



Pharmaceutical  
Whitepaper

A Case Study

# Winning in Anti-Malaria Segment **through** **Innovation**

A Case of **Amatem™**





## The Big Question

Is there opportunity for new brands to win in **already saturated segment** like antimalarials?





# About Elbe Pharma



**ELBE PHARMA stands at the forefront of delivering high-caliber and cost-effective healthcare solutions** accessible throughout Nigeria. Boasting a wealth of over twenty years' involvement in the pharmaceutical sector, the company has established itself as a renowned and relied-upon identity in households.

---

## Therapeutic Segments

- Anti-Malarial
- Anti-Infectives
- Nutraceuticals
- Derma Range
- Anti-Inflammatory
- Anti-Hypertensive
- Anthelmintics
- Sexual Health
- Gastro-Intestinal/Ulcer



## To Win in OTC Segment: Move from 'Product Orientation' to 'Patient/Consumer Orientation'



What products  
should we sell?  
What price? Trade  
promo?



What are patients'  
pain-points and what  
do they want?



1. What do they **feel** about existing formulations?
2. What's the **experience** from swallowing tablets?
3. What experience do they **desire** to have?

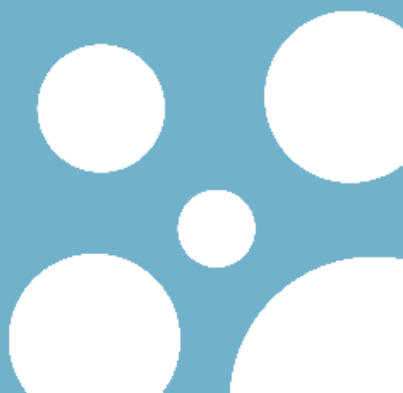
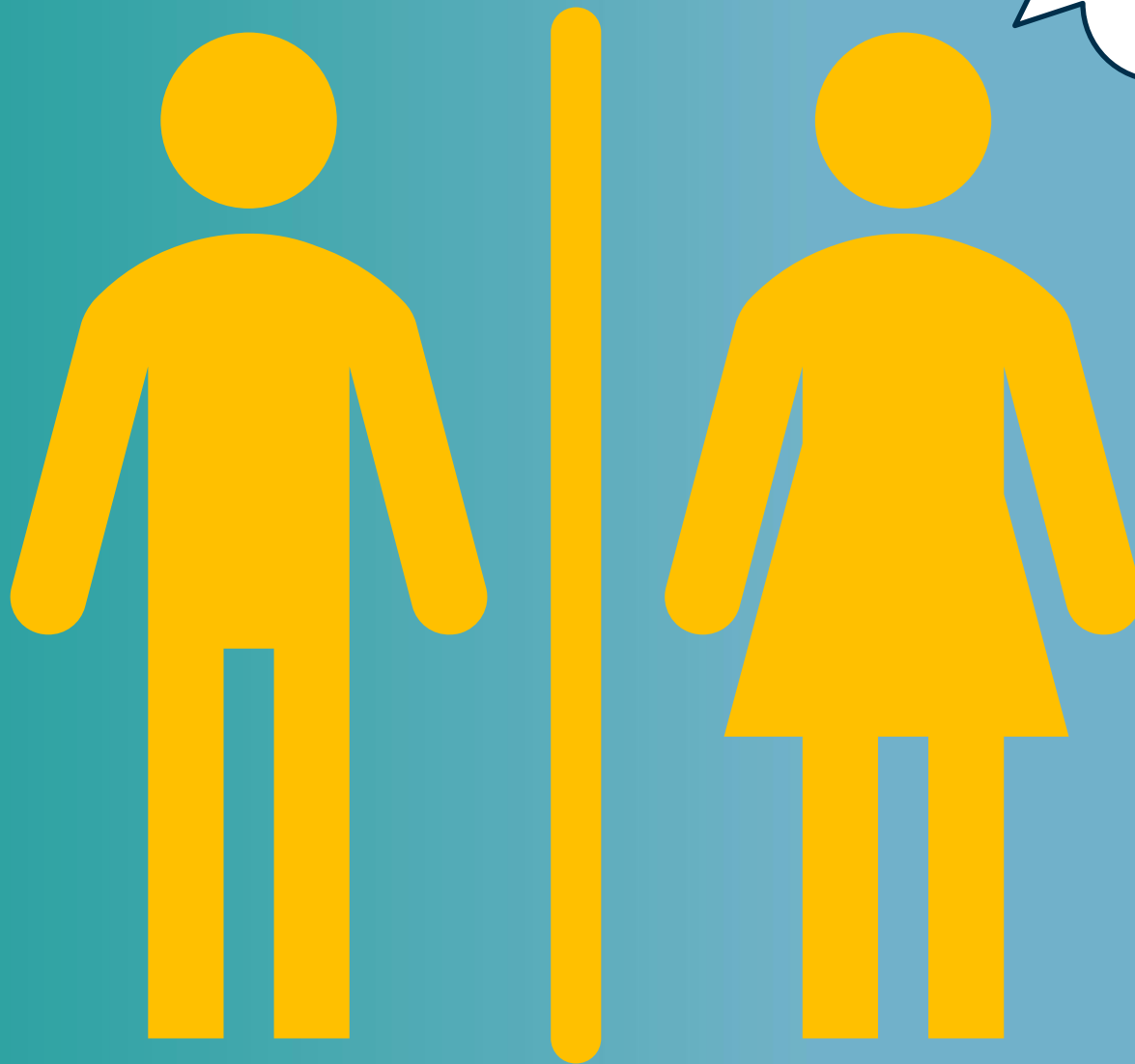


