



Let's reflect and celebrate

## Description

Working in an industry that was at the centre of a pandemic is no easy feat, but we've accomplished a lot, together. Much has been expected of you and you have delivered admirably. I've been touched by the wonderful teamwork and support, both between colleagues, from line managers and across the Group, that we've shared in the magazine throughout the year.

2022 has seen us celebrate exciting wins for the AfroCentric Group, one of the more notable being the extension of the CCMDD contract, which will see us continue to deliver chronic medication to state patients into many other provinces for the next five years.

With World Aids Day observed earlier this month, it is worth noting that AfroCentric has continued to work tirelessly in the fight against HIV and Aids. Pharmacy Direct distributes millions of antiretroviral therapy packages that have kept many alive by managing the disease. AfA, another Group company, is the revolutionary integrated approach to HIV management that has been delivering excellence for over 20 years. Its work has been recognised once again with the PMR Diamond Award in the Disease Management category for 2021.

We should also be excited about another development – Sanlam's intention to acquire a majority stake in the AfroCentric Group. The sale demonstrates Sanlam's belief in the long-term potential of our Group and our ability to deliver a differentiated value proposition in the healthcare sector. I am particularly excited about the opportunities for growth that this deal will bring, including the integration of our product offerings into the Sanlam ecosystem and the increased access that we will have to the Sanlam distribution network. Importantly, it will open up new learning opportunities for you, as an AfroCentric employee.

Of course, there have been other exciting initiatives, which have signalled a bolder, more deliberate intent to take our rightful place as a leader in the Southern African health space. This year we hosted the first South African Health Summit, bringing together the best minds in the industry to engage on how we can improve our health system post Covid-19. The event was a great success and work has already begun on the next instalment of the summit.

In keeping with a bolder AfroCentric, we embarked on a brand refresh exercise that I believe positions us to **ignite our future**, to borrow from the theme of our recently concluded Leadership Conference. Streamlining the corporate identities of our various subsidiaries enables us to strive for increased integration as we pursue our shared purpose – transforming healthcare. A lot of work has gone into this integration and I am proud to see the increased collaboration that has been taking place across teams. We truly do display the power of one for the benefit of our millions of clients.

Linked to this brand refresh exercise has been the renovation of our buildings. Even as we embrace remote working, these renovations underpin a very important trait of successful businesses – collaboration. Our renovated offices are meant to create a space where we can all work better, together; where we can share ideas and forge partnerships for the benefit of our clients. We have created an environment where people can be comfortable to enhance their skills and capabilities, enabling them to excel and grow. Importantly, our new-look buildings are a place where we can all be inspired and excited about working for AfroCentric. Because let's face it – it takes passion and excitement to do what we do every day. And that passion will be well worth it when we see the results of our hard work in the form of a healthier nation. We are getting there.

### **Take good care**

As many of us are preparing to take a well-deserved break, I want to remind those who are planning to spend time with elderly relatives that Covid is not quite behind us yet. Don't risk endangering the life of a loved one – the highest rate of hospitalisation is currently among those over the age of 70. If you're feeling ill, rather stay away and get tested before possibly infecting someone else.

In addition, stay safe on the roads and have a wonderful holiday. I am planning to get some real rest and relaxation and I hope you are too.

I look forward to seeing you all again, so that we can achieve and celebrate even more amazing things in 2023.

### **Healthier Together**

**Ahmed Banderker**

**AfroCentric Group CEO**

### **Category**

1. CEO note