



**Fidson Healthcare Plc**  
*...We value life*

*Corporate profile*

## **EXECUTIVE SUMMARY**

**F**idson Healthcare Plc. is engaged in the business of manufacturing, marketing and sales of pharmaceutical and healthcare products. It is a wholly Nigerian enterprise that has grown to become in a leader in the Nigeria pharmaceutical sector.

The company currently runs a cGMP compliant manufacturing facility and is one of the few Nigerian pharmaceutical manufacturers that are candidates for a WHO GMP certification. The company is into technical collaboration with various overseas manufacturers, most of whom are market leaders in their areas of specialization in order to deliver unique products and cost-effective services.

Fidson Healthcare Plc. is today the largest employer of pharmacists in Nigeria outside of the government and one of the most respected healthcare companies.

### **MISSION STATEMENT**

To be the preferred company that adds value to life with brands that deliver sustainable profitable growth.

### **VISION STATEMENT**

To become the preferred leading healthcare provider in our sub-region.

## **ABOUT US**

Fidson Healthcare Limited. started operations on March 1, 1995 as a local distributor of pharmaceutical products. Barely a year after, the company moved into the importation of its own brand of finished medicines. The company set up its first local manufacturing facility in July, 2002. The facility located at Sango-Ota, Ogun State, Nigeria, boasts of world class standards.

In March 2005, Fidson became the first company in sub-Saharan Africa to manufacture Antiretroviral (ARVs) drugs. In February 2007, Fidson set up a second manufacturing facility and ceded the former manufacturing facility to an international joint venture project, which led to setting up of Ecomed Pharma Limited.

In November of the same year, the company received the NIS ISO 9001:2000 certification of its Quality Management System by the Standards Organization of Nigeria (SON). In 2008, the company was listed on the floor of the Nigerian Stock Exchange, NSE to become a publicly quoted company. In 2009, the company won the Financial Standard Sector Leader Award and received the NIS ISO 9001:2008 Certification in 2011.

The tremendous and phenomenal growth of Fidson without doubt has been guided by Providence and a team of young, passionate, dedicated and goal driven, field personnel, seasoned managers and a visionary management team driven by a passion for excellence and credibility.

## **OUR CORE VALUES**

### **INTEGRITY**

We reflect this creed in our people, products, systems and information provided by our organization. This has endeared our brand to the public as a premium healthcare company.

### **PASSION**

Our commitment to racing customer satisfaction has sustained our brand within the competitive environment. This drives the energy and dedication of our team in striving to build and strengthen consumer loyalty.

### **INNOVATION**

Our relentless pursuit of unique and affordable healthcare products that touch practically every household has been the platform for product development.

### **EXCELLENCE**

The drive to achieve outstanding results with uncompromising integrity remains unparalleled. The consistency in quality of our delivery stands us out amongst our rivals.

### **OWNERSHIP**

We take ownership of the challenges in the industry and provide leadership to advance the science and practice of pharmacy. Some of our most heralded

breakthroughs, such as the unprecedented Astymin, is a result of our groundbreaking efforts.

## **OUR BRAND ESSENCE**

### **‘WE VALUE LIFE’**

The focus of our service is the commitment to a better life for all people. In the way we manufacture and present our products, and the way we interact with the society, we preserve this mantra. Ultimately, Fidson is the family friendly company whose paramount objective remains the wellbeing of the lives we touch.

## **OUR COMMUNITY PARTNERSHIPS**

We have been committed to Corporate Social Responsibility (CSR) from the outset. Every year since the launch of our business, we have our fundamental strategy to always give back to the community where we operate and collaborating with the local people to improve and repair infrastructure as well as providing scholarship for indigent students.

Some of our partners in this regard include the Little Saints Orphanage, Onipanu; Old People’s Home, Yaba; Pacelli School for the Blind; and Children Developmental Centre (CDC), Surulere where children with disability are being trained to live productively in a modern environment. The residents of Obanikoro, Lagos, and Sango Ota, have collaborated with us in the repair of important stretches of road in their neighborhoods.

## **BUSINESS SCOPE**

The scope of our business includes the following:

- Manufacturing of pharmaceuticals
- Marketing and Sales of pharmaceuticals
- Sales of laboratory/ medical equipment
- Sales of medical devices and hospital consumables

## **COMPETITIVE STRENGTHS**

- A wide range of innovative quality products
- Experienced & professional management team

- World class management systems

## **PERSONNEL**

At Fidson Healthcare Plc., our Human Capital is our most vital asset. This informs our commitment to providing a workplace climate of comfort, cooperation, trust, teamwork, open communication and creativity for our employees.