Patient/Customer insights  
well-executed  
**Always Wins!**



# The Winning Insight for the Adult Segment

Swallowing tablets leaves an *unpalatable after-taste*. I wish there was an anti-malarial for adults that is *easy to swallow without after-taste*.



# Elbe's Innovative Idea



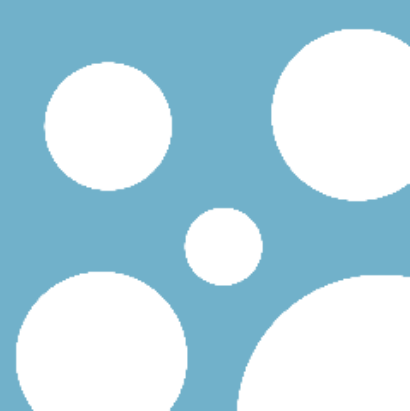
## Redefining the Patient/Customer Experience



Tablets



Softgel





**HIT ON** the core value proposition. Execute with precision across all media.

**elbe**  
...be healthy

SAY **NO** TO **MALARIA**  
YES TO LIFE

**AMATEM<sup>®</sup> SOFTGEL**  
ARTEMETHER/LUMEFANTRINE IN **SOFTGEL** CAPSULE

EASY TO SWALLOW  
NO AFTER TASTE  
RAPID RESPONSE

**AMATEM FORTE**  
6 Soft Gelatin Capsules  
6 Capsules de gélatine molle  
(Artemether 80mg + Lumefantrine 480mg)  
(Artemether lumefantrine)  
80 mg + 480 mg  
"THE TREATMENT OF CHOICE FOR MALARIA"

**Correct Game Changer**

UNICALLY TESTED IN NIGERIA

PSN LAGOS  
**ENDORSED**  
ACP

Learn more

*2Baba*

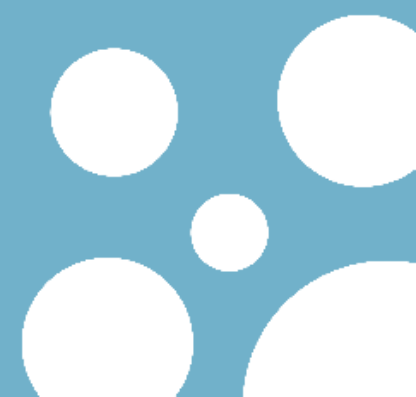
## And so, mitigate the **price war** to achieve **Price-Value Strategy**

### **Willingness to pay**

for 'malaria  
treatment without  
the discomfort of  
taste and  
swallowing'



