore excited to see the progress on many

of these initiatives. I was extremely proud to be present at the opening of the new Stromboli line at Aspen NDB a few weeks ago. This new technology will assist in improving the productivity of this key manufacturing site and support the competitiveness and supply efficiency to our important anti-coagulant business.

On a day-to-day basis it is critical we remain true to our values and the ethos that has created such a formidable record of achievement by Aspen over the years, a record that has positioned Aspen as a leader and a greatly admired company. It is a time when commitment to well-thought-through plans and discipline in execution and spending is required in order to give us the edge in a competitive environment. Nothing less than the best will be successful. I have every confidence in the commitment of the Aspen team again showing the qualities which have made us a winning company on an enduring basis.

At our AGM in December we sadly said farewell to Judy Dlamini who has stepped down as a director and Chairman of the Board. Judy's guidance, dedication and leadership of the Board over the past 10 years has been invaluable and has played an important role in the success of the Group. Gus and I are truly grateful for her support and contribution during her tenure and we wish her every success and joy as she pursues new interests. We also welcome Kuseni Dlamini as our new Chairman. Kuseni joined the Board in 2013 as a director and during his time with us has emerged as a natural successor to the chair. We look forward to his guidance going forward.

As we take a break to celebrate the end of an eventful 12 months, I encourage you to spend this valuable time with your loved ones and to return highly charged so that we can tackle 2016 together and achieve even greater milestones for Aspen.

STEPHEN SAAD



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Stromboli line inaugurated



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Mirek (90) calls it a day



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100% IPPS pass rate



Recognising our women in business

Riaan Verster

THE 12TH ANNUAL STANDARD BANK TOP WOMEN AWARDS WAS HELD IN AUGUST IN JOHANNESBURG TO HONOUR AND CELEBRATE INSPIRATIONAL FEMALE LEADERS FOR THEIR OUTSTANDING PERFORMANCE IN THE WORLD OF BUSINESS AND GOVERNMENT.

Lorraine Hill, Aspen Group Operating Officer and Responsible Pharmacist, was selected as a finalist in the Top Businesswoman of the Year Award category for the third consecutive year.

Aspen was also acknowledged as the Top Gender Empowered Company: Health and Pharma in South Africa and Lorraine Hill accepted the award and delivered a short acceptance speech on behalf of the Group.



Lorraine Hill accepting Aspen's award from Neo Khaue, Principal Officer, Sizwe Medical Solutions.

(l-r seated) Janet Owen, Zodwa Khumalo, Colleen Tully, Lorraine Hill. (l-r back) Indirani Govender, Therese Bradley, Annelize Klynsmith, Michelle Singleton, Nikola Whelan, Shivani Singh.

Aspen shines at National Business Awards



Robert and Lorraine Hill with Aspen's Morne Geysler at the awards event.

THE 13TH ANNUAL NATIONAL BUSINESS AWARDS GALA EVENT WAS HOSTED IN JOHANNESBURG ON 19 NOVEMBER, KNOWN AS THE OSCARS OF SOUTH AFRICAN BUSINESS, ASPEN WAS HONOURED AS A FINALIST IN TWO CATEGORIES.

Lorraine Hill was nominated as a finalist for the Top Performing Business Leader of the Year Award for outstanding business achievement in bettering our people, planet and profits through excellence. Aspen was also shortlisted as a finalist in the Sustainability Award category.

The National Business Awards recognise the success, innovation, and ethics of South Africa's leading companies and organisations across all industries.

Celebrating our heritage

Ayesha Mathuthu

Heritage Day is celebrated on 24 September in recognition of the cultural wealth of South Africans and acts as a reminder of the rich cultural heritage of the country's population.

Aspen's employee complement is made up of different nationalities and cultures. A recent survey conducted by Group HR showed that 88 nationalities are represented in our business units across the globe.

At Aspen Holdings, we embraced the Heritage Day celebrations by dressing in traditional outfits, which demonstrated the diversity of some of the employees in the Group.



Stephen Saad laid the first stone of Aspen's new Quality Control Laboratory at the NDB site.



The ribbon cutting ceremony marked the official opening of the Stromboli line.

Stromboli line inaugurated

Sophie Paine

ASPEN NOTRE DAME DE BONDEVILLE'S (NDB) NEW STROMBOLI STERILE INJECTABLE FILLING LINE WAS INAUGURATED BY STEPHEN SAAD AND LORRAINE HILL ON 19 OCTOBER WITH AN OFFICIAL RIBBON CUTTING CEREMONY.

The event also marked the laying of the first stone of the new Quality Control Laboratory with employees, local parliamentarians and media in attendance for the occasion.

During the site visit, Stephen acknowledged Aspen's commercial ambition for its thrombosis portfolio. He shared his confidence in the team's ability to ensure that the site has become a competitive platform able to support the Group's previously stated strategy in this very significant therapeutic category.

The €38 million investment in the new production line provides for a state-of-the-art facility, boasting the latest technology which ensures superior levels of quality with a filling capacity of 36 000 syringes per hour. The Stromboli line will enable Aspen to better meet market demand and to support its ambitious increase in volumes.

The construction of the new Quality Control Laboratory, located in close proximity to the production buildings, is also underway. Completion is scheduled for November 2016 and the transfer of analytical activities is earmarked to take place during the first quarter of 2017.

Aspen NDB is one of the Group's key strategic manufacturing sites and specialises in the filling of sterile injectables. The Stromboli line, which was constructed, qualified and commissioned over a 30-month period by a dedicated team of 30 people, has an annual capacity of 130 million syringes.

Below: Stephen Saad, Lorraine Hill and Jean-Charles Rousset, Aspen NDB Managing Director with the first syringes to be manufactured on the Stromboli line.



• ASPEN NOTRE DAME DE BONDEVILLE

Document simplification project a great success

Corinne Poulain

THE PREFILLED SYRINGE LINE AT NDB IS ONE OF THE MOST TECHNOLOGICALLY COMPLEX LINES.

The manufacturing process calls for very specific and precise actions, including the washing of the cylinders, automated sterile zone autoclave unloading and proceeding to atmospheric-controlled succession areas. Part of the process includes very extensive and stringently controlled documentation completion which is time consuming and has an impact on output.

Over a four-month period a multidisciplinary team, consisting of all production line employees together with the production support services, successfully met a significant challenge: to simplify all production line operational documentation.

The output of the project resulted in a

"More traceability with far fewer duplicates. Thank you!"

"It is clearer and easier to fill, in addition, there is less to go/return to."

"I still need to adapt because it changes a lot, but it will be easier."



36% reduction in the amount of data required to complete the batch documentation without compromising the integrity of critical quality assurance requirements such as that required to trace a product batch.

Key factors that contributed to the success of the project included teamwork, a well-established methodology and the development of an SOP.

The team is committed to simplifying and rewriting the production documentation while continuing to maintain production line activity. Their motivation to do so was evidenced by their future focus being on production matters rather than on administrative issues and document completion.

A consultant, skilled in streamlining document processes, further applied rigorous methodologies to assist in the project documentation simplification following which an SOP was developed.

The first concrete results were observed during the production launch with no impact on the productivity of the line and greater user satisfaction. The project is being deployed independently on the automatic inspection lines and, if found to be compliant, will be extended to all production lines at the NDB site.

• ASPEN BAD OLDESLOE

SAP certification achieved

Jens Kersten

ASPEN BAD OLDESLOE WENT LIVE WITH SAP ECC 6.0 IN NOVEMBER 2010 AFTER A NINE-MONTH IMPLEMENTATION PHASE.

After stabilising the new system and business processes within SAP, the IT department very quickly started to optimise the internal IT processes in order to provide professional and effective support around the SAP installation. Three core areas were focused on namely:

- Information management
- Contract and licence management
- Support operations

The Aspen Bad Oldesloe IT team adopted their processes by integrating, standardising and optimising the SAP application lifecycle and infrastructure.



As a consequence of this effort, the IT team successfully passed the SAP Customer Centre of Expertise (CCOE) certification audit in July 2015 with 182 out of 200 achievable points.

Jens Kersten, IT manager, said: "The requirement to permanently optimise and enhance the IT solutions at the site while preserving the continuity of our ongoing business operations in Bad Oldesloe has required an adequate and flexible support model.

The CCOE certification through SAP was a step in the right direction. My thanks go to the IT team involved in the process and also to the SAP team for their support".

"We need to continuously improve our IT processes. The SAP CCOE certification therefore represents a new challenge for us: endeavouring to become better and better for our customers."

• ASPEN OSS

Work hard, play hard!

Laura Massonneau

More than 650 employees and their families took time out on 10 October for a day of fun at the manufacturing site in Notre Dame de Bondeville.

The aim of this friendly, informal day was for employees' families to discover the NDB work environment, participate in different workshops that showcased areas such as manufacturing, packaging, the warehouse and laboratory, and also to relax with colleagues and have some fun.

Jean-Charles Rousset, Aspen NDB Managing Director said: "The smiles on faces testified to the success of family day. I want to thank all participants for their involvement. We can be proud of the good image that we showed of NDB".



Marcella van Dinther

IN EARLY OCTOBER MORE THAN 36 000 PHARMA PROFESSIONALS AND 2 500 EXHIBITORS FROM SOME 150 COUNTRIES GATHERED AT CPhI, THE PHARMACEUTICAL INDUSTRY'S PREMIERE EVENT OF THE YEAR.

This year's exhibition was held in Madrid and covered several dedicated zones such as APIs, finished dosages and contract services.

Aspen Oss, the Aspen Group and FCC proudly presented their joint Aspen booth, enabling the team to maximise its exposure and to give follow up to the execution of the growth strategy set for all business units.

The rationale for participating in this global event is to meet in an efficient and effective way with existing and new API and finished dosage business partners, to explore opportunities and to increase revenues.

Companies from the entire pharma supply chain around the world, including major markets like China, India, the US, as well as emerging markets such as Brazil and Russia were present. The Aspen sales and business development teams experienced a successful exhibition with great collaboration.





(l-r) Proud graduates of AGI's programme.

First Graduate Programme for AGI

Deeya Bheeroo

ASPEN GLOBAL INCORPORATED (AGI) LAUNCHED ITS FIRST GRADUATE PROGRAMME IN APRIL. THE MOTIVATION BEHIND THE CAMPAIGN WAS TWOFOLD: FIRSTLY, TO ATTRACT THE TOP TALENT FROM THE BEST UNIVERSITIES IN MAURITIUS AT THE START OF THEIR CAREER; AND SECONDLY, TO ENHANCE THE ASPEN BRAND IN MAURITIUS.

AGI's motto regarding the exceptional opportunities that it offers young graduates says it all: "We set the scene. You succeed".

The campaign started through partnerships with the top three universities in Mauritius and organising open days at their campuses. AGI ambassadors were meticulously chosen from different streams and they were trained to represent the company at these open days. Prominently branded AGI stands were set up at the universities, with information packs and

application forms. In addition, posters were published throughout the campuses to advertise the campaign. Students were then invited to visit Aspen's stand and explore the Group and the opportunities available to them.

With the view to increasing awareness of our employer brand and taking our partnership with the universities to a deeper level, some of our leaders volunteered their time to do presentations and to share their specialised experience with the students.

Samer Kassem, AGI's CEO, was invited to participate as a member of an elite panel of business leaders at one of the universities. He delivered an inspiring speech on "How to improve job prospects".

The campaign created a tremendous buzz in the media and among university students, and has resulted in a notable increase in interest in AGI.

A rigorous recruitment and selection process followed, involving HR and the leadership team. Competency and behavioural-based interviews were conducted to assess candidates and to determine their potential fit in the organisation.

Eight dynamic, enthusiastic graduates were selected from over 300 applicants. The challenge was set to the graduates to prove themselves, through their individual projects and contributions in their operational tasks.

