

## 2018 NEW YEAR MESSAGE BY THE MANAGING DIRECTOR/CEO

My Dear Colleagues

Welcome to 2018!

I believe we all had a very enjoyable holiday and have come back energized to excel in our various responsibilities. I wish to put on record that for the first time in a very long time, we closed down our factory during the festive period so that our colleagues in the factory could join their families and loved ones in the Christmas and New Year celebrations. However for the few who had to work to ensure we hit the ground running in 2018, I salute your spirit of sacrifice.

God was so awesome to our Company in 2017. We had anticipated a tough year and so psyched up ourselves with our 2017 theme "Excelling in Adversity". Indeed this mentality helped us deliver results that topped industry performance and for the first time in over 20 years, we achieved and exceeded our budgeted revenue. I am particularly excited that we did not only succeed in sustaining the strong revenue/profit trajectory that commenced in 2016, we also recorded many other landmark achievements during 2017. You should be very proud of yourselves and I thank you all from the bottom of my heart for your contributions without which these would not have been possible.

Going forward, we must keep this trajectory. This is not going to be easy but I know we can do it. Let us derive our energy from our new vision "**To be a Leading Healthcare Brand in Sub-Saharan Africa**". This vision demands that we must be **bold** and **ambitious** and that we conquer our current markets and dominate new frontiers.

This being our first year on this journey to our new destination, it is absolutely critical that we start **strong**. To drive this objective, I am pleased to announce our **2018 theme - "Accelerating to the Top"**. The business environment in 2018 is expected to be positive with forecasted improvement