**Reduced  
perception of  
price** from impact  
of benefit of new  
experience.



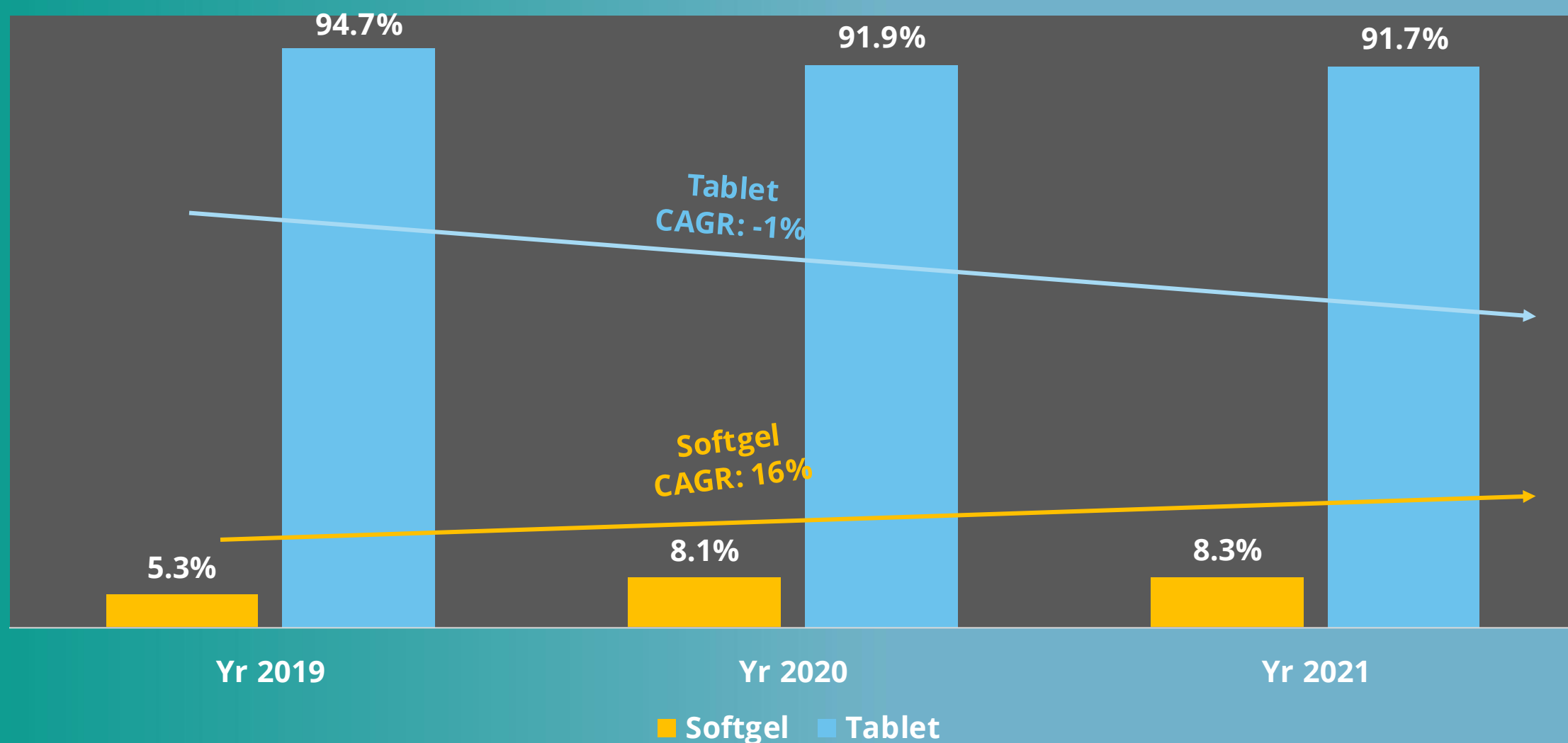
# The Result? Predictable!