Feedback from the graduates regarding their AGI experience included the following comments:

Pouvanum Govinden: "AGI, an excellent platform to start my career."

Kamakshi Ramful: "The Graduate Programme at Aspen is all about learning; the graduate grows at a career level, as well as at a personal level."

Jestha Sanashe: "AGI – a place where motivation, fairness and equality prevail!"

Adhiraj Daby: "AGI is a grand circus where people juggle meetings, craft magical excel formulae and walk a tightrope between deadlines... and I love it!"

Yogesh Ramduny: "At AGI, we learn how to face challenges and find solutions to grow and become more mature in both our personal lives and even in our professional lives."

In December the graduates will be assessed based on their performance throughout the programme and a final presentation to management. Those who pass the assessment will be offered a full-time position with Aspen.

Artwork is crucial

Jacob Vengassery

ARTWORK PROVISION, WHICH ENSURES PATIENT SAFETY, IS AN ESSENTIAL PROCESS IN THE SUPPLY OF A PHARMACEUTICAL PRODUCT.

The US Food and Drug Administration (US FDA) reported in 2015 that around 40% of product recalls in the pharmaceutical industry are attributed to errors in packaging or labelling. Proper management of artwork is crucial for Aspen in order to ensure supply continuity, avoid any compliance issue and maintain Aspen's reputation with customers and regulatory agencies.

At AGI the packaging team is an essential part of our supply chain. Their main role is to ensure all aspects of artwork are integrated into the supply chain. They do so by liaising closely with all stakeholders involved in the artwork process both internally at AGI (Regulatory, Quality, Supply Chain and Project Team) and externally (Affiliates, Group Artwork, Manufacturing and Packaging Sites).

In the early days at AGI, as most products were divested from GSK, artwork was mainly managed within GSK's system (AGILE). An exit date was defined and a manual process to manage the artwork had to be developed.

Working closely with our manufacturing sites, we developed the Pack Change Form (PCF) process. The PCF process ensures the communication of regulatory intelligence to the sites as well as facilitating the collection of the component and pharma code, and any other technical requirements.

The artwork files are shared with the sites via a file transfer protocol server, which ensures that there is a proper audit trail and traceability on all changes from start to finish. The first artwork using this manual PCF process was released to production on 22 June 2012.

Since 2012 we have continuously strived to improve our process, in particular focusing on the improvement of the artwork integration with the other impacted streams (such as Supply Chain and Regulatory). One such example is the expansion of the scope of PCF to go beyond the release of artwork for production and to capture ordered compliant artwork. We also increased the scope of controls in AGI to proactively verify regulatory approvals to ensure artwork timelines meet the regulatory timelines, eliminating the risk of incorrect artwork.

To date we have already released 2 078 changes and have another 700 ongoing changes. We have a robust manual artwork process which ensures proper flow of artwork from the regulatory requirement through to the first supply in market. With the exponential growth of AGI increasing the number of products, markets and the manufacturing sites, the PCF process will evolve in the near future. This manual process was instrumental in providing the user requirement for the automated process, which is being developed by Group Artwork. We look forward to the automation of our PCF process.



(l-r) Proud members of the packaging team Jacob Vengassery, Pritilukshmi Ramdawa, Karishma Bholah, Poonam Jootnah-Busgheet and Nikhil Shah.

Successful cardio forum

Claire Eldred

ASPEN EUROPE CIS LAUNCHED ITS FIRST THROMBOSIS EXPERT FORUM (TEF) IN BERLIN IN OCTOBER 2014, FOLLOWED BY A CARDIOLOGY EXPERT FORUM (CEF) IN ATHENS IN APRIL.

The latest TEF – the first to focus on cancer patients and the management of venous thrombosis – took place in September in Barcelona with 148 European experts. The main objective of the Expert Forum series is to encourage collaboration with specialists in the fields of thrombosis and cardiology.

“The concept of the Forum is to have a faculty of international experts share the latest clinical data, guidelines and best practices with regional experts”, said Sarina Elsen, Marketing Manager Thrombosis, Aspen Europe CIS. “As the meetings are promotional, they provide a valuable opportunity to build physician confidence in using our



anti-thrombotic medicines with the right patients and in the right indication”.

The international forums have been successfully replicated at regional level. The Central and Eastern Europe (CEE) region held a CEF in Warsaw, in May 2015 with 115 experts. “Using the Aspen Europe CIS materials, we organised a promotional stand-alone

meeting for our countries”, said Marcin Pawłó, Marketing Manager, CEE. “Due to the high level of scientific content, it was also endorsed by the Polish Cardiac Society Working Group on Cardiovascular Pharmacotherapy”.

More than 70% of delegates confirmed that their management of thrombosis in patients with acute coronary syndromes would likely change as a result of the meeting. A further five international forums are planned for the 2015 to 2016 period and, moving forward, Aspen will optimise its investment by ensuring a comprehensive cascading programme of their content through a multi-channel approach.

David Pedelabat-Lartigau, Aspen Global Head of Marketing added: “We are going to evolve the meeting format, taking advantage of digital technologies to make them more interactive and further enhance the experience of delegates during and after the meeting”.

Cardiology commitment

Claire Eldred

THE ANNUAL MEETING OF THE EUROPEAN SOCIETY OF CARDIOLOGY (ESC) IS AMONG THE MAJOR EVENTS IN THE CARDIOLOGY CALENDAR. THIS YEAR’S MEETING TOOK PLACE IN LONDON FROM 29 AUGUST TO 2 SEPTEMBER, AND HOSTED MORE THAN 32 000 INTERNATIONAL PARTICIPANTS.

“ESC represented an important opportunity for Aspen to reinforce its growing presence and confirm its long-term commitment to the cardiology community”, said David Pedelabat-Lartigau, Aspen Global Head of Marketing.

The ESC conference provided a platform to reinforce important data and guidelines regarding the use of Aspen’s anti-coagulant, Arixtra (fondaparinux). The Aspen global team also held



an internal network meeting with 12 international colleagues immediately before the conference to update teams on the global marketing structure and to reaffirm Aspen’s ambition to become a leader in the cardiology field.

“It was a very successful congress, as it achieved our objectives of meeting and interacting with a wide range of colleagues and delegates from across the cardiology world”, noted Sarina Elsen, Marketing Manager, Thrombosis for Aspen Europe CIS. “Over the course of the meeting, we were able to have many productive conversations about our portfolio of anti-thrombotic medicines and Aspen’s commitment to medical professionals working within cardiology.”

Aspen will continue to build a presence at major international meetings, including the World Congress of Cardiology and Cardiovascular Health in Mexico in June 2016 and the ESC in Rome in August 2016.

Strong support for WTC

Claire Eldred

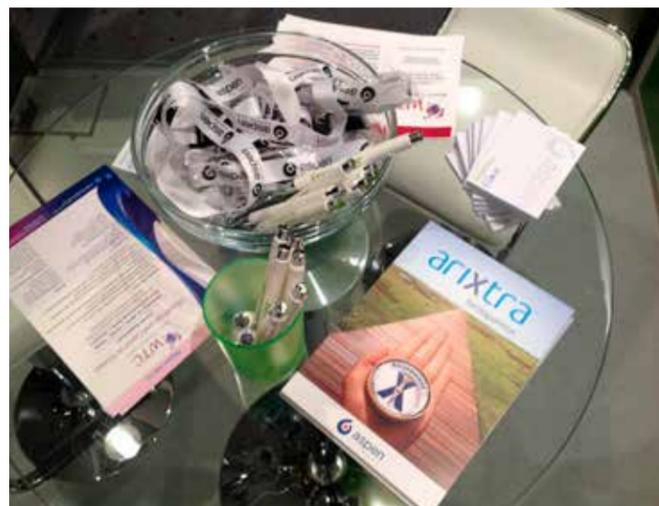
IN SEPTEMBER, ASPEN EUROPE HOSTED THE FIRST INTERNATIONAL WTC SESSION IN BARCELONA, SPAIN.

The meeting was an opportunity for the WTC Steering Committee to share its new Continuing Medical Education (CME) programme with 50 leading specialists from 11 European countries and gain their expert feedback.

David Pedelabat-Lartigau, Aspen Global Head of Marketing said “It was exciting to see such important medical education activity live and the feedback from attendees in Barcelona was very positive”.

WTC is the first of its kind – an educational platform to improve the diagnosis, treatment and monitoring of women with cancer at risk of or with VTE. It aims to ultimately improve patient outcomes. The programme includes a collection of data from attendees in order to understand the current management of thrombosis in cancer patients.

“This international meeting was the first step in engaging leading physicians in the educational content underpinning this important global



initiative”, added David. “We expect that several local activities are going to be developed in the European countries and hundreds of HCPs can participate in this CME project.”

Experts’ meeting hailed as a success

David Pedelabat-Lartigau

Aspen has different products portfolios to promote and we need to find synergies between them in order to maximise our investment and also to create a strong corporate image with HCPs.

The Global Marketing team therefore decided to consolidate efforts for the Thrombosis and Women’s Health portfolios. The outcome was the creation of the first standalone meeting for Thrombosis and Women’s Health.

The meeting was hosted in Panama at the end of October and more than 120 gynaecologists and thrombosis experts from Spanish Latam countries attended this highly successful event. The meeting was structured into four main blocks:

- A Women Thrombosis Cancer CME Session was presented for gynaecologists and thrombosis experts



- A Thrombosis Risk in Women Plenary Session focusing on the management of VTE in peri-partum and VTE risk and Oral anti-conceptive
- Plenaries and workshops about thrombosis in cancer patients with special focus on

the Fraxiparine data with two European speakers and one Latam speaker

- Plenaries and workshops about Women’s Health with special focus on AC (Gracial/Novial) and menopause (Ovestin).

Feedback from attendees and Aspen affiliates has been very positive, providing encouragement to continue with similar types of shared meetings in order to maximise the investment for the meeting and continually build the Aspen brand with key stakeholders.

Aspen intends to host a similar shared meeting in Marrakech with the North African countries in March 2016.

MENA aims to exceed targets

Tara Banasi

ASPEN MENA (MIDDLE EAST AND NORTH AFRICA) KICKED OFF THE FIRST QUARTER OF THE YEAR WITH A REGIONAL SALES AND MARKETING CONFERENCE FOR 130 DEDICATED ASPEN SALES AND MARKETING TEAM MEMBERS FROM ACROSS THE REGION.



These employees are all physicians and pharmacists who focus on promoting the key brands in the MENA business, specifically Arixtra and Fraxiparine within the thrombosis therapeutic category.

David Pedelabat-Lartigau, Global Head of Marketing, supported the region by running the thrombosis workshop for the French-speaking North African markets. He very passionately delivered the Group strategy, vision and ambition, addressed the issue of customer segmentation and where we want to focus with Arixtra and Fraxiparine, detailed the product's clinical benefits, and outlined these in relation to market competitors.

The regional marketing team presented workshops that included medical training, rolling out the regional strategy for the brands including their unique selling points, the marketing campaigns, and key tools to help support the sales team in promoting the portfolio to increase sales and market share.

The sessions were interactive and included many key success stories from the past year to help share knowledge and best practice.

We are confident that the team of Aspen Ambassadors left the conference with the right level of knowledge, expertise and motivation to not only deliver our sales targets but also to exceed them.



MENA conference delegates left the event equipped and inspired to exceed sales targets.

