



AQUATABS®

Kenya - 18 Months later

JUNE 2008

**Stakeholder Forum on Household Water Management
ACCRA - GHANA**

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www.aquatabs.com



Presentation



- **Brief introduction to Medipharm**
- **Brief introduction to Aquatabs**
- **Aquatabs: Safety and Quality**
- **Kenyan Experience**
 - **Distribution**
 - **Sales Data**
 - **Next Steps**



Medipharm



- Incorporated in Kenya - 1997
- Pharmaceutical distributors, public health, relief supplies & social marketing.
- Pharmaceuticals – core business
- Strong NGO's experience
- Strong marketing background & infrastructure



Aquatabs®

are...



- Aquatabs are effervescent (self-dissolving) chlorine tablets
- Aquatabs kill micro-organisms in water to prevent diarrhoeal diseases such as cholera, typhoid, dysentery and other water-borne diseases
- Aquatabs rapidly release a measured quantity of chlorine in a safe & effective manner – keeps water safe from re-infection
- Aquatabs are used:
 - At household level for point-of-use disinfection of drinking water
 - For emergency relief
 - By defence forces
 - In the travel/tourist sector



Aquatabs®

why...



- Are manufactured by Medentech to the same standards as medicinal /pharmaceutical products – cGMP manufacture
- The World's leading water purification tablet – in 2008: 25 billion litres of water will be rendered safe (Over 1 billion tablets will be supplied)
- Are the only water purification tablet approved by the NSF (National Sanitation Foundation)
- Aquatabs unique formulation only uses ingredients that are safe & approved:
 - Active ingredient (NaDCC) is approved by the US EPA for long term drinking water – we are the only ones;
 - Effervescent base uses pharmaceutical/food grade ingredients – no technical grades
 - Aquatabs is the only NSF International certified tablet





Aquatabs®

HWTS/POU suitability...



- ✓ Easy & Simple to use – 1 tablet in water, wait 30 minutes & water is ready
- ✓ Effective – Biocidal & Health Impact - independently tested in over 20 countries world-wide
- ✓ Residual safety factor – no re-infection of water
- ✓ Accepted by indigenous people – focus studies in over 10 countries world-wide
- ✓ Safety and Consistent Quality – only water purification tablet manufactured & certified to the highest International standards
- ✓ Affordable by low-income earners – 20 litre tablet @ between \$0.03 to \$0.04c each to the consumer /family of 5 to 6 people
- ✓ Social marketing/commercial marketing – integration with Health Programmes & Initiatives
- ✓ Availability, Sustained use and Scalability
- ✓ Without subsidisation for consumer products



*Aquatabs International HWTS / POU growth:
11 countries in 2007 to grow to 24 countries within 2008*



Aquatabs® - Kenya Affordability



- **Consumer cost at a local shop (Aquatabs 67mg/20 litres):**



- ❖ **Cost per unit of purchase (10 tablets): Ksh20**
- ❖ **Cost per 20 litre tablet: Ksh2 – equates to approx \$0.03 per tab**
- ❖ **Cost per litre treated: Ksh0.1 (\$0.0015c)**



Distribution



- Commercial:

Wholesalers, Stockists, Kiosks, Grocery shops, Supermarkets, Pharmacies, etc

- NGO's/FBO's:

Emergencies & Health Kits: UNICEF, CRS, World Vision, Techno Relief, Carter Centre, AMREF, German Agro Action, CHMP, CRS, DSW, KWAHO, SWAP, KEMU University, etc

- Government:

Ministry of Health (Institutional, etc)

- Defence Forces





Aquatabs[®] - Kenya



Year 1 :

- ❖ Launched October 2006;
- ❖ Commercial Marketing: ATL (National Radio & Papers) + BTL (Postering, etc);
- ❖ Sales figures combine all strands within Kenya;
- ❖ Headquarter integration with Government, NGO's, FBO's & Institutions;
- ❖ Commercial:
 - 3 Vans nationwide distribution;
 - 24 stockists nationwide;
 - Retail penetration approx. <5% nation-wide (approx 3,000 outlets)

January 2008: Internal Conflict in Kenya with estimates of up to 400k people displaced. Infrastructure between East & West seriously impeded with commercial business dramatically affected