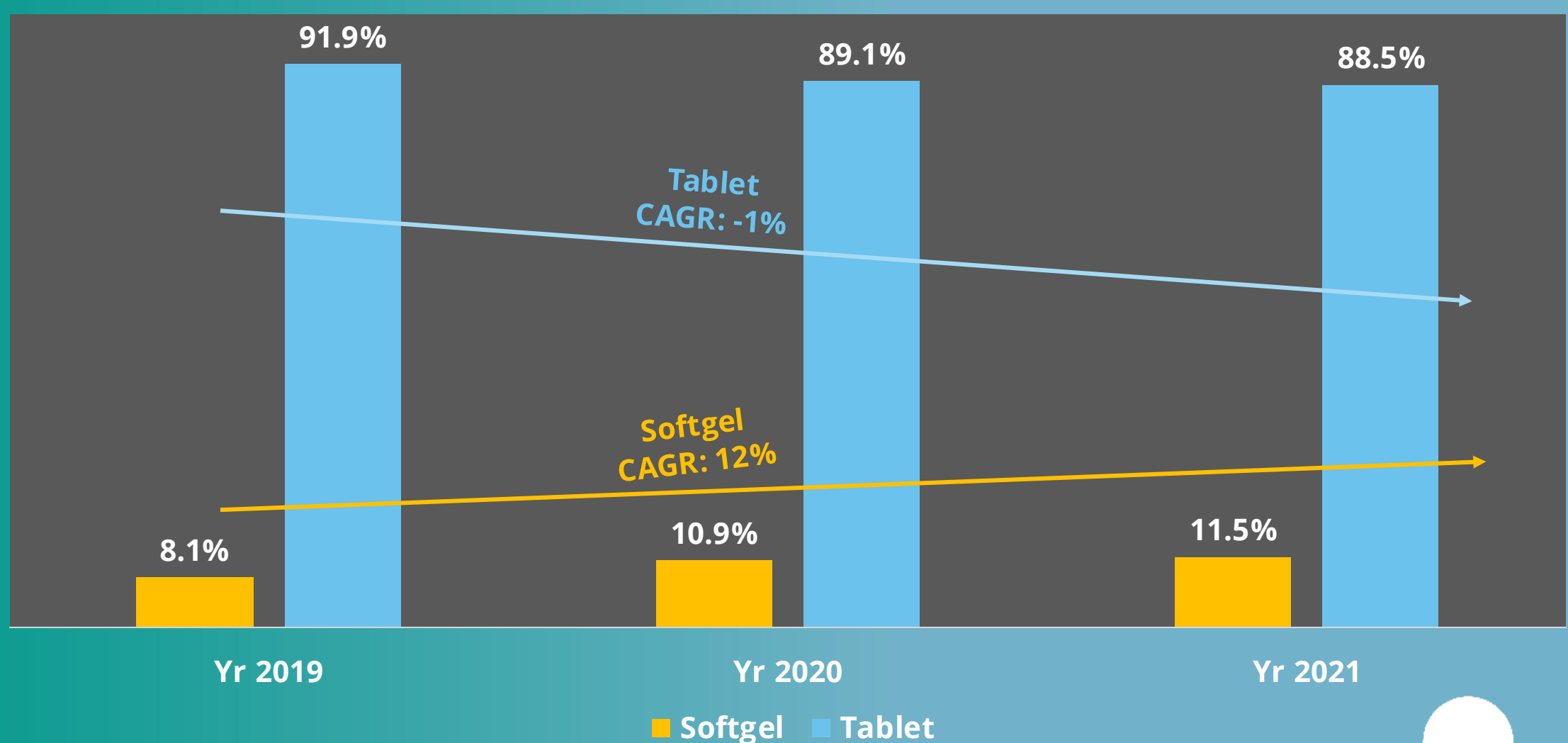
# Simply...**Softgel is winning!**

...by winning with patients/consumers

**% Softgel Volume Share Growth (2019-2021)**



**% Softgel Value Share Growth (2019-2021)**



\*Sales data from pharmacies in PBR VERSUS Data  
16 States, 513 pharmacies. 250k+ packs