Since the quality of an organization's employees directly influences its ability to gain and sustain competitive advantage, the strength of our workforce lies in the synergy of world-class training, professionalism and integrity with the aim of meeting the need of our customers and the society at large.

## **PRODUCTS**

We have a wide range of over 100 high quality, unique and innovative products that cover therapeutic areas ranging from infectious diseases, cardiovascular diseases, antimalarials, antiretrovirals, psychiatry, nutrition, nutraceuticals, antitussives etc. About 60% of these are made locally and the balance are imported.

## **OPERATIONS**

The hallmark of our operations is to ensure satisfaction of our customers with our products and services. Therefore, we make our products available at very competitive prices while offering efficient and effective after sales support to our customers. This we achieve through our team of young and highly motivated professionals with diverse fields of specializations.

## **MANUFACTURING**

We currently run a cGMP compliant manufacturing facility located in Sango-Ota, Ogun State which is dedicated to the development and manufacturing of a wide range of pharmaceutical/ healthcare products. Our products are of the highest quality and can be manufactured/ tailored to the specification of our clients.

The factory currently has five approved product lines: tablets, capsules, creams & gels (semi-solid), dry powders and oral liquid. In addition to our own brands, we offer toll and contract manufacturing services to other pharmaceutical companies. We are

currently in the process of setting up a new manufacturing facility that will be fully dedicated to the manufacture both large and small volume parenterals and specialized parenteral nutrition.

## **PHARMACEUTICAL MARKETING**

We have a very strong marketing base with nationwide presence. This unit handles the marketing and sales of both locally manufactured and imported brands. We are market leaders in several therapeutic areas and our brands are wide spread nationwide.

Our presence is driven through the following channels: Hospitals / Clinics, Registered Distributors, Pharmacy Shops, Medical Laboratories, Government Parastatals, Non – Governmental Organizations. Our brand Astymin has won the 'most trusted brand' award in the nutritional supplements category for the last three years.

The sales and marketing team is led by young and versatile managers that have insightful knowledge of the dynamics of pharmaceutical marketing.

## **BOARD OF DIRECTORS**

### **Mr. Felix Ohiwerei (Chairman)**

Mr. Felix Omoikoje Aizobeoje Ohiwerei was born in 1937 in Uzebba in Owan Local Government of Edo State. He graduated from University of Ibadan in June 1961.

An icon of corporate governance and practical management, Mr. F O A Ohiwerei worked in various capacities including brand management rising to the position of Marketing Director before becoming the Chairman/Managing Director of Nigerian Breweries in 1989.

He is currently Chairman of several companies including Fidson Healthcare Plc.

Mr. F O A Ohiwerei who holds an honorary LLD from the University of Ibadan is a recipient of national honor of the Officer of the Federal Republic (OFR), and the Order of Orange Nassau by the Queen of Netherlands.

### **Dr. Fidelis A. Ayebae (MD/CEO)**

Dr. Fidelis Ayebae graduated from the Mainland Institute of Technology in 1976 with a Diploma in Civil Engineering. He obtained Advanced Diploma in Business Administration from the University of Lagos in 1999. He is an Associate of the chartered Institute of Administration and also a member of the Nigeria Institute of Management.

After working in various capacities in a number of organizations, including Citibank Limited, he started Fidson Healthcare Limited in 1995 as the pioneering Chief Executive officer. He is also the Chairman and director of many other companies like NEM Insurance Plc., Synergy Healthcare Limited, Jubilee Life Mortgage Limited etc. He has attended many courses, both locally and internationally including banking operation, organization development skills, selling skills etc.

He is a philanthropist, visionary leader, distinguished industrialist, Fellow of the Institute of Corporate Affairs Management (FICAM), Chartered institute of Administrator (ACIA), Member Institute of Directors (IoD), currently the 2nd Vice Chairman PMG-MAN and a council member of the Lagos Chamber of commerce and industries.

Dr. Fidelis Ayebae's immense contributions within the pharmaceutical industry and the healthcare sector in general earned him an Honorary Doctorate Award at the premier private University, Igbinedion University, Okada Edo State Nigeria in 2007 and Fellow Federal Polytechnic, Auchu Edo State Nigeria in 2010

### **Mr. Abiola Adebayo (Operations Director)**

Mr Adebayo graduated from the School of Pharmacy, University of Lagos in 1988. He also has a Diploma in Advanced Computer Techniques and Applications (1998) from the University of Ibadan (Consultancy Unit). He worked with the Federal Ministry of Health in Lagos as an intern pharmacist. He began his career with Glaxo Nigeria Plc in April 1991 as a medical representative. He later on joined the pharmaceutical division of CAP PLC in July 1994 where he developed his skills and competencies in the sales and marketing of healthcare products and FMCGs.

