

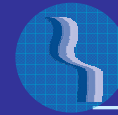
Roundtable on Generic RH Commodity Supply Among Developing Countries

SOUTH AFRICA REPORT

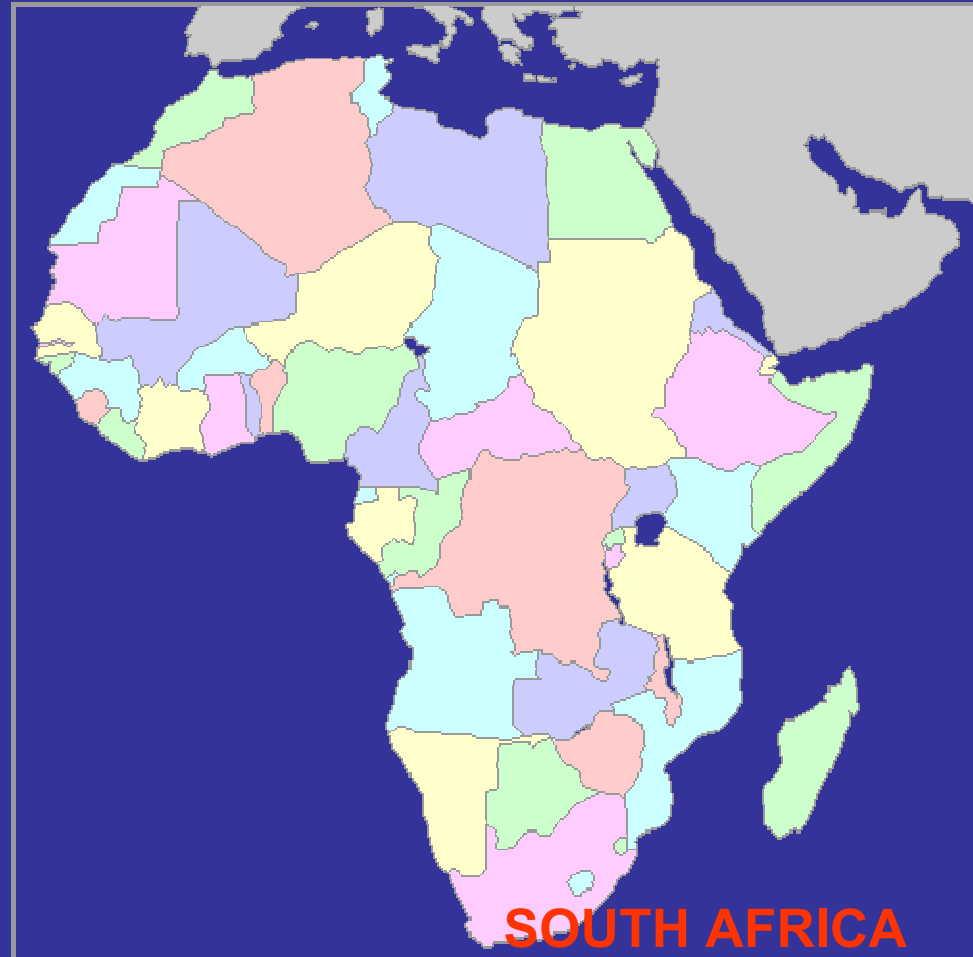
Beijing, China

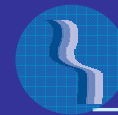
6-10 November 2006

John-Heyns Ferreira

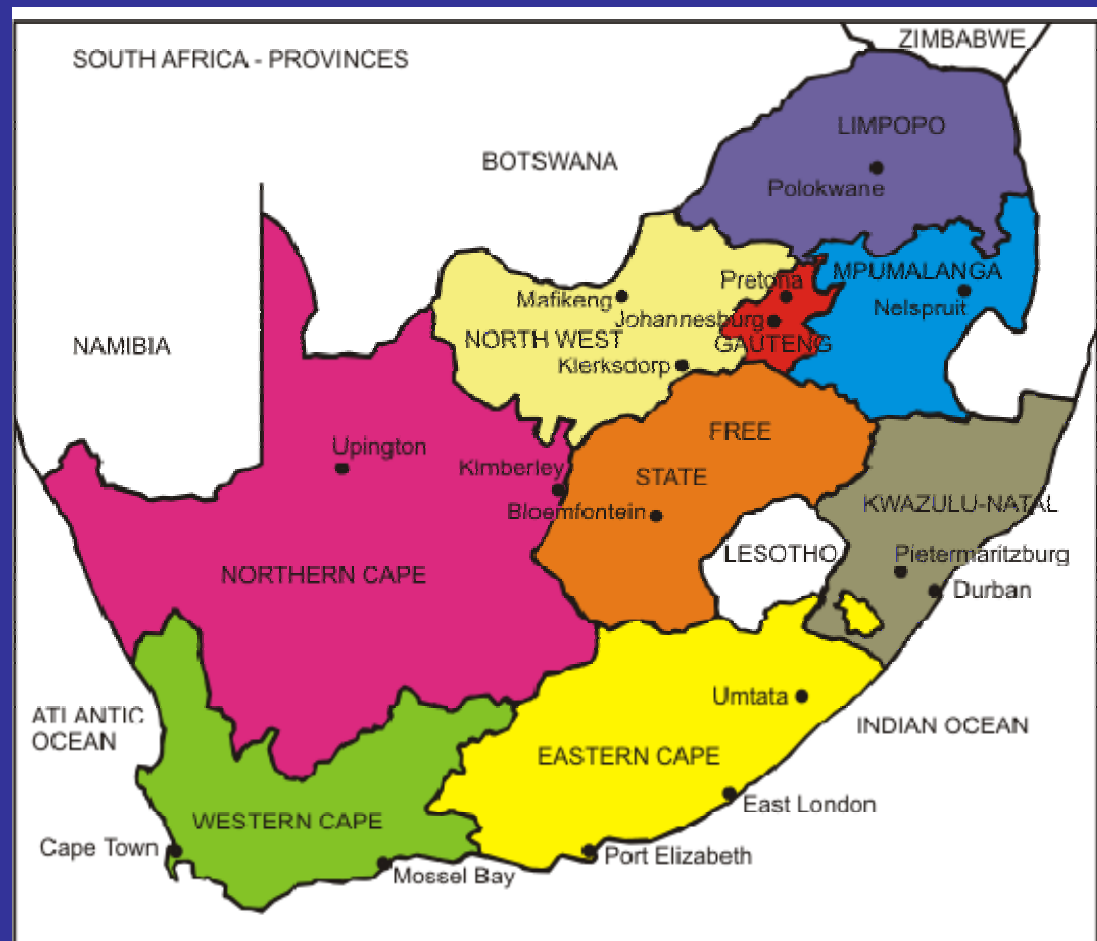


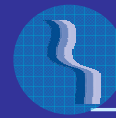
AFRICA SHOWING SOUTH AFRICA





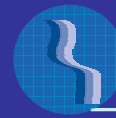
9 PROVINCES IN SOUTH AFRICA





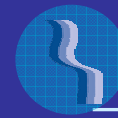
RH BACKGROUND IN SOUTH AFRICA

- Healthcare Services are provided by both Government (free) and Private Health institutions
- Reproductive Health forms part of Primary Health care in South Africa
- The bulk of Reproductive Health is provided by the government and private institutions account for a small percentage



RH in SOUTH AFRICA - Fresenius Kabi

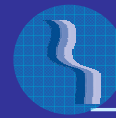
- South African market is covered by 5 reps calling mainly on state clinics
- Brand Manager – calls on key opinion leaders and manages the brand locally
- Education is the key focus
- Healthcare Practitioners mainly choose contraceptive methods on behalf of clients



