

## 2017 NEW YEAR MESSAGE BY THE MANAGING DIRECTOR/CEO

My Dear Colleagues

I take the pleasure in welcoming all of you back to work after the Christmas/New Year holidays. Let's give God the glory for His protection especially for journey mercies for those of us who travelled long distances to visit and celebrate with our loved ones. May I request all of you who holidayed to join me in saying a few kind words of appreciation to our colleagues who stayed back to work for the interest of all.

I congratulate you all for surviving the year 2016! We all know how difficult a year that was and for us to still be here both as individuals and company is gratifying. For this I say kudos to all of you for your exceptional hard work, commitment, sacrifice, resilience, and can-do spirit. You all indeed made it happen and rose to the calling of our 2016 theme of "**Impacting our Rise**". We have just only commenced our rise. By the special grace of God it will be Rise, Rise, and Rise !

As you are already aware, we are in the process of changing the strategic direction of our business which involves consideration of a new vision for our company "**To Be a Leading Healthcare Brand in Sub-Saharan Africa**". As agreed at my last staff briefing, we are now set to adopt the above vision and other business re-definitions. Once this is done, we shall commence a series of activities that will explain the new business direction to all levels of staff as well as the roles we are all expected to play on the journey to this new vision.

The year 2017 presents yet another huge and unique challenge to our resolve to sustain our upwards trajectory. Unique in the sense that some variables may be completely outside our control, for example the supply of foreign exchange to the economy without which our business will not survive. So this unique environment calls for new approach and unprecedented sense of commitment and sacrifice from each and every one of us. Yes, the need for re-engineering of our business cannot be more