Save Solpadeine

— success in Lebanon

Loai Akel

SOLPADEINE IS A FIXED DOSE COMBINATION PRODUCT CONTAINING PARACETAMOL, CODEINE AND CAFFEINE. THE PRESCRIPTION STATUS FOR CODEINE-CONTAINING PRODUCTS VARIES IN THE MENA REGION, AS SOME OF THE MIDDLE EASTERN COUNTRIES RESTRICT AND CONTROL THE DISPENSING OF ANY PRODUCT CONTAINING CODEINE TO SPECIALISTS. OTHER COUNTRIES, SUCH AS LEBANON, DO NOT HAVE THESE RESTRICTIONS IN PLACE AND FOLLOW THE EMA REGULATIONS PERMITTING THOSE PRODUCTS THAT CONTAIN LOW DOSE CODEINE TO BE DISPENSED OVER THE COUNTER WITH CERTAIN PRECAUTIONS.

Solpadeine is ranked as one of Aspen MENA's leading brands and Lebanon represents a key market for its sales, with recent healthy double-digit growth. Any risk of changing the prescription status of the brand in Lebanon could jeopardise our business and reduce our sales by up to two thirds.

Recently new regulations were issued in Lebanon. These included restrictions on dispensing and prescribing codeine-containing products to certain specialties. Further, pharmacy sales were forbidden. Most competitor products in Lebanon contain higher concentrations of codeine, so they fall under the new Ministry of Health (MOH) regulations. Solpadeine, however, has a concentration of codeine that does not exceed 8mg and is therefore considered to be one of the lowest codeine dose products available. Despite this the MOH still included Solpadeine in their new regulations. This jeopardised approximately 60 to 70% of our business.

The moment we were alerted to this, we initiated the "Save Solpadeine in Lebanon" initiative. The project team had only one objective: to exclude Solpadeine from the MOH's revised regulations – fast! The foundation of the project depended on providing the prescription status of Solpadeine in other reference countries such as the United Kingdom, Ireland, KSA, and furthermore stating that Solpadeine is considered as a pharmacy prescribed and dispensed item in these countries.

With the help of Aspen Healthcare's Regulatory department and our partner in Lebanon, a business case was prepared and the relevant dossier compiled to help overrule the MOH decision to include Solpadeine in the controlled products list. The project also entailed communicating with MA holders in different regions, who were very helpful and supportive.

The Lebanese MOH reviewed our appeal and the outcome of the committee decision was positive! They ruled in favour of Solpadeine being excluded from previously defined regulation given its limits compared to other codeine and opioid containing products. Our success story helped save our existing Solpadeine business and has also created a new opportunity in the market to grow and gain more market share as similar competitor products have been restricted.

Thanks to the joint efforts of commercial, regulatory and local business partners, our project was a hit with a favourable outcome for Aspen!



Zyloric stands out in Egypt

Loai Akel

"ZYLORIC IS THE FIRST LINE THERAPY TO MANAGE GOUT" – THIS WAS THE KEY MESSAGE HIGHLIGHTED AT ASPEN'S STAND-ALONE SYMPOSIUM HELD IN HURGADA, EGYPT AT THE BEGINNING OF NOVEMBER.



The high-level scientific speakers contributed significantly to ensuring that the correct messages were conveyed to the audience. This in turn resulted in a successful regional Aspen MENA event.

Prof Ehab ElBuhairy, as a key medical scientific leader in Egypt and head of the Alexandria-Egypt Endocrinology club, added a personal endorsement in his address when he advised delegates that he has prescribed Allopurinol (the active ingredient of Zyloric) for more than 25 years.

The level of engagement and interaction at the workshop was a clear indicator of the passion and enthusiasm that the audience has for Zyloric.



A social and effective partnership



Gabriela Marco

ASPEN HAS DEVELOPED A PARTNERSHIP WITH SOS SOCIAL DENTAL, A NON-GOVERNMENTAL ORGANISATION, THAT PROVIDES DENTAL CARE FOR LOW-INCOME POPULATIONS.



With more than 4 000 associates and dentists, SOS Social Dental provides the gateway to a great partnership. The Omcilon-A marketing campaign includes a strong social responsibility component as well as an institutional seal "We support Oral Health". Significant awareness has been created through various initiatives and the team has also participated in major conferences and scientific events – such as the CIORJ Congress in July, which provided an excellent promotional platform for Omcilon-A and the Aspen brand.

The marketing campaign and partnership is delivering great results. Sales of Omcilon-A Orabase have grown 50% since the product acquisition 10 months ago, 154% (IMS PMB-MAT/Ago15) and 66% in the last quarter.

Pictured at the recent CIORJ Congress are (l-r) Marcelo Schettini and Alessandra Martins (SOS Social Dental) with Aspen Brazil's Gabriela Marcos and Barbara Frutuoso.

A great place to work

Patricia Franco

The "Great Place to Work" surveys are conducted among employees from leading organisations in Brazil in order to establish the most desired employers.

Through the recent survey, employees were asked to answer and rate aspects such as the relationship they have with their direct managers, opportunities to expand their knowledge and professional development, the remuneration policy, the working environment, the agility and transparency of internal communication, celebration of achievements, care for the individual, appreciation for work well done, and organisational culture.

The results of the survey were most impressive. Aspen Pharma was certified as one of the best companies to work for in 2015. The outcomes indicated that it is one of the companies with the best people management practices and also has a high level of employee confidence in the workplace and in leadership.



Encouraging cancer warriors

Patricia Franco

IN OCTOBER, THE ASPEN PHARMA TEAM JOINED FORCES IN THE FIGHT AGAINST BREAST CANCER. THE "FORCE IN SCARF" AND "I AM VOLUNTARY" CAMPAIGNS WERE LAUNCHED TO HELP BOOST THE SELF-ESTEEM OF MANY WOMEN FACING THIS DREADED DISEASE.



The purpose of the campaigns was to collect scarves for distribution to women who are undergoing breast cancer treatment, to encourage them to recognise their inner beauty, to give them the strength to face cancer and to fight it with determination!

Aspen Pharma employees donated 154 scarves to the cause. Chemotherapy has drastic negative effects, most notably loss of hair, which affects these ladies' self-esteem. The scarves symbolise bringing some colour and hope into the lives of the women warriors who need every bit of encouragement that they can get during their treatment and recovery.



Learning for Life

José María Perulles Fernández, Alicia Luna and Kristal Corona

THE LEARNING FOR LIFE PROGRAMME LAUNCHED IN 2014 IS PART OF THE STRATEGY SET BY THE LATAM REGION TO DEVELOP THE ASPEN CULTURE AND SHARE THE ASPEN WAY WITH FAMILIES.

The programme invites employees' children aged from 15 to 22 years to work at Aspen during summer vacations on specific projects defined by various areas of the business. It is reproduced in all Latam countries with some variations applied to comply with local labour laws.

In Mexico family members are invited to participate in the programme for a month. During this time they learn more about Aspen and discover what it's like to work there, which gives them a taste of the corporate world and what to expect.

From 15 July to 14 August, 48 participants were engaged in the commercial offices in Torre Diamante and in the administrative areas at the Vallejo and Toluca manufacturing sites.

Everyone had the opportunity to live Aspen's values and precepts, make plans, work according to set targets and participate with ideas that impacted the processes of the areas in which they were involved.

"Each new process is a wonderful thing for us because we reinforce what we learn in school," said Alexandra Salas (20 – engineering area at Vallejo).

They also recognised the impact and responsibility associated with each activity in the manufacturing process.

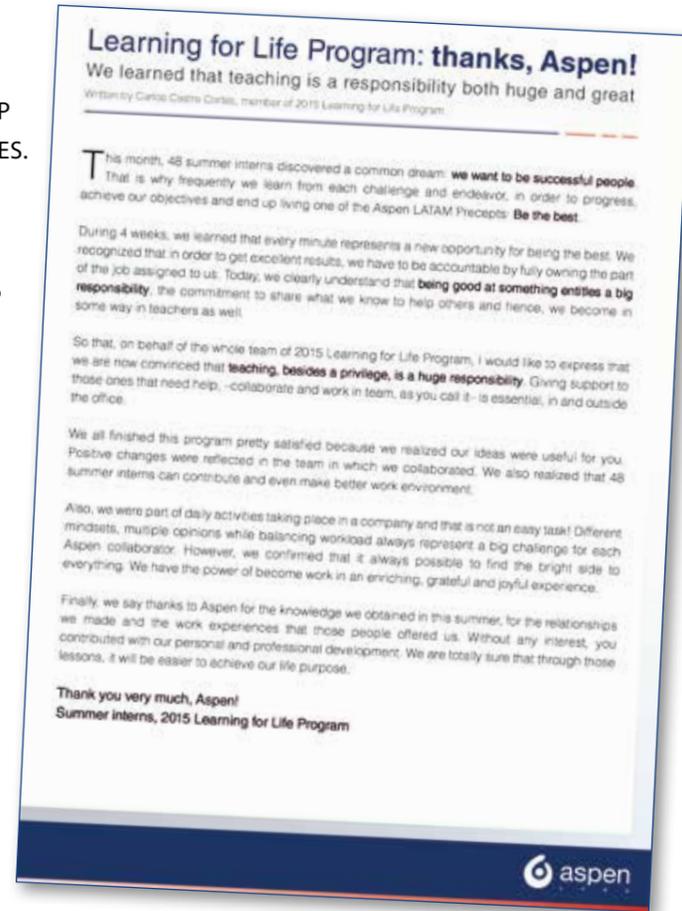
"In school you are taught values and you live by them, but the impact that you have at work is greater, because it is for the benefit of others," said Cristian Alarcon (22 – nutritional production, Vallejo).

The candidates recognised the importance of working according to focused objectives, remaining aligned to the business needs and, in some cases, they discovered new skills that assisted them with their career choices.

"I recognised the importance of deadlines and the impact this had on others if my work was late. I also realised how stressful it is to perform under pressure," added Karen Vera (16 – HR assistant).

"Find solutions, not problems, is a phrase that I learnt to apply daily. We need to take responsibility for our actions and our decisions," said Luis Quezada (17 – pharmaceutical manufacture, Toluca).

The participants thoroughly enjoyed the experience. At the end of the programme they submitted a letter of appreciation and also shared a video of their experience. This can be downloaded at <https://app.box.com/s/vp0kgucfcb9e97n206sz9jjzyzamdzo>.



Aspen Planta Vallejo and Aspen Planta Toluca apprentices.

Microbiology apprentices.



Aspen sales representatives with some HCPs at the congress.

• ASPEN COLOMBIA

Strong presence at urology congress

Alicia Luna

APPROXIMATELY 400 UROLOGISTS WERE EXPOSED TO ASPEN'S PRODUCTS AND AMBASSADORS AT THE INTERNATIONAL UROLOGY CONGRESS HOSTED IN CARTAGENA, COLOMBIA IN AUGUST.

"The congress provided an excellent platform to enhance relationships with physicians and healthcare providers and also to increase their exposure to key brands such as Enablex and Ovestin", said Diana Patricia Zuluaga, National District Manager, Pharma Business Unit.

During the congress, some of Aspen's sales representatives attended the Urotrón track race, a popular marathon hosted at this annual congress. Some 95% of Colombian urologists attended the conference and the team is confident that its efforts have contributed toward increased product awareness and improved relationships.

• ASPEN CHILE

Freedom Day celebrations



Ambassador Hilton Fisher with Aspen's Leonor Lucero, Nutritional General Manager and Patricia Moya, District Manager.

Denisse Molina

IN APRIL THE SOUTH AFRICAN EMBASSY IN CHILE HOSTED AN EVENT IN HONOUR OF FREEDOM DAY, WHICH CELEBRATES THE FIRST FREE ELECTIONS HELD IN SOUTH AFRICA ON 27 APRIL 1994.

Mr Hilton Fisher, the South African Ambassador to Chile, used the occasion to thank Aspen for the support and donations that had been made to the underprivileged communities of Copiapo.

At the celebrations, Juan Rubio, Aspen General Manager for Chile and Argentina, said "Aspen is honoured and grateful for the good relations maintained with the South African Embassy. We are presently one of the three largest South African companies in the Chilean market and we are committed to ongoing active participation with the Embassy and to support efforts in the alleviation of poverty in the local community."