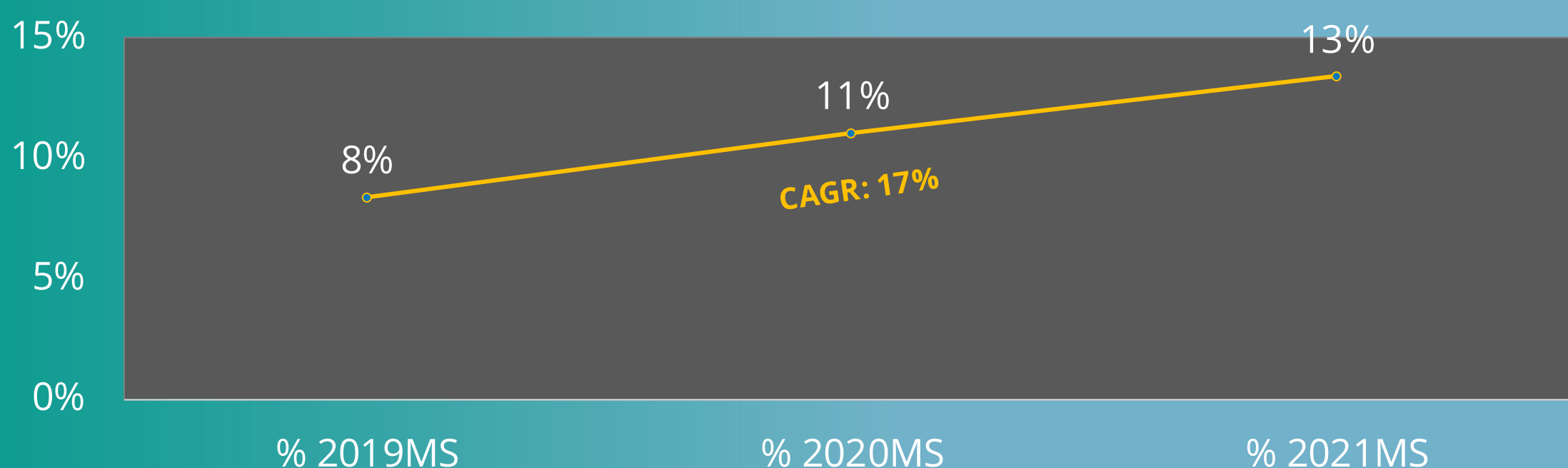


# Simply...Innovation Wins!



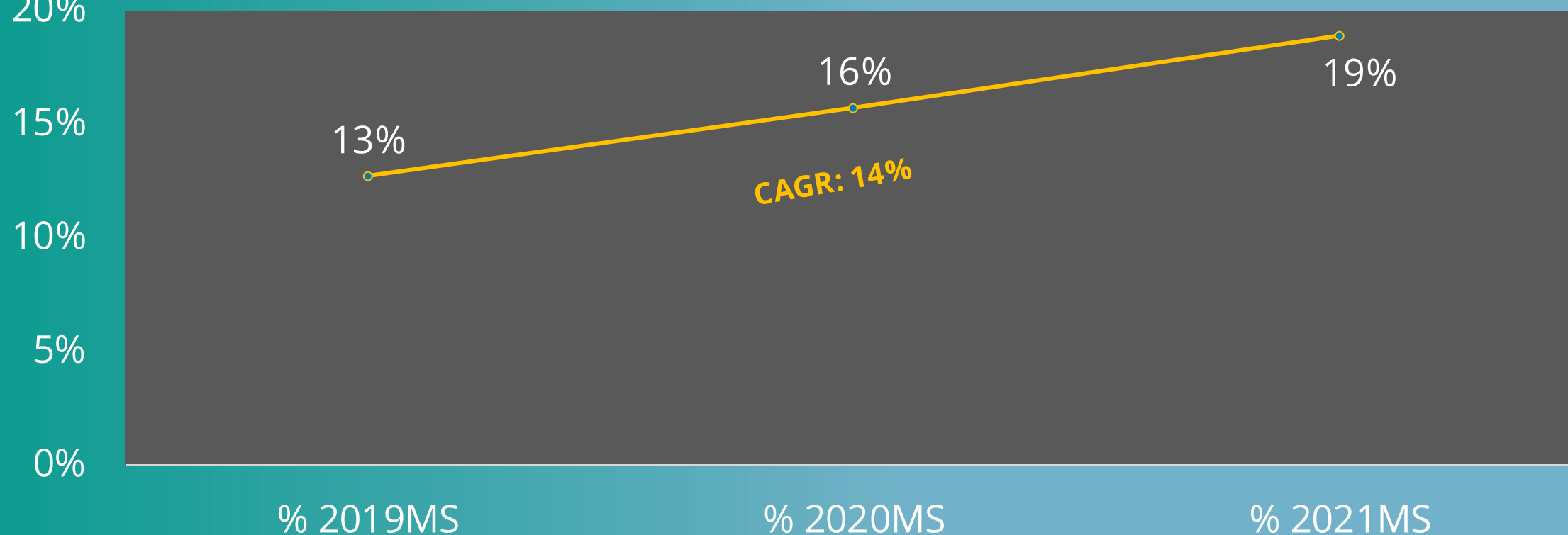
**Amatem™** with 3-year aggregate % volume share of **11%**, just behind the segment leader Lonart™ 15%