STATE CONTRACEPTIVE MARKET – SOUTH AFRICA

Method used	% Usage**
■ Injectables	41%
■ Pill (oral)	12.3%
■ Condoms	2.1%
■ Female sterilization	12%
■ Male sterilization	1.7%
■ IUD	1.9%
■ Other	29%

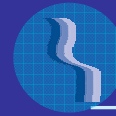
**** Department of Health and Family Planning**



INJECTABLES AVAILABLE IN SOUTH AFRICA

- EDL listed

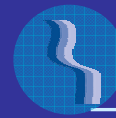
- **Petogen** (DMPA)
(depot medroxyprogesterone acetate)
 - State and private
- Nur Isterate (NET-EN)
 - State and private
- Depo Provera (DMPA)
 - Private market



WHO and SA NATIONAL CONTRACEPTIVE GUIDELINES

The Following Women Can Use PETOGEN

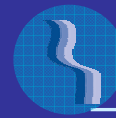
- Women who are breastfeeding
- Women > 40 years of age
- Women who suffer from TB, malaria or diabetes
- Women who smoke
- Women who are HIV+



SHORT HISTORY OF DMPA

Depot Medroxyprogesterone Acetate (DMPA)

- 3 monthly injection (4 / year)
- progestogen-only injectable
- arguably the most extensively studied and widely used hormonal injectable
- registered and available in >130 countries
- used by millions of females globally
- Depo Provera developed by Pfizer – the brand
- has been extensively used by Aid Agencies