Dr Luis Alberto Lobo Jacome (centre), President of the Colombian Urology Society, with Aspen sales representatives.



Dr Luis Eduardo Cavelier, Aspen's Diana Patricia Zuluaga, Dr Ramon Clavijo and Luz Mayerly Carrillo, Aspen.

• ASPEN COSTA RICA

Costa Rica selected for the FSSC



Celebrating the FSSC announcement (l-r) Luis Guillermo Solís, President of the Republic of Costa Rica; Ana Claudia Álvarez, Aspen Caricam General Manager; Franco Muñoz, CFO Aspen Caricam; Alejandro Gayón, CFO Aspen Latam; and Alexander Mora, Minister of Foreign Affairs.

Laura Casafont

DURING THE PAST YEAR, FINANCE AND HR TEAMS FROM LATAM AND SOUTH AFRICA, TOGETHER WITH A CONSULTING TEAM FROM ERNST & YOUNG, CREATED A BUSINESS CASE TO EVALUATE THE BENEFITS AND FEASIBILITY OF IMPLEMENTING A SHARED SERVICE CENTRE (SSC) TO INCREASE PRODUCTIVITY, STANDARDISE FINANCE PROCESSES, EVALUATE THE PROPER LOCATION AND LEVERAGE SAP KNOWLEDGE.

After the evaluation of different options in Latin America, Costa Rica was selected as the location due to the shared services developed industry that offers high educational levels and stability to foreign investments.

Aspen Caricam's employees were overjoyed and filled with pride when the news was shared with them that the Finance Shared Service Centre (FSSC) would be based in Costa Rica. The FSSC will manage finance and accounting for all the Spanish Latam operation. This development also presents possible job opportunities in areas such as general accounting, travel and expense accounts payables, Cognos reporting, and intercompany and A/R reconciliations.

Aspen leaders met with the President of Costa Rica, Mr Luis Guillermo Solís and with Minister of Foreign Trade, Mr Alexander Mora to formally announce the great news to the Presidential office.

Franco Muñoz, CFO of Aspen Caricam, will be leading the FSSC operations. We are confident that this project will bring opportunities of growth, achievements and pride for all Aspen employees.

• ASPEN PERU



Jorge Arellano, Aspen Peru and Ecuador Country Manager (centre with the black jacket), accompanied by Silvia Muñoz, Jose Miguel Tairaku, Analucia Viale, Marisol Diaz, Sven Rodríguez, Manuel Caparó and Susana Balcazar.

New offices open in Peru

Hirann Sanchez

THE FINANCIAL YEAR STARTED OFF WITH GREAT EXCITEMENT AND PRIDE WHEN ASPEN PERU OFFICIALLY LAUNCHED ITS NEW OFFICES THAT ARE PERFECTLY ALIGNED TO THE GROUP'S SPIRIT AND CULTURE.

Each space celebrates the Aspen way, with the values and core motivational messages portraying the ethos of the company.

Jorge Arellano, Director of Aspen Ecuador and Peru, attended the opening and delivered an empowering message focused on remaining motivated and striving to ensure that the corporate goals are achieved.

Maria Soledad Diaz, Aspen Nutritional Leader in Peru, said that the new offices represented a big step for the operation, as it facilitated building Aspen's corporate image against major competitors while also instilling pride and motivation among the Peruvian team to grow business in the region.



The pharma team of Paola Hajar, Jesús Quispe, María del Carmen Cherre, Ghiana Vera, Isabel Fuchs and Sven Rodríguez celebrate the opening of Aspen's new offices in Peru.



Learning for Life

Carlys Rodriguez
FOR THE SECOND YEAR ASPEN VENEZUELA HAD THE OPPORTUNITY TO BE PART OF LEARNING FOR LIFE PROGRAMME.

There were seven participants who were dedicated to different business areas that included Human Resources, Customer Services, Marketing, Finances and Supply Chain. The programme was hosted over four weeks in August and September.

The participants started their internships with enthusiasm and ended with a great experience having learnt: "Knowing the dynamics of working today". They lived the *Aspen culture* and promoted the precepts that define us as an organisation.



Mission possible with Promise GOLD!

Pedro Infante

Venezuelan Promise GOLD agents created an unforgettable brand experience for Locatel, a valuable business partner and one of the most important service chains in the country.

Under the "mission possible" theme, we engaged in sharing Promise GOLD key messaging together with interactive games and integration activities which allowed us to position Promise GOLD with our guests. The efforts resulted in enhanced product training through the provision of core nutritional advice, which in turn empowered and motivated them to recommend Promise GOLD to consumers.



HCPs delighted about GOLD line evidence

Carlys Rodriguez

ASPEN NUTRITIONALS WAS STRONGLY REPRESENTED AT THE 61ST VENEZUELAN NATIONAL CONGRESS "DRA GLADYS PEROZO DE RUGGERI" HELD IN MARACAIBO IN SEPTEMBER.



Aspen delivered two scientific GOLD line lectures to the Venezuelan Paediatric Society HCPs in attendance at the congress.

Dr Rafael Quevedo, Aspen's Medical Director in Venezuela delivered a lecture on "Picky eating children. Is it a paediatric emergency?", this lecture presented new scientific evidence that links the psychological and psychosocial impairment in preschoolers with selective eating. Findings are intended to guide healthcare providers to recognise when picky eating is a problem and to intervene moderately. The Venezuelan paediatricians were thrilled with this new evidence.

The second lecture, titled "This is NOT a paediatric emergency", was delivered by psychologist BA Ma de los Angeles Rondón. She addressed the day-to-day practicalities of feeding and the best way to approach a picky eating child. The attendees also found this lecture refreshing and extremely useful.



Aspen employees and members of the Society of Paediatricians.

Helping build sustainable communities

Stavros Nicolaou

ASPEN'S CORE SOCIAL ECONOMIC DEVELOPMENT (SED) PROGRAMMES FOCUS ON CONTRIBUTING TOWARDS ADDRESSING INEQUALITY, LIFTING THOSE WHO ARE DISADVANTAGED BY POVERTY, CREATING SUSTAINABLE COMMUNITIES, AND ACCELERATING WOMEN AND YOUTH DEVELOPMENT AND EMPOWERMENT.

These principles are shared by the Ahmed Kathrada Foundation, which was set up by the iconic human rights activist and one of the closest friends of the late Nelson Mandela, Ahmed Kathrada, or uncle Kathy as he is affectionately known. Aspen continues to work together with the Foundation on various projects aimed at creating more sustainable communities in our country and in strengthening the South African democracy.



Aspen's Stavros Nicolaou with guests at the Foundation's annual gala dinner.



Diamond Award for growth and development

Stavros Nicolaou

In October, Aspen received PMR Africa's 2015 Diamond Arrow Award for Leaders and Achievers in the KwaZulu-Natal provincial survey. Diamond is the highest award in its category and in this instance was awarded to companies contributing to the economic growth and development of the KZN province as determined by 150 respondents comprising CEOs, managers and Government officials.

Receiving the PMR Diamond Arrow Award on behalf of Aspen is Jackie Tau.

Collaborating for paediatric healthcare

Stavros Nicolaou

AS PART OF ITS CONTRIBUTION TO EXPAND MUCH NEEDED PAEDIATRIC HEALTH SERVICES IN SOUTH AFRICA, ASPEN RECENTLY COLLABORATED WITH THE SA WOMEN'S FORTE AND THE KZN CHILDREN'S HOSPITAL MANAGEMENT IN AN EFFORT TO UPGRADE EXISTING FACILITIES AT THE CHILDREN'S HOSPITAL.

There's presently only one fully fledged public sector paediatric care facility in the country. This is the Red Cross Children's Hospital in Cape Town, which services the entire paediatric public sector population for South Africa. Aspen's collaboration with the SA Women's Forte and the KZN's Children's Hospital is a follow on to its previous contribution, when Stephen Saad cycled in a gruelling 240km challenge to raise almost R5 million for the same hospital.

In recognition for the ongoing support for expanded paediatric care through the SA Women's Forte, Aspen was recently presented with their award for Philanthropy and Humanitarianism.



Stavros Nicolaou accepted the SA Women's Forte Annual Award for Philanthropy and Humanitarianism on behalf of Aspen from Rita Abrams, their president.

Addressing delegates at the SA Women's Forte Awards function, Stavros Nicolaou, Aspen Senior Executive said, "The youth are the future of South Africa and it is important that paediatric care is expanded beyond the single Western Cape-based facility. Aspen is committed to continued support of the initiatives that relate to the KZN Children's Hospital and to build on the contribution platform initiated by Stephen Saad. Continuity and sustainability in initiatives that Aspen support is a key consideration and emphasises the relevance of our collaboration with the SA Women's Forte".

"An important aspect of Aspen's SED initiatives includes the acceleration of transformation in our society and in particular, initiatives that support women and youth empowerment. To this end our collaboration with the SA Women's Forte and the work they carry out is absolutely consistent with Aspen's objectives in this regard."

Nicolaou also issued a call for the healthcare sector to join hands with the KZN Children's Hospital and to assist in realising a dream of expanded paediatric healthcare in the province.



Left: Stavros Nicolaou addressing delegates at the awards function.

Supporting CEEF.Africa



(l-r) Siyanda Ngidi, William Mohlahlane, Jackie Tau, Minister Nhlahla Nene, Dr Clarence Mini, Jose Nascimento and Joe Molotsi.

Jackie Tau

In October, Aspen supported the Centre for Education in Economics and Finance.Africa (CEE.F.Africa) at their annual banquet. CEE.F.Africa facilitates socio-economic empowerment through education, strategic leadership, research and engagement, and most of their graduates are in leadership positions in government. South African Minister of Finance, Nhlahla Nene, presented an address on the medium-term budget policy statement at the event.

• ASPEN PHARMACARE

Your health matters

Zandile Ndlovu

ASPEN PHARMACARE'S WOODMEAD-BASED TEAM CELEBRATED WOMEN'S DAY IN AUGUST BY RAISING AWARENESS OF BREAST CANCER, CERVICAL CANCER AND SOME OF THE PERTINENT HEALTH-RELATED MATTERS AFFECTING WOMEN TODAY.

Ladies present were inspired by an educational talk presented by Pink Drive, which is a breast cancer public benefit organisation powering South Africa's first mobile mammography unit.



Ladies waiting for testing at the Pink Drive mobile unit.

The key message highlighted included the importance of a woman taking care of herself, because if she does so she can also take care of her family, her career and make a meaningful contribution to society. Pink Drive's "Early Detection Saves Lives" message encourages women to get tested for breast and cervical cancer at their mobile unit.

The programme included a testimony from Aspen's Cheryl Beaumont, who is an inspirational survivor of breast cancer, and a presentation on the importance of a lifestyle which promotes exercise and a healthy diet.



Aspen's Cheryl Beaumont and Jo-Anne Ackerman with Pink Drive's Prof Elna McIntosh (centre) – all three are cancer survivors.



(l-r) Farai Msuku, Zintle Nqubelani, Zandile Ndlovu, Kagiso Masute, Siyanda Gama (front).

Tackling allergies

Louise Rabie

ASPEN WAS ONE OF THE MAIN SPONSORS OF THE 24TH ANNUAL ALLERGY SOCIETY OF SOUTH AFRICA (ALLSA) CONGRESS IN PORT ELIZABETH, AND TOOK FULL ADVANTAGE OF ITS PRIME POSITION AT THE ENTRANCE TO THE AUDITORIUM TO SHOWCASE THE GROUP'S ALLERGY AND RESPIRATORY PORTFOLIOS.