Amatem % Volume Share in Pharmacies



**Amatem™** with 3-year aggregate % value share of **16%**, just behind the segment leader Lonart™ 20%

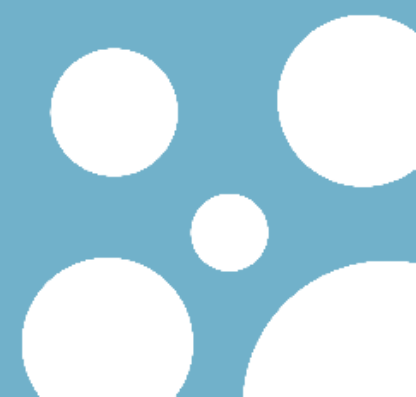
Amatem % Value Share in Pharmacies



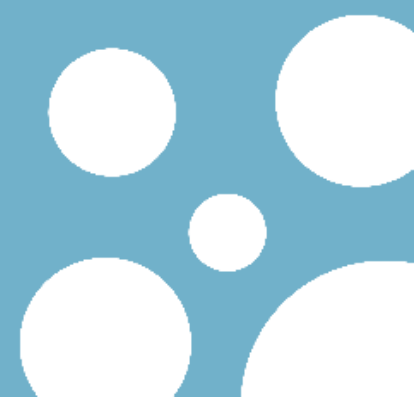
\*Sales data from pharmacies in PBR VERSUS Data  
16 States, 250K transactions, 393 brands

# One Question Remains **Unanswered?**

---



What is/are the **pain-points**  
**of the children/paediatric**  
**segment?**



# About Our Company

Transforming healthcare through Real-world Data, Technology, and People.



## Market Data

Our unprecedented real-world pharma market data provides deep insight for effective business planning and reviews.



## Primary Market Research

We combine our market research, data science, medical, and marketing competencies to uncover insights.



## Consulting

We leverage our knowledge of global best practices and strong insight to help you navigate the market across markets.



We leverage our proprietary real-world health data assets, technology, and cross functional team capabilities to transform the healthcare system in emerging markets, closing existing gaps of poor inclusion of underrepresented patients in clinical data and research.



### PBR Life Sciences International

Kemp House, 152 - 160  
City Road,  
London EC1V 2NX,  
United Kingdom.



### PBR Life Sciences Sub-Saharan Africa

42, Saka Tinubu Street,  
Victoria Island, Lagos,  
Nigeria.





# Our Healthcare Channel Data to Help You

We help organizations utilize healthcare data for planning and improved operational effectiveness. Our rich and diverse data provides insight on all critical channels



## Pharmacy Sales Data

Our pharmacy sell-out database comprises products, prices, and quantity sold from growing number of pharmacies.

**VERSUS™ Platform & Data**



## Hospital Diagnosis & Treatment Trends

Our anonymized hospital data comprises diagnosis and treatment of patients for 300+ diseases

**INVISIO™ Platform & Data**



## Medicine Import Data

More than 8 years of import data from more than 15 countries, 8000+ brands, 800 companies and more to help you plan

