



Bliss Pharmaceuticals (Pty) Ltd

A Bliss Holdings company

What innovations has Bliss Holdings introduced to the industry, and what sets you apart from other, similar concerns?

Bliss Pharmaceuticals is a fully fledged South African owned company with 100% black female ownership and 67% black female representation in Executive Management.

Bliss Pharmaceuticals is also an award winning company. We received the International Quality Crown Award in London in December 2013 which was hosted by the Business Initiative Directions.



Kingsley and Connie Tloubatla, QA Director, receiving Quality Award in London

How it started was not an orthodox way of starting a conglomerate. We started by helping the big 5-10 companies with what they found as low class Projects to do but that made us experts in Regulatory consulting and attracted international Pharmaceutical companies that had no presence in the country and became

their applicant and thereby facilitated their entry in this highly competitive market place. Through our healthcare subsidiary we have submitted in excess of 1000 dossiers in all countries in Africa, Angola and some French speaking countries.

Bliss established a partnership with SAPO logistics to licence some of their unused mail sorting centres throughout the country as pharmaceutical / Medical Device / consumables, warehousing and distribution centres. As such through this network we are able to provide access to much needed chronic medicines and choice condoms to the most rural parts of our country where most established multinationals are shy to go.

Please tell us a bit more about your interests in Manufacturing, Regulatory Healthcare Services, Warehousing and Distribution, Sales & Marketing of Pharmaceuticals, Nutraceuticals and Medical supplies in South Africa and Sub-Saharan Africa.

Through the different division expertise is highlighted throughout the value chain. Bliss currently acts as either the local agent or owner of licensed rights to manufacture and distribute products in Africa.

The long-term strategy of Bliss is to become a fully-fledged manufacturing concern with operations in South Africa, East Africa and West Africa and use these regions as both manufacturing and distribution hubs for the rest of the continent.

It is envisaged that growth of the company will be organic to achieve traction and scale

for both manufacturing and distribution activities. We will pursue organic growth through expansion of our distribution channels from the public sector to private sector, as well through building partnerships with NGO's, particularly those with a footprint in Southern Africa.

We will explore mergers and acquisitions to achieve quantum growth in niche areas of the broad generic Pharmaceutical space.

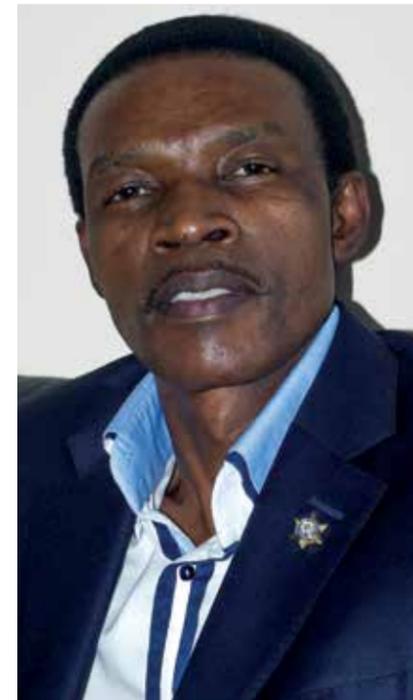
Bliss through its Healthcare Division has partnered with Research and Development companies in terms of legislative barriers and framework and created springboard platform for registering these products in the different countries. Through this Division it has partnered with global companies that has given it access to working in 52 countries in the region of Africa.

Lastly we have a sales force that currently focuses on public sector but within this 2nd quarter will be expanding our footprint into the private sector.

You say that your business philosophy is to take an active key role in companies / subsidiaries in which you invest and to vigorously add value to these enterprises. How does this philosophy manifest itself in practice? Please provide a few examples?

Bliss has entered into agreements with suppliers of high quality raw materials, semi-finished or finished products for manufacturing and/or distribution into the South African market.

Bliss has recently acquired an interest in Prime Product Manufacturing which has a



*Executive Chairman & CEO
Mr Kingsley Tloubatla*

plant in NECSA, Pretoria, as an investment proposition to broaden Bliss's manufacturing and distribution of personal care products and soon, as we have licensed the 13K m² new facility with MCC and SAPC certification/ accreditation we will thus be in a position to manufacture Pharmaceutical products locally thereby reducing dependence on importation of products from India and through this create much needed job opportunities locally.

What are your views on the overall state of the pharmaceutical industry in SA today? What are the challenges that lie ahead, and what should be done to meet them?

We need Government to intensify its support for local production and thereby reduce the country's reliance on imports. In addition, global epidemiological and demographic trends, are positive factors contributing to long-term growth of the pharmaceutical market. However, deep segregation

between private and public healthcare facilities continues to leave the majority of people of this country without medical care. We believe that this can be rectified through the creation of NHI, but in the meantime unemployment, lack of education and geographical inaccessibility to healthcare for the wide population will continue to hinder growth for the market. Harmonisation of regulatory framework within the continent needs to be fast tracked, which will assist all South African Pharmaceutical Manufacturers to export their products into the rest of the continent.

Will there ever come a time when medicine prices will come down, thereby making healthcare more accessible to more South Africans?

What can be done to ensure that South Africans can afford basic and other medicines?

The generic market is poised for continued growth in line with cost containment and the recent introduction of a tiered-pricing structure for retail pharmacies. In the long term NHI will address most of the pricing imbalances thereby making healthcare accessible to the rest of the population at an affordable price.

How do you go about fostering young talent in your organisation? What initiatives have you put in place to ensure that talented young people at Bliss Holdings can grow and enhance their careers?

Current potential young talent employed by Bliss who show potential for career improvement are encouraged to attend training in their field of interest, thereby enhancing their careers and potential to grow. This also gives them an opportunity for promotion within the group when a position becomes available.

Approximately 60% of our employees are youth that has joined the company with zero skills and now some of them are commanding senior positions where they now work. One of the employees who was a teller at Woolworths and now she has a Diploma in Pharmaceutical Sciences. A picker and packer who joined as a

temp, is now studying for a BCom Degree and is a trainee representative, to mention but a few examples.

Please tell us more about your BEE philosophy and the role it plays at Bliss.

Bliss is a catalyst of transformation, we pride ourselves as one of the first 100% black female owned, fully registered Pharmaceutical company in South Africa with MCC, DoH, SAPC approvals and our manufacturers are all WHO, FDA, PIGS approved facilities.

Bliss embraces the B-BBEE philosophy and therefore procures products and services from accredited BEE suppliers and customers. We are a proudly SA company with level 1 BEE contributor.

Who are your biggest clients? Do you operate in both the private and public sectors?

Our biggest clients are mainly Provincial Departments of Health Medical Supply Depots, we are supplying 90% to public hospitals and now venturing into the private sector.

In the private sector we are supplying our products/services to Hetero Drugs, Life Health, Netcare Group, 3M and others.

Do you have international partnerships, or business interests? If so, please tell us more about these.

Yes we have secured partnerships with multinational companies from the following countries:

- India
- France
- USA
- UK
- Philippines
- Taiwan
- China
- Malaysia

For more information and subsidiaries, please check us out on our website: www.blissholdings.co.za or call us on +27 11 496 3255.