This was also an ideal opportunity for Aspen to launch the new Vortex spacer device for Asthma patients. Part of the sponsorship also included two pre-congress workshops, one on "Allergy and the Nose" and another on "The Essentials of Asthma". Both proved to be very popular with the delegates.

During the awards ceremony at the gala dinner, Aspen presented the Aspen and GSK awards to young allergists for their research done on allergies in South Africa.



• ASPEN NUTRITIONALS

Infacare surges to new heights

Britta Wilson

THE INFACARE BRAND, WHICH IS CURRENTLY ASPEN'S SECOND LARGEST BRAND IN SOUTH AFRICA, HAS SHOWN POSITIVE GROWTH AND MARKET SHARE GAINS SINCE JANUARY 2015 WITHIN THIS HIGHLY COMPETITIVE MARKET. OUR TARGET IS FOR INFACARE TO BECOME THE NUMBER ONE INFANT NUTRITIONALS BRAND IN SOUTH AFRICA.

According to the August 2015 AC Nielsen data, our volume market share has reached an all-time high of 19%, only eight percentage points behind the category's brand leader! This increase in consumer demand for the brand, and the findings from the IPSOS Infant milk category study, confirms consumers' trust in this proudly South African brand.

With renewed excitement, the South African Nutritionals team launched the first and highly strategic "What's in the Box?" focused detail campaign to healthcare providers in August. This fun and memorable campaign addresses the misperceptions around the unique box packaging format of the formula in South Africa. It also reinforces the quality manufacturing of the products and creates further brand awareness. The team is confident that with this exciting campaign, and laser focus on increasing availability to product, Aspen will further continue its positive performance.

We are also not the only ones excited about our brand and being innovative! A proud consumer recently shared photos of her eight-year old son who used the Infacare tin as part of a recycling, reusing and reducing project, which is surprisingly one of our campaign messages too! He transformed his one-year old sibling's Infacare tins into functional lights! The possibilities for this brand seem to be endless...



Dairyman learners ace NQF 2

Bernadette Bezuidenhout

TEN ASPEN NUTRITIONALS LEARNERS WHO STARTED THE YEAR AS PARTICIPANTS IN THE THREE-YEAR DAIRYMAN LEARNERSHIP PROGRAMME, HAVE GOOD REASON TO LOOK FORWARD TO THE DECEMBER BREAK.



These learners were faced with the task of completing 20 core and elective modules as well as nine modules pertaining to numeracy and communication skills.

The learnership programme comprises three levels. In the first year, NQF 2 level concentrates on milk receiving, storing and all associated testing of samples that would be required when testing the quality of raw milk. This level also includes generic modules such as pest control, good manufacturing practices and personal safety and hygiene that aid the learner in good practices in an FMCG environment. NQF 3 focuses on dairy primary processing including pasteurising, homogenisation, standardisation and cream separation to name a few.

The final level, NQF 4, affords the learners the opportunity to specialise in a dairy manufacturing technology of choice, which in this case will be in the manufacture of milk powder and all associated laboratory tests.

During the year learners were required to spend time in several departments in order to gain the practical experience required to be assessed and found competent. These areas mainly included the CIP kitchen, oil

receiving as well as the Quality Assurance department. A further opportunity to grow in the understanding of receiving of milk was granted with a visit to a known dairy company on two occasions.

At the end of October all learners successfully completed all modules as well as practical components of the modules, with 100% being the required pass rate.

Congratulations to the class of 2015 which include Dumisani Msweli, Tsakani MaKhubela, Yvonne Williams, Regina Ramodike, Oscar Makhubela, Douglas Mohlala, Kenny Matibisi, Reginald Mashao, Bernad Mogale and Klaas Moukangwe.

• ASPEN NUTRITIONALS

Disability knows no limits

Tsakani MaKhubela

I AM YOUNG, VIBRANT, FULL OF LIFE AND DRIVEN – MY ONLY CHALLENGE IS THAT I AM PARTIALLY SIGHTED DUE TO CATARACTS ON MY EYES.

Despite my disability, Aspen presented me with an opportunity that any young person could only hope for, an opportunity that undazzled my eyes into a whole new spectrum of life. Although I was very excited about the prospect of participating in the Dairyman Learnership Programme, I was also concerned how I would prove myself as a worthy member of the Aspen family.

With help from various colleagues I quickly found my feet and realised that there were many friends in the business who I could draw limitless knowledge from, particularly about the important role of pasteurisation in the infant nutritional formula manufacturing process.



The rotating structure at Aspen Nutritionals enabled me to understand the role each department plays in contributing toward the successful manufacturing and packaging of a quality product for the market. I also experienced a great deal of teamwork, and leadership skills have certainly started rubbing off on me.

Great leaders are made, not born, and I have a very compelling reason to believe that Aspen is developing me into a better person through the programme which I am very proud to be a part of.



• ASPEN GROUP OPERATIONS – EAST LONDON

Pretty in Pink

Elesha Adams

LADIES AT EAST LONDON'S MANUFACTURING SITE WERE ENCOURAGED TO WEAR PINK ON 7 AUGUST IN CELEBRATION OF WOMEN'S DAY.

A special event was hosted at which guest speakers Ntombomzi Thabede and Bongive Nomaqumba addressed the 250-strong audience on female empowerment, self confidence, and dealing with the struggles of raising a disabled child, respectively.

In addition to the Women's Day event, this business unit also provides for the Women's Forum and the Women in Leadership Programme conducted by NMMU for 19 women in leadership roles.



(l-r) Noel Seymour (Brian's son), Larita van Wyk and Cedric Pratt, PSSA Branch Director.

Larita wins the Brian Seymour Award

Larita van Wyk

THE PHARMACEUTICAL SOCIETY OF SOUTH AFRICA'S (PSSA) NATAL COAST BRANCH HAS AN ANNUAL AWARD FOR THE TOP PHARMACY STUDENT IN THE COUNTRY, WHO IS IN THE PROCESS OF COMPLETING AN INTERNSHIP. THE AWARD WAS LAUNCHED IN 1967 AND DEVELOPED INTO A NATIONAL AWARD LATER ON, NOW BEING THE MOST PRESTIGIOUS AWARD FOR A PHARMACY STUDENT.

The award honours the late Brian Seymour who was, at the time of his death, the youngest member ever to have been elected to hold office on the SAPB, as it was then known. He was passionate about taking the pharmacy profession forward. Therefore, the desired attributes in the students nominated, are academic excellence, leadership qualities and a keen interest in, and enthusiasm for the pharmacy profession.

The Pharmacy Schools in South Africa nominate their best candidate for the award, whereafter the adjudicators from PSSA interview the nominees. The chosen

winner is presented with the award at a prestigious event in Durban, attended by life members and associates of PSSA, previous award winners, as well as invited dignitaries from allied professions.

As the top student in her class, Larita van Wyk was recently announced as the 2015 recipient of the Brian Seymour Award. She obtained a health and skincare therapy diploma, following which she furthered her studies in pharmacy and obtained her degree in pharmacy at Nelson Mandela Metropolitan University (NMMU). Larita is currently completing her internship at Aspen Port Elizabeth.

Sharing insights about her internship and the pharmacy profession, Larita said, "Aspen is a great company in which to learn, explore, create, use opportunities, and also to grow in my profession. Having a tutor such as Sanjay Dana who has taken a keen interest in my work and who practices pharmacy with high ethical values, has provided me with invaluable guidance. I am humbled to have received this award which I view as a divine intervention and a true blessing in my career. To uphold our profession, we need to invest in our communities' healthcare needs, for by doing so, the community is encouraged to support and protect our profession with us".



Larita van Wyk (right) with Sanjay Dana, her tutor at Aspen.



25 years: (l-r) Elsie Bownes, Eloise Gerber, Julia Leon Wong Leith and Lydia Petrus acknowledged for 25 years of service to Aspen. Edward Taylor was absent.

30 years: Celebrating 30 years of service to Aspen were (l-r) Christal Meyer, Monde Gqola and Desiree Williams. Absent: Lawrence Nyathi, Rasik Nisha, Nurunnisa Madatt and Julian Jonas.

35 years: Chris Stubbs (far right) and Wiseman Gidlana (far left) acknowledged the 35-year milestone service of Nelson Myeki, Xolile Kelem and Julia Hiles.

• ASPEN GROUP OPERATIONS – PORT ELIZABETH

Acknowledging the stalwarts

Aspen PE held its annual Long Service Awards ceremony on 16 September. This important event acknowledges, appreciates and celebrates the dedication and valued contributions of employees who have been with the company for 10 years and longer.

We sincerely thank each and every one of these employees for their commitment through their years of dedicated, unwavering service to Aspen and the good example they set for their peers and colleagues.

HR programmes benefit employees

ASPEN OFFERS A NUMBER OF DEVELOPMENT PROGRAMMES AT ITS PORT ELIZABETH SITE, WHICH DIRECTLY BENEFIT CANDIDATES AND THE COMPANY. THESE INCLUDE, AMONG MANY OTHERS, THE ASPEN BUSINESS MANAGEMENT PROGRAMME, THE ASPEN FIRST LINE MANAGERS PROGRAMME, THE PHARMA PROCESS TECHNICIAN PROGRAMME AND ACADEMIC BURSARIES.

The second intake of the Aspen Business Management Programme commenced in November 2014. Fourteen employees from various departments on the site are participating in the programme. This initiative is facilitated by the NMMU Business School and is aimed at equipping managers with a broad knowledge of managerial as well as leadership practices and functional competencies across the various fields.

Six employees are participating in the first intake of a newly developed

programme for first line managers – the Aspen First Line Managers Programme. The programme was launched in June 2015 and is an exciting addition to the site's management development suite. The NMMU Business School also facilitates this programme.

Two of the first ever graduates of the Pharmacy Technician Trainee Programme were welcomed in February 2015. Nuska Abrahams and Nosihle Jeme joined Aspen as part of the six-month programme, which trained them and gave them exposure to the different processes in manufacturing and packing, as well as many of the other departments on the site.

Congratulations are also in order for John Petersen and Garth Bezuidenhout who passed their Fitter Artisan trade tests via a Section 28 process.

In addition to these programmes, 37 employees across SA Operations sites were granted bursaries for the 2015 academic year to enable them to start or continue with their tertiary studies. We trust that all bursary holders have enjoyed their studies this year and we look forward to seeing the benefit of their hard work applied in the workplace.

Congrats Patiswa and Francois

Recently Patiswa Cimani and Francois Erasmus completed a two-year Pharma Process Technician programme and they have subsequently been appointed in this specialisation area.

They underwent intensive internal and external training, which combined in-process optimisation and process engineering including machine installations, in order to produce GMP-compliant medicines.

(l-r) Ramoabi Moeng, Mluleki Rala, Patiswa Cimani, Howard King, Francois Erasmus and Jacki Lyle.



Math + Science = Opportunity



The Coega Development students thoroughly enjoyed their experience with the Aspen team.

In August, 55 math and science students from Coega Development were granted the opportunity to visit Aspen PE to learn how math and science can be applied in the workplace. The end goal was to help them to choose their tertiary qualifications. Thembelani Somya planned and coordinated an informative and entertaining programme for the students.

Matthew Worthington gave a talk about the kinds of products that are manufactured and packaged at the PE site and illustrated the math and science component that goes into ensuring that pharmacies worldwide are always stocked up with Aspen products. Chris Ncoyo took the students on a tour of the Group Product Upgrade Division, to get a feel and understanding of the formulation, development and analysis of tablets. Basil Mugwagwa then stepped in and guided the students through the engineering HVAC system, to show them the link between engineering, clean air and water in our good quality products.

Running for a healthier life



HydrAssist 5K.