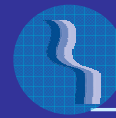
SHORT HISTORY OF OTHER INJECTABLES

Norethisterone Oenanthate (NET-EN)

- 2 monthly injection (6 injections / year)
- progestogen-only injectable
- registered in > 60 countries
- Nur-Isterate developed by Schering the brand product

Combined Injectables

- monthly injection (12 injections / year)
- Cyclofem / Lunelle
- containing progestogen and estrogen



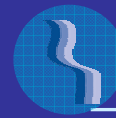
BRIEF SWOT ANALYSIS of PETOGEN

Strengths

- Local manufacturer (Africa for Africa)
- Quality Generic (International)
- Cost-effective (International)
- DMPA POI of choice (International)
- Dedicated sales team (South Africa)

Weaknesses

- Slow penetration of Petogen globally (International)
- Capacity increase timing



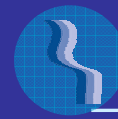
BRIEF SWOT ANALYSIS of PETOGEN cont'd

Opportunities

- Substantial market share gain both locally and internationally
- Petogen as a core product for Fresenius
- “Proudly” manufactured in South Africa
- Ideal for state healthcare patients

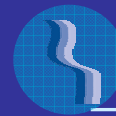
Threats

- Loss of units due to social grants for additional children (South Africa)
- Marketing & Sales strategies by competitors (South Africa and Internationally)



PETOGEN VIAL SHOT

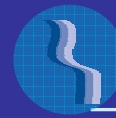




GROWTH IN PETOGEN SALES IN SOUTH AFRICA

**INDEX
ONLY**

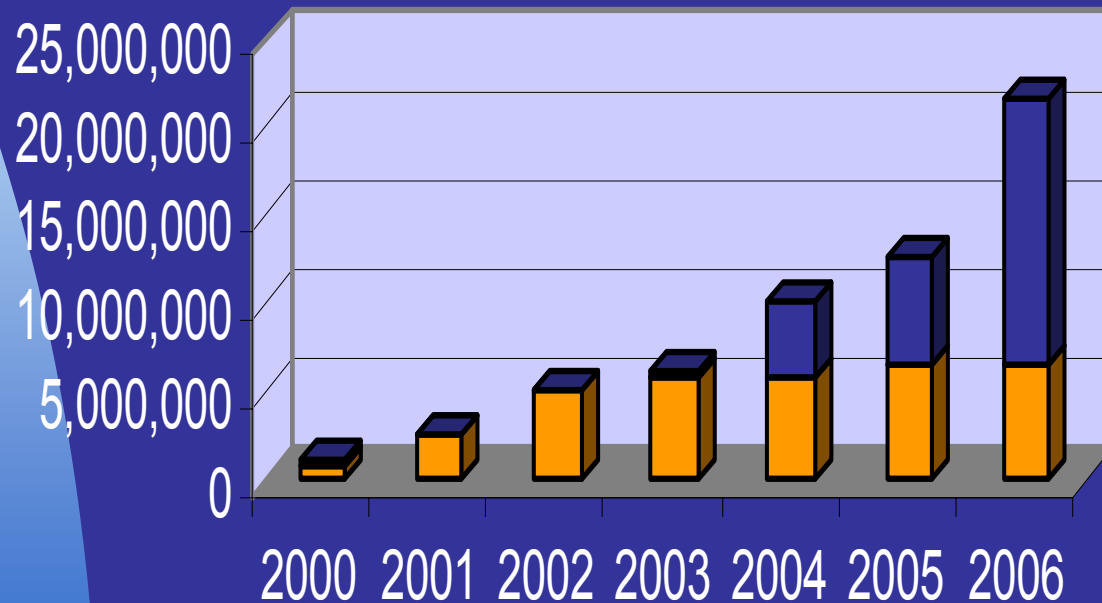
Territory	2006 (YTD)	2005 (YTD)	GROWTH
Eastern Cape	5,875	4,377	++
Free State	2,400	2,700	--
Northern Cape	920	1,170	--
Mpumalanga	2,276	2,640	--
Gauteng	9,107	7,853	++
North West	3,300	2,867	++
Limpopo	3,420	2,650	++
Kwa-Zulu Natal	8,451	7,735	++
Western Cape	4,703	4,498	++
South Cape	650	800	--