**MarketSizer™ Platform & Data**



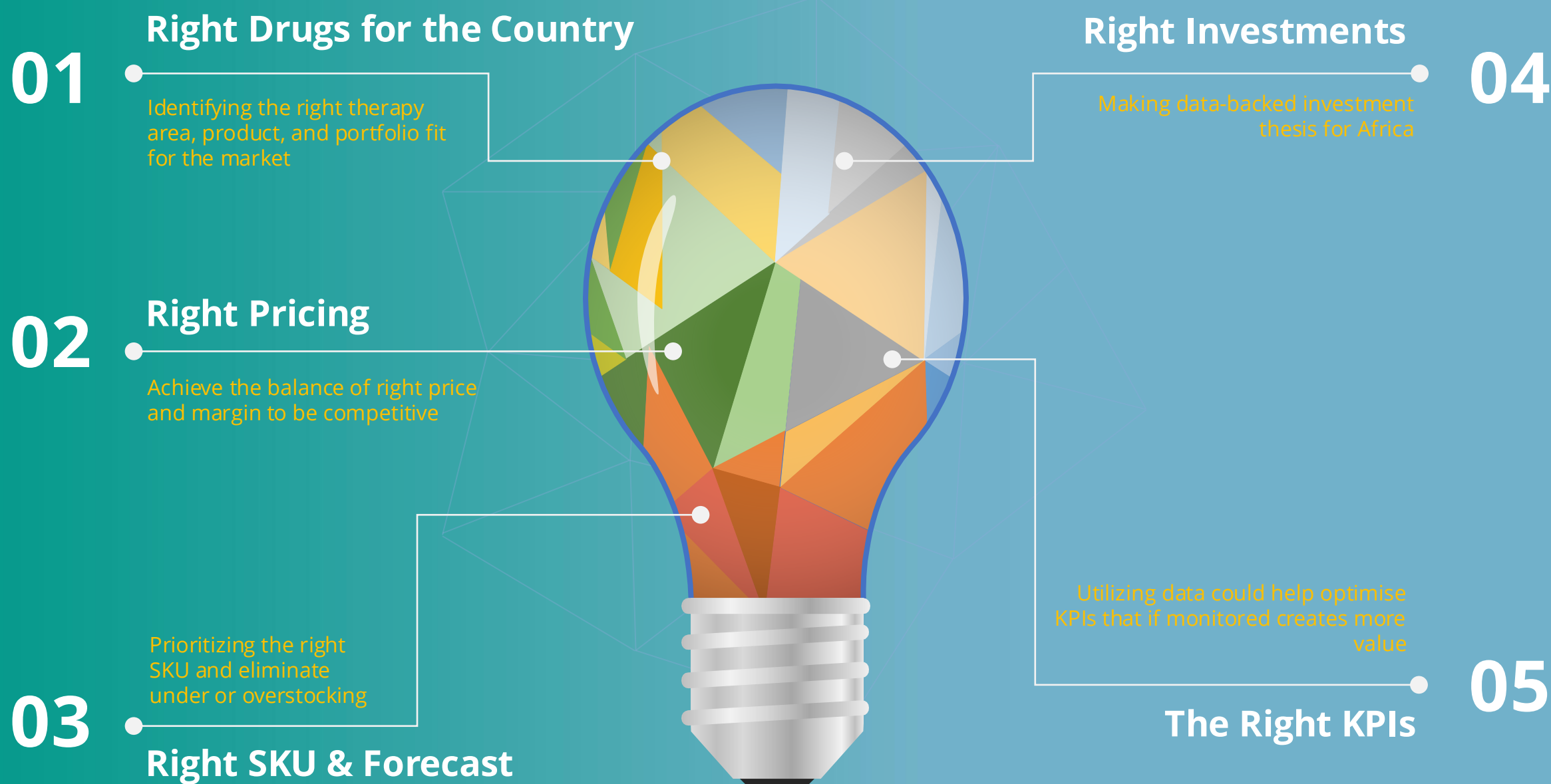
## Doctors & Pharmacists' Preferences

More than 2,000 doctors and insights provide on-the-ground insight on existing gaps in healthcare, unmet patient needs, & brand preferences.

**SONUS™ Platform & Data**

## We help organizations make best decisions **with data**

Leveraging the power of data could help organizations make the right decisions that unlock immense value



# Let's help you uncover insights in the market

---

**Contact Us Today:**

Email: [MarketAnalytics@pbrinsight.com](mailto:MarketAnalytics@pbrinsight.com)

Call or Chat Us on: +234 802 478 7145

## Disclosure

---

PBR acknowledges and applauds the outstanding efforts of the Elbe Team without seeking any attribution. The content is disseminated solely for educational reasons, aiming to underscore the significance of gaining perspective and external evaluation of brand efficacy in crucial avenues. Details regarding Elbe Pharma are sourced exclusively from the company's official website and publicly accessible online information. All sales analysis obtained from PBR's proprietary data in VERSUS Database.