Wendy Denston
THE ASPEN PHARMACARE ATHLETICS CLUB'S HYDRASSIST HALF MARATHON – A

21.1KM ROAD RACE WHICH HAS BEEN EXTENDED TO ALSO INCLUDE A FUN RUN, TOOK PLACE IN APRIL AND SAW ATHLETES RUNNING THROUGH THE BEAUTIFUL SUBURBS OF FORREST HILL AND SUMMERSTRAND VILLAGE IN PORT ELIZABETH.

More than 800 athletes participated in the race, which is also a trial for the South African Police Services Championships and a qualifier for the Athletics South Africa Championships.

The race, held in conjunction with the Eastern Province Athletics Club, has continued to gain momentum since it was established three years ago and has attracted support from sponsors such as Seamans Renault, Protea Marine Hotel and the Forrest Hill Army Base in Port Elizabeth.

The Club's membership is open to anyone wanting to pursue a healthy lifestyle. For more information, contact Wendy Denston on wdenston@aspenpharma.com.



HydrAssist Half Marathon first runner home.



Start of HydrAssist Half Marathon.



HydrAssist 5km fun run.



HydrAssist first lady home.



HydrAssist Half Marathon David O'Reily.

• ASPEN GROUP OPERATIONS – PORT ELIZABETH

Crocheting because we care!

Ester Wolmarans

A GROUP OF LADIES AT THE PORT ELIZABETH-BASED ASPEN DISTRIBUTION CENTRE TOOK UP A CHALLENGE WITH A DIFFERENCE IN MAY WHEN THEY STARTED A CROCHET CLUB. THE PASSION WITH WHICH THESE LADIES TOOK PART FROM DAY ONE CAME AS A TOTAL SURPRISE. ONLY TWO OF THE EIGHT LADIES COULD CROCHET, THE REST HAD TO GRAB THEIR HOOKS AND LEARN...FAST!

Since then, the team has donated four beautiful baby blankets to House of Resurrection, where AIDS orphans are cared for, as well as beanies and scarves made as part of a separate knitting project. We mastered amigurumi, and now have a collection of very cute soft toys to donate to small children in need during the Christmas season.

We learnt to crochet headbands with flowers, and have blessed the daughters of staff members with these. The club has also made a collection of headbands, which are placed in "care packs" given to rape victims at the Thuthuzela Centre. Soft toys have also been donated to Thuthuzela for the younger rape victims so that they have something cuddly to hold on to during their examination and interview process.

As a recycling project we have learnt to make baskets and other items by cutting up discarded T-shirts. We also make baskets from rope, wool and plastic bags and we are



Stocking up for Christmas gifts for needy children.

currently learning a new skill, hairpin lace, to make scarves and other clothing items for our winter 2016 project.

Apart from creating items to donate, all the ladies in the team are learning new skills to use for their families and to teach others in their communities.

Aspen Distribution Centre is our meeting point where we work together during lunch times, and we are very grateful for the approval and support of our Distribution Manager, Winston Delpont.

Crochet enthusiast Kathleen Peters said, "I find crocheting relaxing and a stress reliever. We have learnt a lot from one another, and have a common goal to bless underprivileged children. Lunch times have not been the same since the initiative started". Lena Kayser added, "It is with a heart filled with joy that I can say I enjoy to crochet and bring a smile into someone's life".

Tersia Erasmus considers herself fortunate to be part of this group of women who selflessly and passionately sacrifice their own time to make a difference in someone else's life.

The crochet club challenges Aspen offices around the world to join them and start a crochet care project or a similar initiative. Anyone needing information is welcome to contact Tersia Erasmus via email at terasmus@aspenpharma.com.



Bringing cheer to AIDS orphans.



Providing small comfort to rape victims.



Some "lefties" even had to learn to crochet right-handed.

• ASPEN AUSTRALIA

Dalila discovers the riches of Australia

Krystal Kolb

ASPEN AUSTRALIA RECENTLY PARTNERED WITH CESI (FRANCE) TO HOST THEIR FIRST MASTER STUDENT, DALILA BOUCETTA, FROM ASPEN NDB.

CESI offers degrees using a combined work-study training programme that includes a three-month study period abroad. The aim of the work placement is to enhance the student's experience, develop new skills and to fully immerse them in a foreign language, culture and work environment.

Dalila, who works in the Microbiology Laboratory at Aspen NDB, is a fourth year student completing a Masters Degree in Industrial Engineering.



Dalila Boucetta and the Aspen Australia Microbiology team.



Dalila Boucetta working in the Microbiology Laboratory.



Krystal Kolb (HR Manager), Dalila Boucetta and Sheena Emslie (QC Manager).



Dalila Boucetta with Stephen Vanni (Dandenong Plant Manager) whose family warmly hosted Dalila.

During her 12-week placement in Aspen Australia, she was trained in the operation of autoclave, equipment calibration tasks, media and culture preparation.

"I've always wanted to visit Australia and Aspen was so pleased to welcome me. My two main goals were to practice my English and discover how our industry works in another country. An added bonus was that I also discovered so much about Australia's

culture and history and was impressed by the people's very friendly and open nature.

"Professionally this has been a very rewarding experience and it has allowed me to spread my knowledge and acquire new skills. I left Australia with more than I expected – new skills, new cultural knowledge, many memories, a new family and friends. I didn't say a final goodbye but just a 'see-ya!'" said Dalila.



Aspen Australia's Cathie Hilton and Joe Demarte with the 2016 Pharmacy Innovation Award winners.

• ASPEN AUSTRALIA

Honouring innovation

Kathryn Mee

WE LOVE TRYING SOMETHING NEW AT ASPEN AUSTRALIA. TO BUILD ON OUR ALREADY STRONG RELATIONSHIPS WITH COMMUNITY PHARMACY IN AUSTRALIA, THIS YEAR ASPEN RAN A JOINT COMPETITION FOR A PHARMACY INNOVATION AWARD.

improve customer satisfaction and engagement, business profitability and sales growth in all areas of pharmacy practice.

PSA National President Joe Demarte and Deputy Head of Prescription Business at Aspen Australia Cathie Hilton, presented certificates to the six State and Territory winners – Stephane Bredenbac; Albert Yeap; Samantha Kourtis; Lisa Eldon; Catherine Bu; and Elise Apolloni.

Joe Demarte said the awards sought examples of innovation that increased pharmacist-customer engagement, targeted customers with health promotions and professional services, and increased collaboration with other health professionals.

The State and Territory winners received an AUD\$2 000 grant to attend PSA15 and highlight their work as part of the poster display.

"These posters are indeed impressive and the innovative thinking that has gone into them is amazing. They address, among other topics, important areas such as increasing consumer health outcomes and pharmacy business through the use of non-prescription S2 and S3 products and in maintaining and growing pharmacy dispensary through sustainable business practices," said Mr Demarte.

"Aspen Australia and PSA share a common belief that the landscape of Australian retail pharmacy is continuing to change and in the highly competitive retail pharmacy market, businesses can no longer run as they did in the past, relying on supply alone. The Aspen Australia and PSA Innovation Awards share the goal to see pharmacies transform into health service destinations."

The six State and Territory winners of the inaugural Pharmaceutical Society of Australia (PSA) and Aspen Australia Innovation Awards were recognised during the PSA15 National Conference.

The awards celebrate innovation in pharmacy through sustainable business practices while seeking to identify and pursue innovative ways to



The Ella family's international sporting legends (l-r): Marcia, Garry, Mark and Glen.

Our treasure takes centre stage

Rob Drew

IN INTERNATIONAL SPORT, IF ONE FAMILY MEMBER ACHIEVES AT THAT LEVEL THIS IS CONSIDERED A RARE EVENT. IF TWO DO, THIS IS MORE RARE, AND IF FOUR SIBLINGS ARE INTERNATIONAL ACHIEVERS, THIS MARKS A TRULY UNIQUE SITUATION.

This rare event occurred in the 1980s within the Ella family where four siblings achieved the highest levels in international sport. The Ella brothers Mark, Glen and Garry were Rugby Union Wallabies and their sister Marcia was an international Netballer. Not content with their massive achievements, the Ella family established a charitable foundation called Ellavation to support young indigenous Australians to get a start in the workforce.

In keeping with our support of like-minded social justice foundations such as the Nelson Mandela Foundation, Aspen Australia has been a founding sponsor of Ellavation. Aspen participates in the Ellavation employment programme, enabling a young indigenous Australian to join an Aspen



Kate Treasure sharing her journey at Aspen with Australian Radio host Alan Jones.

take long for Kate to come out of her shell and begin to shine within the business. Along with the growth in her professional life Kate grew in her personal journey, which is a further area where this programme provides an amazing outcome for the trainees.

Aspen was recognised for its foundational support at Ellavation's recent corporate launch. Part of the event included an opportunity to share our experience of supporting the Ella family together with Australian media, sports and business icons. Radio personality Alan Jones, a former 1980s Wallabies Rugby Coach who endorsed the Ellavation concept, and interviewed our 'Treasure' Kate as part of the event.

Kate spoke very well despite being nervous at being interviewed by an Australian Radio Royalty and a notoriously tough interviewer, Alan Jones, at that. Credit to Kate: she held her own and spoke highly of Aspen and how integral it was in giving her a chance to grow and shine.

Aspen Australia looks forward to hosting the next trainee and to continue its foundation sponsorship and involvement in Ellavation. For more information, click on <http://www.ellavation.org.au/>

Mastering automated dispensing

Kathryn Mee

ASPEN RECENTLY JOINED FORCES WITH THE UNIVERSITY OF TECHNOLOGY (UTS) IN SYDNEY BY PROVIDING PRESCRIPTION AND OTC PRODUCTS FOR THE STUDENT TO PRACTICE AND MASTER DISPENSING IN A PHARMACY SETTING.



UTS opened a custom designed and built pharmacy as part of the pharmacy clinical learning programme. The pharmacy has a fully automated back office dispensary allowing control of stock, inventory, order management, checking and receiving. Students simulate dispensing prescription medication, thanks to Aspen's products being available in their dispensary.

This world-class innovative learning programme has a strong focus on pharmacists counselling patients on the best use of medicines. The simulated pharmacy enables pharmacists to get out of the dispensary and into the pharmacy, allowing staff time to focus on valuable patient-centered activities. UTS has some of the best technology in the world incorporated into their simulated pharmacy and Aspen is proud to partner with them in supporting the future of Pharmacy learning in Australia.



• ASPEN AUSTRALIA

ERIK turns 10!

Peter Penn

2015 MARKS 10 YEARS OF SUCCESS FOR "E" OR DIGITAL MARKETING AT ASPEN AUSTRALIA.

It all began as a fledgling idea back in 2005 with a web-based service designed to respond to paper mailer requests from doctors and to provide a 24/7 rep-like service for healthcare professionals to order samples, giveaways, promo materials, PIs and educational information related to our products.

Back then several other pharma companies had HCP websites, though not in the same league as Aspen's "rep-like experience". Those companies were spending big, in the millions of dollars, in order to get their near ultimate websites used and "loved". In contrast, Aspen's spend on ERIK was frugal to say the least.

Over the years the big websites have failed to continue. ERIK, on the other hand, has grown and spawned virtual "off-spring" in e-publishing, but more on that soon. For those not familiar with ERIK or if you've forgotten, ERIK stands for Electronic Resources for Information and Knowledge, a name that has personified the Aspen approach to our customers. Even our virtual counterparts are very friendly and customer focused. Our web master back then was Richard Clement who now looks after digital marketing for the Aspen Group. While it took a couple of years to get GPs used to the name ERIK and show them how to log on, there are no such problems these days. ERIK is well known and visited



Aspen's Richard Clement who pioneered the development of ERIK.



very regularly. The statistics speak for themselves: in 10 years we have had well over 500 000 items requested on the site and even on Christmas Day we have had up to 200 HCP visitors on the site.