SALES DEVELOPMENT OF PETOGEN

South Africa and Export

UNITS

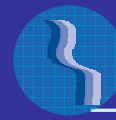


YEARS



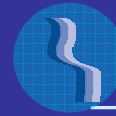
ONGOING CHALLENGES FOR FRESENIUS

- **CAPACITY** – sufficient to meet expanding demand
- **CURRENCY** – ongoing fluctuations
- **TENDERS** – risky nature of the business
- **WHO** – pre-qualification
- **DEMAND** – aim to smooth demand / forecast
- **EDUCATION** – all markets
- **PACKAGING** – variations in format
- **REGULATORY** – variations per country



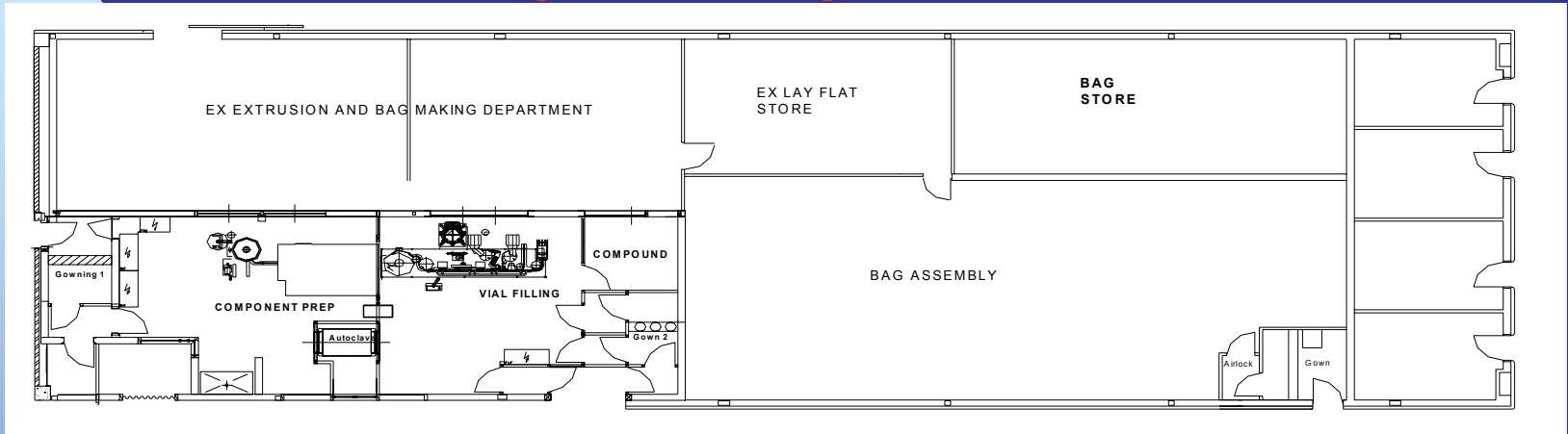
OVERCOMING CHALLENGES

- **INVEST** – increased manufacturing capacity
- **BALANCE** – ongoing demand/capacity
- **PORTFOLIO** – inc hormonal portfolio thus inc market
- **STABLE** – supply by co-operation and agreement
- **RELATIONSHIPS** – ongoing building with relevant parties
- **MARKETING** – affordable generic and social marketing

