





# The Big Question

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

[illegible]

704  
Number  
of SKUs

## 7 Kind of Formulations

# 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*.







## 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.**

**EASY TO SWALLOW**  
**NO AFTER TASTE**  
**RAPID RESPONSE**

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

**Correct Game Changer**

**PSN**  
LAGOS  
**ENDORSED**  
**ACP**

**2Baba**

**Learn more**

# 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.



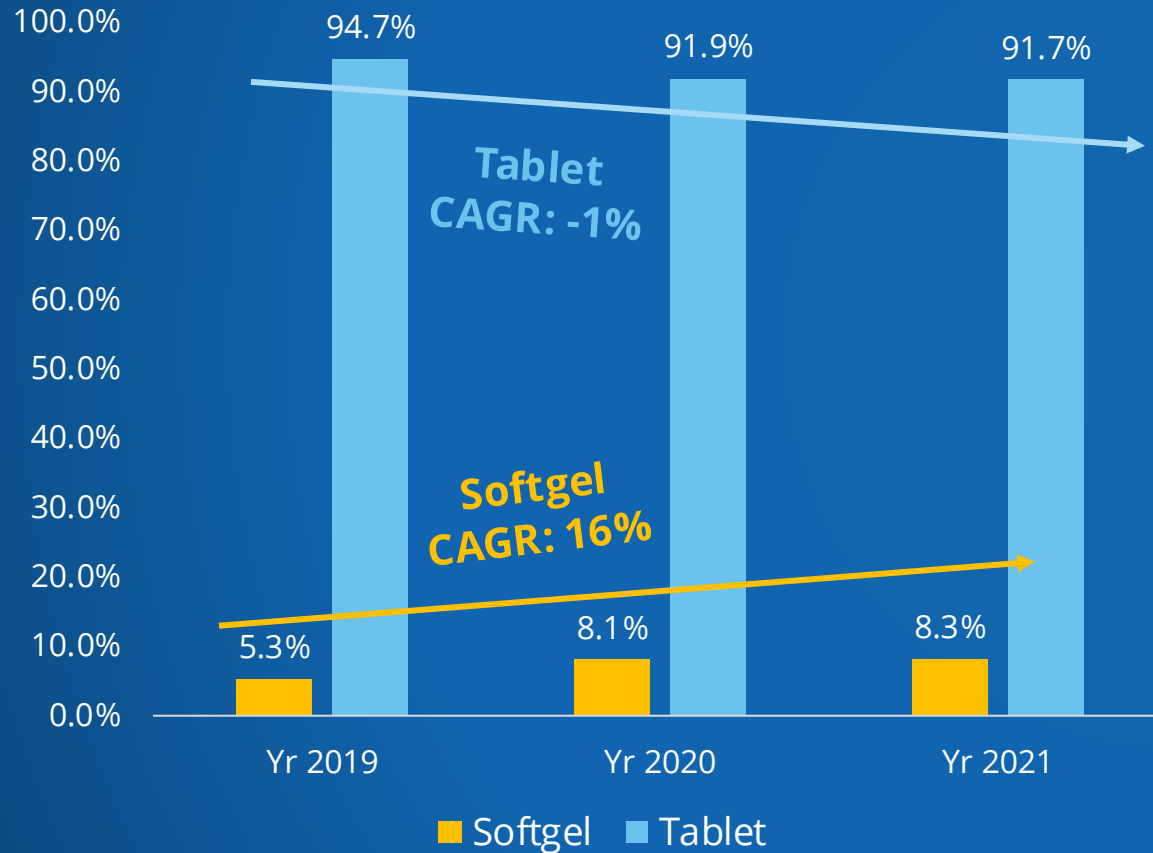
**The Result? Predictable!**



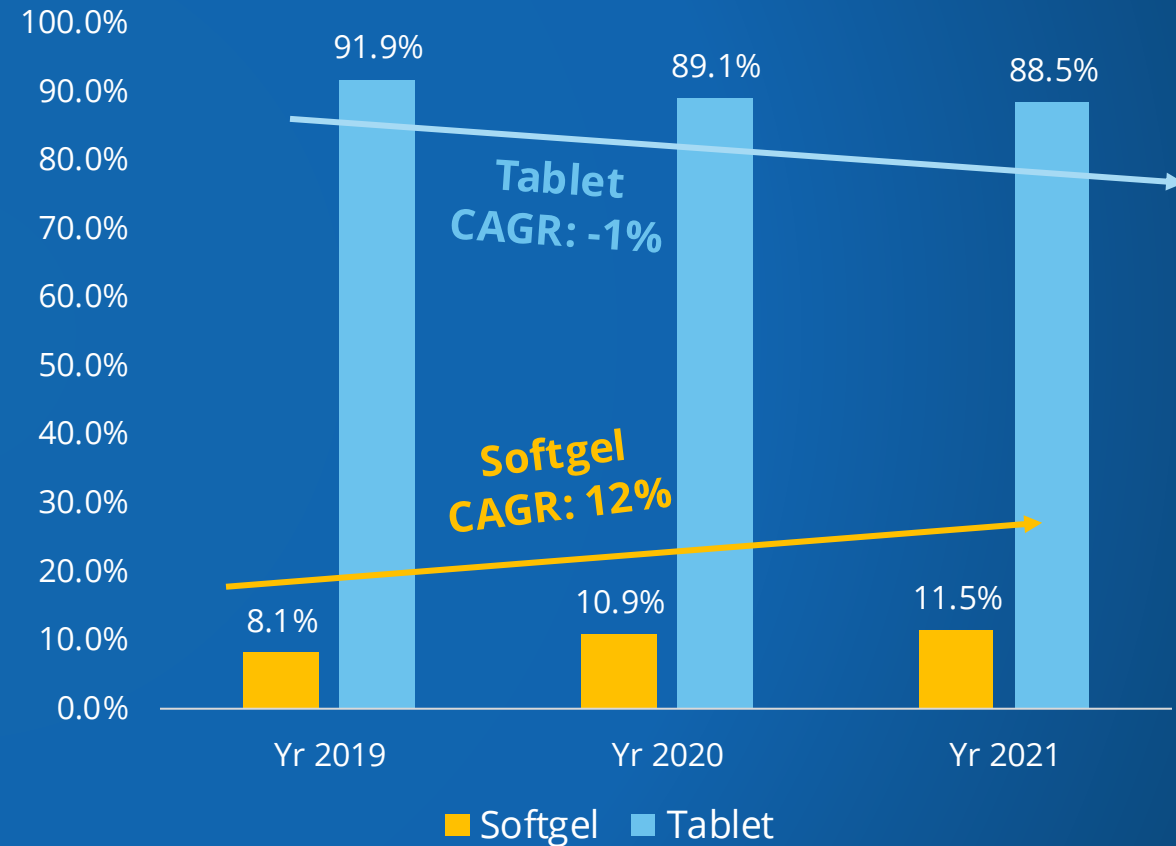
# Simply...**Softgel** is winning!

....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

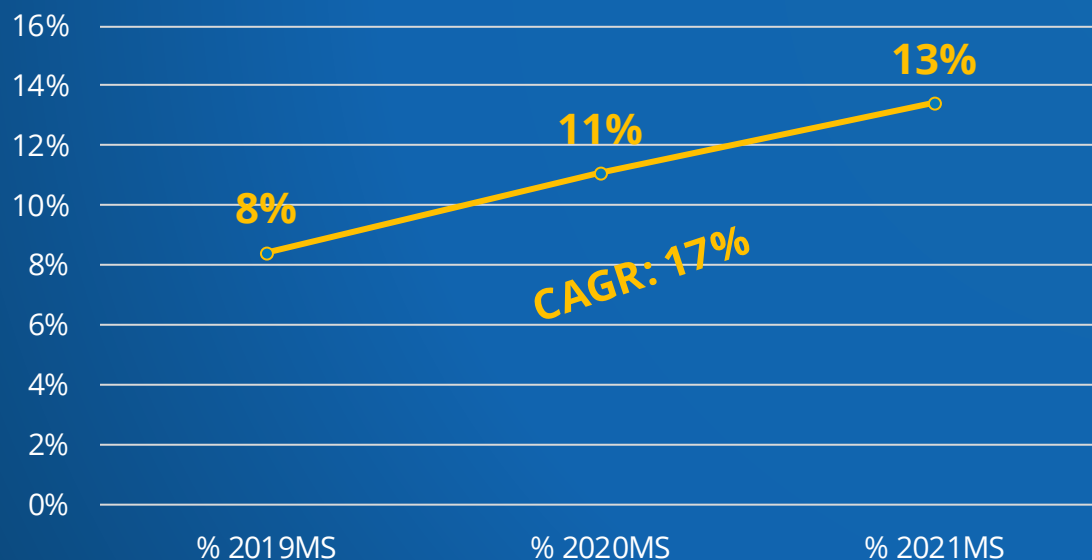
# Simply...Innovation Wins!