With a 10-year presence, ERIK has become integral to all our marketing plans and the platform has expanded to offer the Aspen virtual service to pharmacists, hospital pharmacists, nurses and wholesalers, something for our entire customer base. ERIK has also led to novel e-publishing ventures, as outlined in the June 2015 edition of Aspen News. These include Aspen Altitude, a monthly e-newsletter with clinical-based videos on topics GPs don't always see in mainstream medical media and non-clinical articles along with our electronic ads that help product messages to be seen by HCPs.

Working alongside Aspen Altitude is Not Strictly Medicine (NSM), a daily e-mail with a selection of key general news stories from media around the world for busy doctors, which helps them keep abreast of what's happening. Also planned is a similar monthly e-newsletter for pharmacists called Aspen COSMOS and maybe some e-newsletters for key specialist groups.

A fledgling idea has developed into a huge e-publishing and marketing enterprise, the envy of all Australian pharmaceutical companies and others around the world.

For more information on ERIK, Aspen Altitude, NSM or Aspen COSMOS, send Theuns de Wet an email Theuns.DeWet@aspenspharmacare.com.au.

Top Sigma Award for the fourth year

Shauneen Beukes

EACH YEAR AUSTRALIA'S LARGEST WHOLESALER, SIGMA, ACKNOWLEDGES AND THANKS THOSE SUPPLIERS WHO HAVE DELIVERED SERVICE BEYOND INDUSTRY EXPECTATION.

Aspen Australia was nominated in various categories, but its most notable achievement at the gala dinner was the announcement that it had won the 2015 Sigma Generics Supplier Of the Year for the fourth consecutive year.

Being recognised by Sigma at a time when Aspen has announced the divestment of a significant portion of the Australian generics business to Strides, bodes well for the buyer.

Over the years Aspen and Sigma have built up an incredibly strong working relationship and Aspen remains a material supplier of branded prescription, OTC and a range of S-26 infant nutritional products to the Sigma Group.

Aspen has now set its sights on winning a different Sigma award category in 2016. Aspen Australia is normally a good bet to bring something home, so watch this space!



• ASPEN AUSTRALIA

Pioneering CVD research

Sharon Broullard

WHAT DO GOUT AND CARDIO-VASCULAR DISEASE (CVD) HAVE IN COMMON? MEDICAL RESEARCHERS HAVE BEEN THINKING THAT INFLAMMATION IN THE JOINTS COULD BE ASSOCIATED WITH INFLAMMATION IN THE HEART AND THE CIRCULATORY SYSTEM.

To test this hypothesis, medical researchers from Perth in Western Australia are investigating whether low dose colchicine, known as Colgout – an Aspen Australia product and a standard anti-inflammatory agent for treating gout, can reduce CVD outcomes such as heart attacks.

The colchicine trial, called "LoDoCo 2" has started recruiting large numbers of patients with known coronary heart disease. One of the lead investigators and a cardiologist for the trial, Dr Mark Nidorf, outlined that the trial is very innovative and could potentially transform the current standard of care for secondary prevention of coronary heart disease.



Peter Thompson (right) nominated Dr Mark Nidorf (left) to receive the Marshall and Warren Award which was presented by the Minister for Health, Susan Lay, at an awards ceremony in Canberra in September.

How significant is this research? The Australian National Health and Medical Research Council (NHMRC) awarded the LoDoCo 2 clinical trial the prestigious "Marshall and Warren Award for excellence in research". The award recognised this clinical trial as innovative and pivotal from the many thousands reviewed by the Australian Federal Government's NHMRC, and is a huge honour as

getting research grants is pretty tough and getting a top recognition is even harder.

The award is named after Nobel Laureates Professors Barry Marshall and Robin Warren, who were awarded the 2005 Nobel Prize in Physiology and Medicine for their discovery of the bacterium *Helicobacter Pylori* and its role in gastritis and peptic ulcer disease. This is a reflection of the potential groundbreaking status of the study.

Professor Nidorf and his research team from HeartCare Western Australia, including Professor Peter Thompson, an internationally recognised cardiologist, are extremely grateful for Aspen's support by providing ongoing supply of the active colchicine drug and also manufacturing placebo tablets to match the active tablets.

Aspen's Sharon Broullard, said "I am very proud to be coordinating the supply of colchicine which will continue for the next three years". So far, over 1 700 patients have been recruited with over 1 300 randomised patients out of a desired 5 000. The success of the trial could potentially lead to a new clinical indication for colchicine.

Mirek (90) calls it a day

Alex Girard

ON 5 NOVEMBER ASPEN AUSTRALIA'S OLDEST EMPLOYEE, MIREK TUMA, TURNED 90 YEARS OF AGE!

Czechoslovakian-born Mirek moved to Australia in January 1949 and has never looked back.

At 39, he applied for a job as a medical representative, but the interviewers thought that Mirek wouldn't succeed in this industry because he was too old and he had an accent. It's funny that he has outlived them!

Mirek didn't give up and, after being appointed to his first job, became their top performer. In 2001, he joined Aspen Australia as their first representative. 51 years later and at the age of 90, Mirek is still visiting doctors to educate them about Aspen's products. This makes him likely to be the oldest active medical representative in the world!

"The man with the accent" recently announced that he is officially retiring at the end of this year. However, Mirek's way of retiring is not the classic textbook way. He is likely to be very busy for months, maybe years, with dinners and lunches from the special healthcare professionals who have known him for most of their



(l-r) Aspen's Rob Koster, Greg Lan, Mirek Tuma and Trevor Ziman.

medical careers and want to say goodbye and thanks. There is no doubt that he has made a great impact on all who have known him and worked with him.

Mirek has brought huge accolades for Aspen worldwide. While we will miss him, it is his gentle and caring approach to sales and making friends with customers that will live on with all of us who had the pleasure of knowing such a fine gentleman.

If you would like to know more about Mirek and hear some of his successful sales tips click on <https://vimeo.com/aspenspharma/review/146706191/5c14f7eac>

Growth across Asia

Keith lu

ASPEN ASIA HAS JUST PASSED ITS SEVENTH ANNIVERSARY, AND HAS RELOCATED FROM A BUSINESS CENTRE INTO LEASED OFFICES. WITH THIS MOVE, ASPEN ASIA GAINS AN OFFICE IDENTITY THAT REFLECTS OUR EXPANDING FOOTPRINT IN THE ASIAN REGION AND ACCOMMODATES FUTURE GROWTH PLANS.



The team from Aspen Asia with a roast pig, which is symbolic of prosperity and growth for the company.

This business unit, which started in 2008 and now has 12 employees, manages and supports the businesses in the Philippines, Malaysia, Taiwan and Japan, in order to maximise synergies and their full potential. Collectively, more than 250 employees in Aspen offices in Asia are committed to exploring business opportunities while striving to take the Group to the next level and strengthen the existing business base.

As the world better understands the impact that the Chinese economy plays on the global financial landscape, Aspen has deepened its presence in this country with the 2015 establishment of Aspen China.

• ASPEN MALAYSIA

Ahh-new throat-soothing Kumquat

Jazzica Low

DEQUADIN HARD CANDY WAS RECENTLY LAUNCHED IN A NEW STICK FORMAT FROM A BOX PACK. THE PACK SIZE HAS BEEN REDUCED, MAKING IT MORE CONVENIENT AND IT ALSO BOASTS NEW PACKAGING.

Dequadin Hard Candy is now also available in an exciting new flavour – Kumquat, which was chosen for its refreshing and tangy taste that appeals to consumers across all age groups.



Available from convenience stores, petrol marts, supermarkets, grocery and sundry stores, the product launch was supported with advertisements in print and on sales vans, as well as in-store support which created additional hype and interest among consumers.



Partnering with STI University



Earl Jayona

STI UNIVERSITY, FORMERLY KNOWN AS SYSTEMS TECHNOLOGY INSTITUTE, IS THE LARGEST NETWORK OF INFORMATION TECHNOLOGY-BASED COLLEGES IN THE PHILIPPINES.

This private college system offers a curriculum including business studies, computer science, education, engineering and healthcare. Valda Pastilles and Bio-Oil partnered with STI for their 32nd anniversary and the search for Mr and Ms Valda Cool Personality, as well as Mr and Ms Bio-Oil Skin across more than 30 campuses.

The crowning of Mr and Ms STI was the highlight of the anniversary celebration. The event, attended by more than 10 000 students, was hosted at Enchanted Kingdom, the biggest theme park in the Philippines.

As part of the celebration Valda Pastilles set up a photo booth while Bio-Oil and Dequadin did sampling and presented product demos to the students.

High-5s in the City of Smiles



Aileen Puzon/Mitch Franco

EACH YEAR, IN THE THIRD WEEK OF OCTOBER, THE CITY OF BACOLOD HOSTS ITS TRADITIONAL MASSKARA FESTIVAL WHERE LOCALS CELEBRATE A WEEKEND OF FUN AND COLOURFUL MASKS.

The term "Masskara" is a homonym of "maskara" or mask, created from two words: mass, as in many, and the Spanish word "cara," meaning face. The smiling mask, which is the symbol of the festival, was conceived by the organisers to illustrate the happy spirit of the Negrenses.

The Aspen Philippine team joined the festivities and held five different activities over a 24-hour period. The South African Ambassador to the Philippines, His Excellency Martin Slabber, joined Ace Itchon, President and CEO of Aspen Philippines, in celebrating Aspen's high-5 activities.

(l-r): His Excellency Ambassador Martin Slabber, Sumarie Slabber, Aspen's Mitch Franco and Ace Itchon.

Celebrating healthy babies



Ace Itchon and His Excellency Martin Slabber addressing the audience at the Masskara competition and below: winning contestants.



Aileen Puzon

THE CEBU INSTITUTE OF MEDICINE ALUMNI ASSOCIATION (NEGROS OCCIDENTAL CHAPTER), TOGETHER WITH ASPEN PHILIPPINES, STAGED THE MASSKARA HEALTHY BABIES AND KIDS CONTEST DURING THE MASSKARA FESTIVAL IN BACOLOD CITY.

Babies and children aged from six months to six years participated in their Masskara costumes to showcase their health and talent. A healthy lifestyle is judged on the contestant's immunization record, height and weight. Parents showed their full support by walking down the ramp in their costumes too.

Two winners were selected as the Masskara Baby Grand Champion and the Masskara Kid Grand Champion. Kwell awards were also presented to the cutest baby and kid, while Bio-Oil recognised moms with a glowing complexion. The South African Ambassador to the Philippines, His Excellency Martin Slabber, delivered a message to guests that focused on the importance of strengthening the good relations between South Africa and the Philippines.



Kwela sa Eskwela school tour

Earl Jayona

A RECENT SURVEY RELEASED BY THE DEPARTMENT OF EDUCATION IN THE PHILIPPINES, NOTED THAT HEAD LICE INFESTATION (PEDICULOSIS), IS RANKED AS THE SECOND MOST COMMON DISEASE AMONG SCHOOL CHILDREN NEXT TO DENTAL CAVITIES.

Eight out of 10 public school children, aged four to 12, suffer from this disease. These findings substantiate Aspen Philippines' continuous health hygiene lectures at 800 public schools in Metro Manila.

Rizal Elementary School, one of the oldest schools in Bacolod, was the venue of the Kwela sa Eskwela (Fun in School) tour in the Visayas region. Almost 600 students and their parents participated in the event which included an interactive health lecture as well as fun games. Goody bags containing educational materials, school supplies and Kwell shampoo were distributed to highlight the importance of hygiene and the value of education.

The Ambassador of South Africa to the Philippines, His Excellency Martin Slabber, and Aspen's Ace Itchon joined the event and shared their inspiring messages; highlighting the importance of good health and proper education, which contribute towards a healthy community and better future.