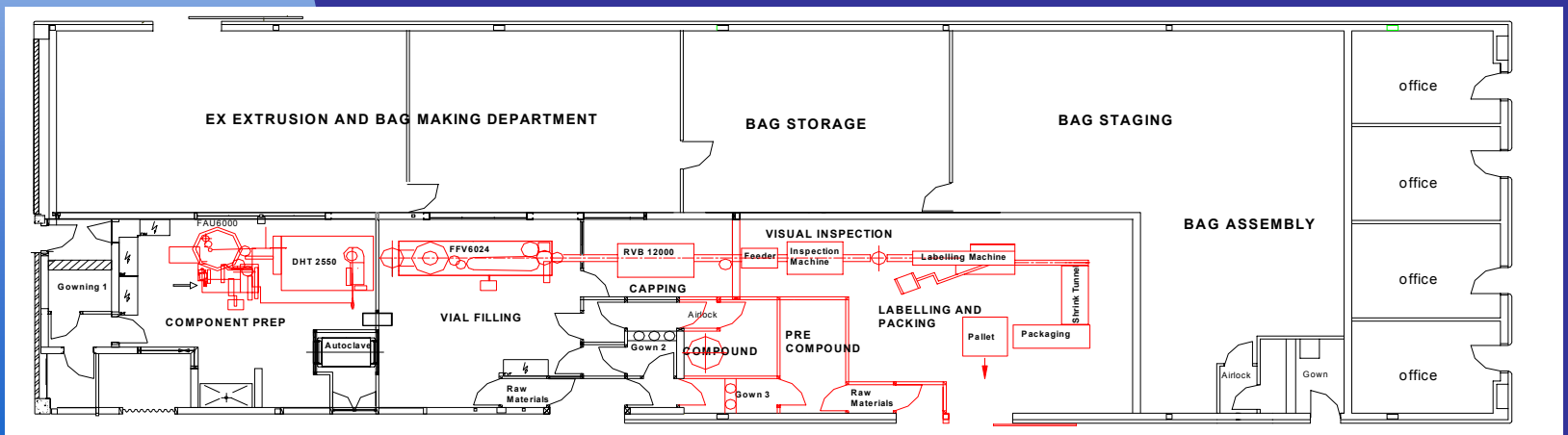


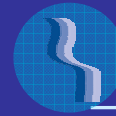
FACTORY INCREASED CAPACITY 2006

previous layout

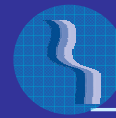


current layout





PAST PETOGEN MARKETING CAMPAIGNS IN THE SOUTH AFRICAN CONTEXT



Fresenius Kabi South Africa

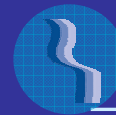
"WHEN TIME COSTS MONEY"

PIL

Fresenius Kabi
TIMES
Petogen Information Guide
Volume 1, Issue 1

**When
time
costs
money**

PETOGEN®
150mg MEDROXYPROGESTERONE ACETATE ADMINISTERED FOUR TIMES YEARLY



Fresenius Kabi South Africa

"SAY YES TO PETOGEN"

POSTER

Say "Yes to..."

Petogen[®]

3 Months Injectable Contraceptive

- Smart choice for young and old women.
- Prevents unplanned pregnancies.
- Only four times a year.

Petogen - Fresenius
150 mg / 1 ml
Injection / Intramuscular

Deval 150 mg
ESTERONE ACETONE
PROONASETAT

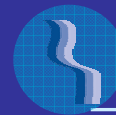
HIV / AIDS AWARENESS

Petogen does not prevent HIV and STI's
To prevent HIV and STI's use dual method.

Petogen[®]

Fresenius Kabi
Caring for Life

© Petogen - Reg. No. J/21.8.2/278
Ref. 1. Department of Health, National Contraception Service Delivery Guidelines, 2003. 2. Gruller S, Contraception Theory Practice 4th Ed, Van Schaik Publishers, Pretoria 2003. 3. Christopher J. Update, July 1992:110-117.
4. Kausler, A. Inc J Fam Plann Womens Health Care 1996; 43(2): 73-83. 5. Petogen insert, 6. Berman, A. B. J Fam Plann, July 1998; 29(2):68-78.
Stand 7 Growthpoint Park, 2 Tinsell Street, Midrand, PO Box 4156, Hollway House, 1685, Republic of South Africa
Telephone: +27 11 245 0000, Telefax: +27 11 245 0040
Company Registration Number: 1998/004520/07
Directors Dr K. Wallner*, T.T. Lithakaryane (Managing), D.W. Gouwen, W.C.J. Stapelberg, Dr M. Schmidt*, (German)



Fresenius Kabi South Africa

"QUICK STOP IN FAMILY PLANNING"

**POSTER
DETAIL AID**

PETOGEN[®]

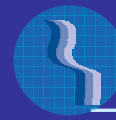
***Quick Stop
in
Family Planning***

- *Quality* • *Convenient*
- *Effective* • *All Ages*

Fresenius Kabi
Caring for Life

Fresenius Kabi South Africa (Pty) Ltd
Reg. No. 1998/06230/07
Growthpoint Park, Stand 7, No.2 Tonetti Street,
Midrand, Gauteng, South Africa
Tel: (011) 545 0000, Fax: (011) 545 0060
Web: www.fresenius-kabi.co.za

Schedule: 1. Petogen 5. Registration: J21 & 2/278 Reference: 1. Department of Health National Contraception Service Delivery Guidelines, 2003. 2. Grobler S. Contraception Theory Practice 4th Ed. Van Schaak Publishers, Pretoria 2003. 3. Christopher E Update, July 1992:110-117. 4. Kaunitz, A. Int J Fertil Womens Med, Mar-Apr 1998; 43(2): 73-83. 5. Package insert. 6. Bigrigg, A. Br J Fam Plan, July 1999; 25(2):69-76.



CONCLUSION

CONSTRUCTIVE – dialogue and communication

CO-OPERATION – all stakeholders in this market

PRODUCT – provide a quality product at globally affordable price

SUPPLY – the correct product at the right time and right place