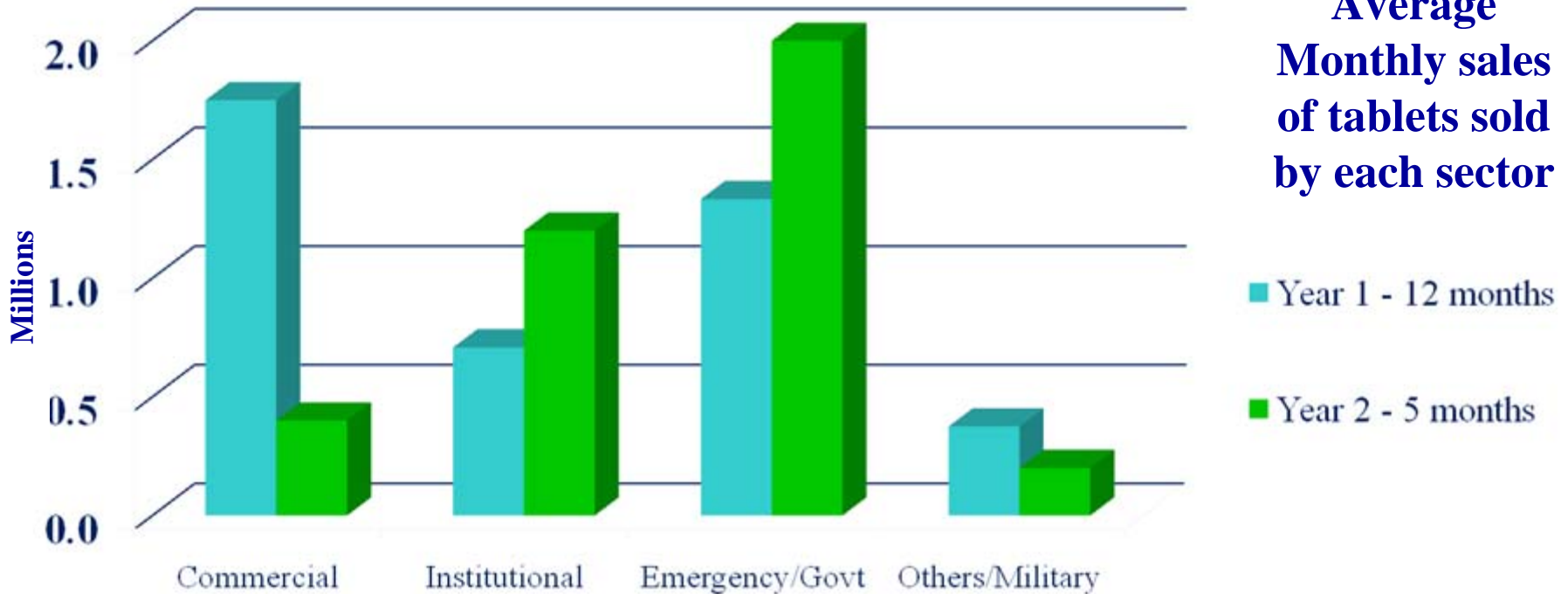
Sales Data



| Area | Aquatabs Sales (millions) | | | | | | | % Split |
|--------------------------|---------------------------|--------------------|----------------------|--------------------|----------------------|--------------------|----------------------|-------------|
| | Year 1 - 12 months | | Year 2 - 5 months | | Total - 17 months | | | |
| | Oct 06 - Oct 07 | Monthly Average | Nov 07 - Mar 08 | Monthly Average | Number tabs | Monthly Average | Volume Water Ltrs | |
| Commercial | 21.0 | 1.8 | 2.0 | 0.4 | 23.0 | 1.4 | 460 | 33% |
| Institutional | 8.5 | 0.7 | 6.0 | 1.2 | 14.5 | 0.9 | 290 | 21% |
| Emergency/ Government | 16.0 | 1.3 | 10.0 | 2.0 | 26.0 | 1.5 | 260 | 38% |
| Others/Military | 4.5 | 0.4 | 1.0 | 0.2 | 5.5 | 0.3 | 5 | 8% |
| Totals | 50.0 | 4.2 | 19.0 | 3.8 | 69.0 | 4.1 | 1,015 | 100% |

In the first 12 months of supply, the **commercial sector** contributed to **42% of sales** however, due to the internal conflict in Kenya, the first 5 months of Year 2 the commercial sector contributed just **10% of sales**

Sales Data



This indicates, due to the internal conflict in Kenya, the dramatic shift in distribution of Aquatabs between Year 1 and the start of Year 2. 60% of Commercial sales in Kenya were from West – it is predicted that the commercial sector will respond through the 2nd half of 2008



Kenya

Next Steps



Year 2 :

❖ Commercial Marketing:

- ATL: More concentrated/focused regional marketing
- BTL: Greater postering/branding/sampling, trade offers, etc
- BTL: Development of distribution channels covering:
 - Extra van(s) & Up lifters
 - Commercial partners
 - Development of Social & Government channels (Health workers, etc)

❖ Educational/Social Marketing:

- Integration with Behavioural Specialist Organisations on development of IEC, education and promotional activities;
- Integration with Regional offices of NGO's, FBO's to develop promotion of Aquatabs post emergencies and Health projects;
- Develop work with Government to ensure a roll out of sustainable supply of Aquatabs;

Overall Objective is to increase retail channel distribution to 15% through the combined partnering of Social Partners & the development of an Educational based promotion, supported by greater ATL & BTL activities

New

Aquatabs®

Tablets for treating water

Affordable • Easy to Use • Internationally Tested and Trusted

Drop one tablet in a 20 liter container of clear water
(Two tablets treat 20 liters of cloudy (turbid) water
If water is cloudy, filter through a clean cloth
before treating)



Replace cap

Wait for 30 minutes before using

No unpleasant taste, smell or colour

Prevent diseases like:-

- Diarrhoea
- Cholera
- Typhoid
- Dysentery
- E-coli
- Giardia
- Amoebiasis

Do not swallow the tablet

Sodium dichloroisocyanurate has been reviewed and approved by the US EPA and WHO/FAO/ICTA for treating drinking water

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Thank you to the organizers & for your attention

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