Beneficial Arixtra round table and focus group discussions

Ramon Vargas

A ROUND TABLE DISCUSSION WAS CONDUCTED AT RIVERSIDE HOSPITAL, ONE OF THE TOP TRAINING HOSPITALS IN BACOLOD CITY.

Dr May Donato-Tan, a leading cardiologist from the Philippine Heart Centre, presented a lecture on the importance of choosing the right coagulant among patients with Acute Coronary Syndrome (ACS), while reiterating the guidelines of the European Society of Cardiology. Dr Donato-Tan was visiting the hospital from Manila to provide continuing medical education to the Internal Medicine Department at Riverside Hospital.

The objective of the Arixtra Focus Group's discussions was to share a healthy exchange of ideas and experience among medical specialists from major hospitals in Bacolod. Conversations revolved around the benefits of Arixtra in adult patients who are at high risk of venous thrombosis embolism (VTE) and acute coronary syndrome (ACS). Cardiologist Dr Sheila Mae Villar led the group discussions and elaborated on the advantages of administering Arixtra.



Valuable anti-infective training

Ching Funelas

BACOLOD PAEDIATRICIANS STARTER THEIR FIRST DAY BACK FROM THE CITY'S FESTIVITIES IN OCTOBER BY ATTENDING A LECTURE ENTITLED "RATIONAL USE OF ANTIBIOTICS IN PAEDIATRICS."

Presented by Infectious and Tropical Medicine in Paediatrics (INTROP) training officer, Dr Minette Delos Reyes, the training module was initially only available to residents and fellows of the University of the Philippines' General Hospital. The aim of the lecture was to educate new doctors and refresh veterans on the principles of anti-infective therapy.

The INTROP section of the Department of Paediatrics has chosen to partner with Aspen Philippines in their advocacy to educate paediatricians across the nation.



• ASPEN PHILIPPINES

100% IPPS pass rate!

Eden V Fuster

THE TIRELESS DEDICATION AND HARD WORK OF ASPEN PHILIPPINES' SALES AND MARKETING TEAM PAID OFF WHEN ALL PHARMACEUTICAL REPRESENTATIVES SUCCESSFULLY PASSED THE INTEGRITY AND PROFICIENCY PROGRAMME FOR THE PHARMACEUTICAL SECTOR (IPPS) EXAMINATION IN MAY.



Pharmaceutical representatives proudly displaying their certificates.

The Philippines' Pharmacy Law Act No 5921 requires that all pharmaceutical reps must pass the IPPS which has been certified by the Professional Regulation Commission, Board of Pharmacy.

Aspen's Regulatory Affairs and Operational Excellence departments patiently steered this project from roll-out in December 2014 through the implementation phase that concluded with the exams in May 2015.

During this period, the team worked in unison towards one goal. They successfully launched the "Train the Trainer" certification programme for operations managers, facilitated a number of refresher course programmes, introduced pocket launches (skillfully organised by the sales operations), facilitated a synchronised mock exam and then all passed the accreditation exam.

An exceptional team effort proved that if we work hard, success will take care of itself!

Bio-Oil latches on!



Aileen D Puzon

August is National Breastfeeding Awareness Month and Bio-Oil collaborated with the Breastfeeding Pinays Group through a kick-off event entitled Hakab Na! 2015 (Latch On! 2015).

The event's highlight was the simultaneous breastfeeding of 306 moms of their babies. Bio-Oil made sure that the attendees at the event would remember the day by providing a photo booth so that the moms could take photos and return home with some new memories for their album.



Tackling lice head on

Earl Jayona

Aspen Consumer Healthcare, in partnership with the City Government of Mandaluyong, recently conducted Alis Kuto, a mass delousing project, in the one of the communities of the Barangka.

More than 150 children ranging in age from four to 12 years, together with their parents, were gathered to listen to a hygiene lecture and be taught on how to use Kwell Shampoo. The children, who were all infested with head lice and nits, were then shampooed in a bid to rid them of the problem. They were all very thankful for the treatment and returned home with Kwell educational kits and stationery.



• BETA HEALTHCARE



Caring for the ellies

Shauneen Beukes

THE DAVID SHELDRICK WILDLIFE TRUST (DSWT) IS THE MOST SUCCESSFUL ORPHAN-ELEPHANT RESCUE AND REHABILITATION PROGRAMME IN THE WORLD, AND ONE OF THE PIONEERING CONSERVATION ORGANISATIONS FOR WILDLIFE AND HABITAT PROTECTION IN EAST AFRICA.

To date the DSWT has successfully hand-raised over 150 infant elephants and has accomplished its long-term conservation priority by effectively

reintegrating orphans back into the wild herds of the Tsavo National Park.

Some time ago, the Beta team adopted baby Shukuru. He has since been sufficiently rehabilitated and has been released back into Tsavo to roam freely – as wildlife should.

DSWT is heavily dependent on donations in order to continue the good work carried out at this sanctuary. Given their passion for the elephants, the Beta team visited the DSWT to hand over some much needed stock of Infacare nutritional product which is used to feed the elephants.

May the call of their trumpeting be heard for many generations to come!

Blessing the babies

Margaret Mathenge

THE BABY BLESSING CHILDREN'S HOME IN NAIROBI WAS FOUNDED IN 2011 AND IS A SAFE HAVEN FOR ABANDONED AND ORPHANED BABIES AND CHILDREN.

Members of the Beta team recently visited the centre where they spent time with the children, showered them with love and handed over donations of Melegi infant nutritional formula to help nourish the little ones.



• BETA HEALTHCARE

Focusing on wellness

Margaret Mathenge

At Beta Healthcare, we care about our employees' physical, mental and financial wellness. Recently a wellness programme was presented and offered to all employees who were given the opportunity to undergo various check ups.

These tests included measuring individuals' blood pressure, calculating their BMI and providing nutritional advice for all. Employees also underwent TB screening and HIV/Aids testing and counselling.

All employees participated in the medical check up mentioned above.



• BETA HEALTHCARE



Beta Healthcare's manufacturing facility.



The wet chemistry laboratory where a QC Analyst collects samples from each jar of the dissolution test apparatus.



The miniature fluid bed granulator in the R&D Centre.

A guided tour of **Beta**



The central warehouse.



The newly refurbished entrance and reception area of the administration block.



The high-speed Visco-bloc filling and capping machine at the Oral Liquids Section can fill up to 120 bottles per minute.



A modern, well-equipped Research and Development Centre.

Beta and Baby Banda

Margaret Mathenge

BETA HEALTHCARE WAS ONE OF THE EXHIBITORS AT THE BABY BANDA BABY AND PREGNANCY FAIR HELD AT THE SARIT CENTRE IN NAIROBI IN OCTOBER.

Sales team members were motivated by the surprise visit from the Beta senior management team who viewed their product displays that included Infacare, Dr Woodworth's Antiseptic liquid and others.



The 2500L Octagonal Blender at the Blending Section is fitted with an automated powder suction system that enables the operator to automatically load the powder.



A health and fitness centre enables employees to exercise, which helps them to remain healthy and alert as well as enhances productivity.

• SHELYS

CMEs hosted by Beta and Shelys

Margaret Mathenge

Beta and Shelys provide ongoing Continuous Medical Education (CME) to doctors and nurses in various private and government medical institutions. CMEs were recently hosted in Mwanza and Arusha in Tanzania and also in Kapenguria in Turkana County.



• KAMA INDUSTRIES

Inaugural Board meeting

Margaret Mathenge

Aspen acquired a 65% stake in Ghanaian-based Kama Industries earlier this year. The Board of directors met in October to discuss material issues of importance to both parties.

Pictured at the board meeting (l-r) Nicklaus Bernhardt, Michael Agyekum Addo, Nazir Ally, Sanjay Advani and Michael Adjepong.



MOBILE TECH

— a real value add for busy doctors

Richard Clement

AS YOU WOULD HAVE READ FROM THE ARTICLE ON PAGE 30, DIGITAL MARKETING HAS HAD A SIGNIFICANT IMPACT ON THE AUSTRALIAN BUSINESS FOR MORE THAN A DECADE NOW – AND WE CONTINUE TO FIND NEW AND EXCITING WAYS TO COMMUNICATE WITH OUR CUSTOMERS.

One thing is for sure, technology never stands still and it remains an ongoing challenge to ensure that we are delivering the right content, at the right time and in the right way. While it has become easier and cheaper to develop high quality materials – this is not often reflected in a drop in prices from agencies. Hence we prefer to do what we can in-house – although resources are always tight. A key part of the Group Digital Marketing function is, therefore, to advise our affiliate businesses on web and mobile technology best practice and to help ensure that local agencies are not exploiting a lack of awareness.

Additionally, we are able to provide and manage web hosting resources using Wordpress, a growing library of custom templates, off-the-shelf templates and functionality via an extensive plugin library.

Our industry is changing rapidly as well. In the Australian market, downward price pressure has an inevitable effect on bottom line and thus resourcing. Digital marketing provides the ability to increase frequency and reach of messaging, offering a more tailored experience for the customer at a much lower cost compared to traditional print and media.

We've also seen a change in the way doctors work. More than 10% of Australian GPs now work in a corporatised environment where medical representative visits are curtailed, physical mail is held, email is filtered and web access constrained. This is a trend that will only increase in coming years.

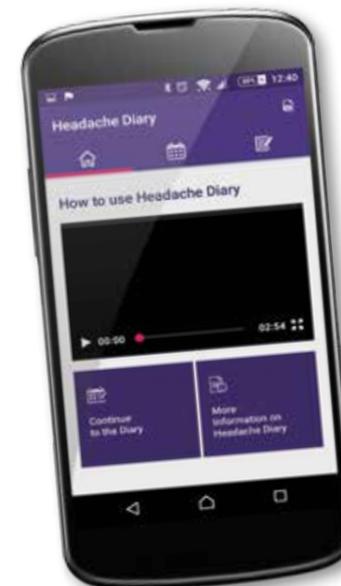
So how do we continue to get our message across to these doctors? The answer has to be mobile.

While I believe that we will have an ongoing need to work with desktop websites, the number

of visits from consumers and HCPs on mobile devices climbs every year. It is essential that every website we build must be mobile optimised. More interestingly we can make native iOS and Android apps that draw some or all of their content from the web.

Our plan for the Australian Prescription Business in 2016 is to create an app for HCPs which offers original video and audio content, the ability to order starter packs, to communicate with their reps easily, to receive our "printed" communications and scan QR codes which further "activate" our printed content. Later we intend to add augmented reality, include our existing dosage calculator functions and perhaps CPD content. As we can encourage doctors to register and indicate their areas of speciality or interest, we can deliver a unique experience to them.

In this way we can communicate with those doctors who are in a limiting corporate healthcare environment – or perhaps are just too busy when sitting at a desk. One thing is for sure – if we want to own a place in the doctor's pocket, we must earn that right by giving them something of real value.



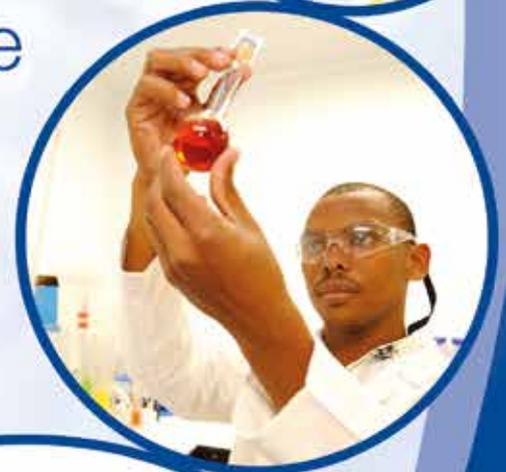


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Vision and Mission

To deliver value to all stakeholders as a responsible corporate citizen that provides quality, affordable medicines globally



Values

- Integrity
- Innovation
- Excellence
- Commitment
- Teamwork



Healthcare. We Care.