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



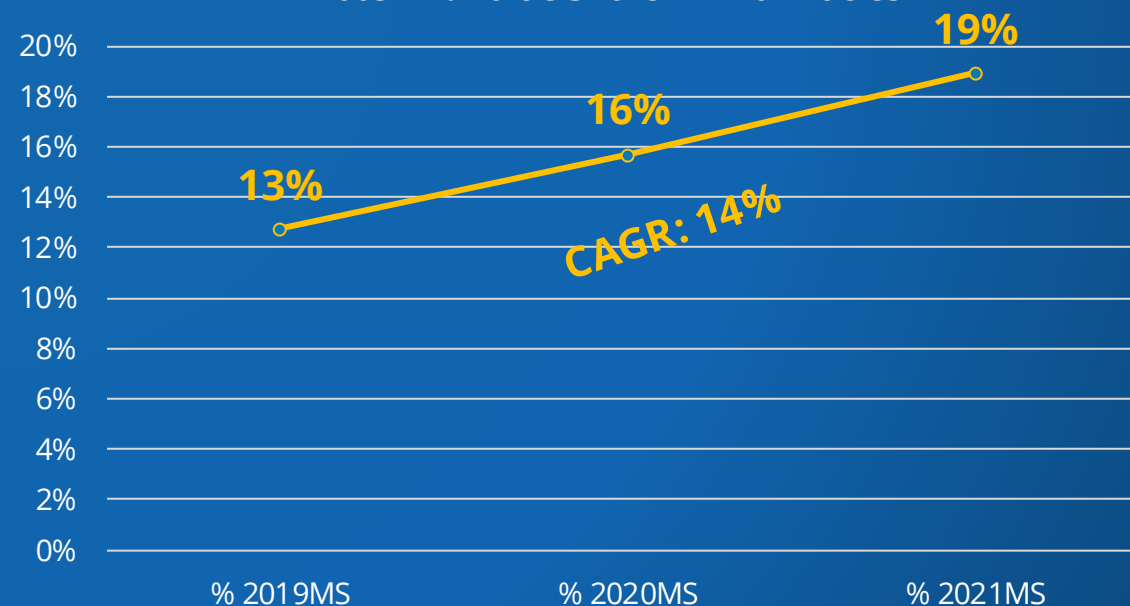
**Amatem™ with 3-year aggregate % volume share of 11%, just behind the segment leader Lonart™ 15%**

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



# One Question Remains **Unanswered?**

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What is/are the **pain-points** of the **children/paediatriac** 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-Sahara Africa**

70B Olorunlogbon Street,  
Anthony Village, 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

01

## Right Drugs for the Country

Identifying the right therapy area, product, and portfolio fit for the market

02

## Right Pricing

Achieve the balance of right price and margin to be competitive

03

## Right SKU & Forecast

Prioritizing the right SKU and eliminate under or overstocking

## Right Investments

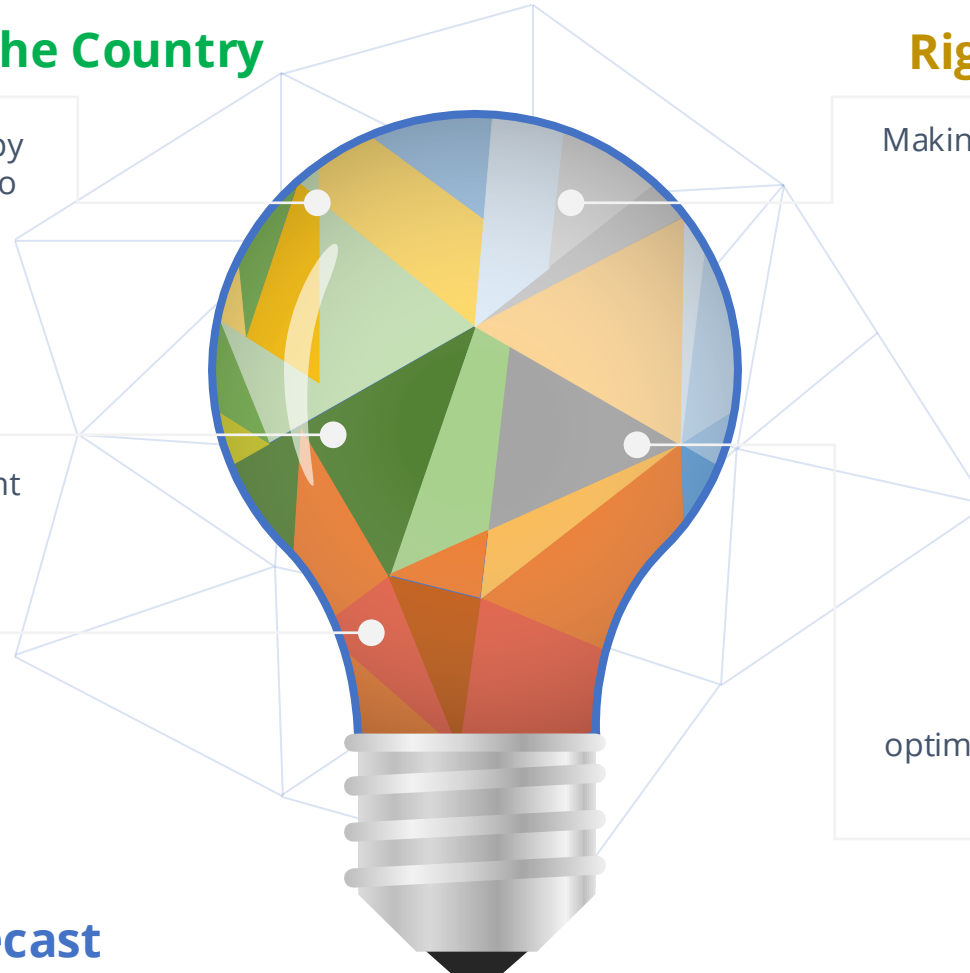
Making data-backed investment thesis for Africa

04

Utilizing data could help optimise KPIs that if monitored creates more value

05

## The Right KPIs



# Let's help you uncover insights in the market

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## **Contact Us Today:**

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

Call or Chat Us on: +234 802 478 7145



# Disclosure

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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.

