

Two Decades of 2 D I S C O

VOLUME 13



Getz
pharma

life & times

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Our Journey towards Excellence

Dear Colleagues,

Welcome to Volume 13 of the Getz Pharma Life and Times newsletter. This issue provides an overview of our events and activities in 2014, and celebrates our numerous achievements and accomplishments.

Since the last time we met on this platform, there have been significant developments at Getz Pharma. We have once again been rewarded the Best Export Performance by the Government of Pakistan, and have received awards for our CSR and environmental initiatives. The highlight of 2014 was indeed the Pre-Qualification of our Quality Control laboratory by the World Health Organization (WHO), making us one of the 38 companies worldwide with this accreditation. We spoke about the WHO Pre-qualification extensively in the last issue. In this one, we focus on our remarkable journey and how we have reached the position where we are today. With the hard work, dedication and innovation of our employees and supporters we have risen from the 198th position in 1995, to being amongst the top pharmaceutical companies in most markets we operate in today. We are now looking at achieving the WHO Pre-qualification of our manufacturing facility.

We are proud to be moving at a rapid pace, a result of a bold and ambitious vision which we developed from our very beginning. It is our belief that regardless of size, industry and nationality, the future of an organization is determined by its vision, values, leadership and culture – a culture that reinforces the core values of the company. We committed ourselves to investing in state-of-the-art technologies, systems, facilities and people; creating relationships built on candor, mutual trust and respect; attaining World Health Organization pre-qualifications; not compromising on high standards that we set; and pursuing 'what is right' rather than 'who is right'. Right from the start, we supported a strong culture of people development, making it an equal priority of our business to profitability. At the same time, we were resolute in keeping only the right people on the bus, and getting the wrong people off the bus. These are factors which guide us towards our success and help us meet and exceed our objectives.

As a result of the implementation of our values, the company has been able to leverage synergy within the Getz Pharma family and has taken people to the next level of their performance. This issue documents how the rewards of peak performance are shared with the Getz Pharma family and the communities which it serves.

I wish you and your family the very best for the year ahead,

Khalid Mahmood



{CEO MESSAGE}

{FOCUS}

In two decades, starting from 1995, Getz Pharma has transformed from a small production facility to a world class branded generic pharmaceutical company with a global outlook. We now have operations in over 23 countries, produce more than 500 products and still have a long way to go.



Two Decades of EXCelle



Getz Pharma's journey began in 1995 when we acquired Saitex, a small pharmaceutical company which was heavily in debt, produced only four products and had no employee benefits. In two decades, Getz Pharma has transformed from a small production facility to a world class branded generic pharmaceutical company with a global outlook. In 1995, the company ranked 198th out of 200 companies in Pakistan, and today it is rated as the third largest pharmaceutical company in Pakistan, operating in over 23 countries and producing over 500 products.

We were determined to start strong with a vision, mission and guiding principles, which would lead us towards our success. We started working on a strong brand portfolio and launched Ribazole in 1996, which established itself as a market leader. This was followed by Risek, which to date, is the top brand for anti-ulcer and later followed by Uniferon another market leader. Since then, our brand portfolio has grown to cater to the increasing market demands.

The international market was never far from our view. In 1998, we began our international operations with entry into Vietnam. By 2001, we were exporting pharmaceuticals products to six countries. In 2003, we set up an office in Sri Lanka, followed by the Philippines in 2006. Philippines is now our largest international market with 42 products.

Our growth was indeed phenomenal, as we were growing at five times the industry rate within four years after inception. The industry growth rate was 14 percent while we were growing at 55 percent. By 2004, we entered the elite billion rupee club in Pakistan, a feat we accomplished in less than half the time and with a smaller product base than other billion rupee companies. Our employee base grew from 45 in 1995 to over 5700 well-trained and qualified personnel today.

mnce



Our best days still
lie ahead of us.
We have acquired
land for a new
facility which will
be the largest
pharmaceutical
plant at one place
to be constructed
in South Asia and
is being designed
to attain WHO, US
FDA and EU
certifications. We
are also
continuously
expanding in new
international and
local markets.