He continued his career with Fidson Healthcare Plc in 1996 and held various positions in the sales and marketing division and rose through the ranks to become the Sales and Marketing Manager in April 2001. In 2004, he became the Sales and Marketing Director, the position he occupied till July 2009. He is currently the Operations Director in the company.

He is a member of the Institute of Directors (IOD). He also completed a top executive leadership programme jointly organized by Nigeria Institute of Management (NIM) and Manchester Business School in Manchester, England, United Kingdom in 2007.

He is an alumnus of the Administrative Staff College of India, Bella-Vista Hyderabad, India; Lagos Business School (CEP19), PAN-AFRICAN University, Lagos and IESE Business School, University of Navarra, Barcelona, Spain.

**Mr. Olugbenga Olayeye (Executive Director, Sales and Marketing)**

A Pharmacist educated at Nigeria's premier University- the University of Ibadan and the Stanford Graduate School of Business. He has pursued a career in the pharmaceutical industry since graduation with Fidson Healthcare Plc. He has worked across diverse functions (Sales and Marketing, Business development, Manufacturing, Research and Development and Operations) in the company since inception and has been pivotal in determining her policy direction, strategy execution and has managed organizational change and transformation over the period. In his present role, he leads a team of over 200 salesmen and has the responsibility to formulate and implement the company's sales and marketing strategies. An exciting person to have on a team, he is committed to team building and development of leadership skills and ability which he believes is the critical requirement for organizational growth and corporate success. As a community leader, he managed change in his neighborhood association with attendant positive results and commendation. He also plays leadership role in his local church and his committed to the propagation of his Christian faith.

**Mrs. Olufunmilola O. Ayebae (Non-Executive Director)**

Olufunmilola Ayebae obtained her Professional Secretaries Diploma from The London College of Secretaries in the United Kingdom after her Secondary Education at Olivet Baptist High School Oyo.

She worked as a Confidential Secretary in the Personnel Department of Metalum Ltd, an Aluminum Products Engineering Company for 8 years, after graduation. She took a break from active corporate world to manage her home for a while and later returned to establish Goodness Supermarket in 1995 and served as the Managing Director/CEO for 3 years.



During this period also, she became one of the major shareholders and a founding non-executive Director at Fidson Healthcare Limited. She has been a part of the various phases of growth and development in the Company since then.

**Mr. E. E. Imoagene (Non-Executive Director)**

Mr. Imoagene holds a B.Sc. Degree in Business Administration from the University of Benin and Masters in Industrial and Labor Relations (MIILR), University of Ibadan. He has attended several management development programs both locally and abroad including Harvard Business School, USA 2000, Wharton Business School, USA, 2002 and Erasmus University, Netherlands, 2008.

He worked with Shell Petroleum Development Company Limited as Personnel Officer between 1981 and 1985. He joined Nigerian Breweries in 1985 as Brewery Personnel Manager and rose to the position of Personnel Director in 1995. He became Logistic Director in 1999 and Human Resources Director between 2004 and 2008.

Mr. Imoagene is currently the Human Resources Director (West Africa) for Cadbury Nigeria Plc. He is a seasoned and professional corporate leader with diverse private sector experience.

An astute administrator and human resources expert, Mr. Imoagene is a fellow of the institute of chartered institute of personnel management of Nigeria. He is a member, advisory board of the Lagos business school.

**Chief (Mrs.) A. P. Sadauki, OON (Non-Executive Director)**

(Chief) Mrs. Sadauki holds a Bsc. Degree in Home Economics with a Major in Community Nutrition from Iowa State University, Iowa USA in 1968. She has attended several courses and seminars on board development evaluation within and outside the country.

Chief (Mrs.) Sadauki was an accomplished civil servant who rose from the position of Chief Agricultural Officer (State Home Economist) in 1964 to the position of Chief Agricultural Officer (State Home Economist) in 1986.

She was appointed Kaduna State Commissioner, Social Development, Youth and Sports in 1988, Commissioner of Education in 1989 and Deputy Governor Kaduna State from 1990 to 1992.

Chief Mrs. Sadauki is a Director of many companies including Zazzau ginnery limited, D. A. Sadauki investments limited, Hillside Company limited and MTN Foundation amongst others.

She was conferred with merit award by Nigerian Veterinary Medical Association in 1999 and National Honor of Officer of the Order of the Federal Republic of Nigeria (OON) in 2000.

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