Our rapid growth and expanding employee base, along with operations in a cGMP compliant production and warehouse facility, helped us win the Prime Minister's Award for best export performance in the pharmaceutical category in 2007. We continue to win this award every year.

Our expansion continued in full swing. By 2008, IMS had ranked Getz Pharma as the sixth largest pharmaceutical company in Pakistan. With constant growth in mind, we invested heavily in biotechnology and produced Pakistan's first human insulin, Insuget in 2009, within 3 years, we had three superior biotech products. Our investments continued, and in 2010, the company invested in manufacturing infrastructure for a dedicated biotechnology plant, which included a new injectables facility, a dry powder for oral suspensions facility and a warehouse. We also invested in new offices, a fully equipped gymnasium, training centers and a state of the art auditorium. Today, we are the largest investor and the second largest tax payer in the pharmaceutical industry in Pakistan and the seventh largest payer of Workers Profit Participation Fund (WPPF) in the country.

To ensure, that our products meet and exceed international standards, Getz Pharma's Quality Control laboratory is the only one in Pakistan and amongst 38 in the world which has been pre-qualified and certified by the World Health Organization (WHO). Getz Pharma is also the first and only manufacturing company in Pakistan, and among the very few in the region that complies with the principles and guidelines of the current Pharmaceutical Inspection Co-operation Scheme (PIC/s) GMP Guide.

Our continuous growth has not interfered with our commitment to the community. We lend a generous hand towards worthwhile causes and constructive actions with focus on education, health, environment and culture to help develop a better and healthier society. Our CSR initiatives are both internal and external – our employees enjoy generous benefits which also benefit society at large.



Our best days still lie ahead of us. We have acquired land for a new facility which will be the largest pharmaceutical plant at one place to be constructed in South Asia and is being designed to attain WHO, US FDA and EU certifications. We are also continuously expanding in new international and local markets.

We have a track record of dreaming big and converting dreams into reality in a short span of time. Even though, it has only been twenty years, our ambitions are still on a high and our determination stronger than concrete. We indeed plan to go a long way. ●



Daniel Msungu (center) and Alex Moreu (second from left), Business Managers Kenya, with their team



Pham Quoc Khanh, Chief Representative Vietnam (center right), in a meeting with the Vietnam office

ASC
Pakistan

Synergize 2 Transform

The 2015 Annual Sales Conference (ASC) in Pakistan celebrated our continuous progress as a leading pharmaceutical company. The theme of this year's event was **Synergize 2 Transform**, with all activities pointing out the effectiveness of teamwork.



{FORUM & CONFERENCE}

The ASC kicked off at the Regent Plaza Hotel in Karachi on 8 December 2014, with a gala dinner and musical night the previous night which was attended by more than 2,000 of our colleagues. The next gathering took place at the Pearl Continental Hotel in Lahore three days later, with the final session at the Pearl Continental Hotel in Rawalpindi.

At the conference, Mr Khalid Mahmood, Managing Director and Chief Executive Officer, and Dr Shahzad Khan, Director of Marketing and Sales discussed next year's

strategy, spoke about the progress over the past year, and recapped key aspects of the GRID management system which is crucial to our growth.

The atmosphere throughout the event was cheerful and soared to a spirited high, as outstanding performers over the year were honored with promotions and awards from the management. The entire Getz Pharma family left the event determined to raise the bar with their performance throughout the year so that there is even more to rejoice at next year's Annual Sales Conference. ●

ASC
Philippines

Philippines Marks a Decade of Success

Our expansion into the Philippines is one of our major success stories. Not only do we have 430 employees, but we have also earned the goodwill of key stakeholders because of our efforts to create top quality healthcare products at affordable prices.

The 2014 Mid-Year Conference celebrated our achievements over the past decade and reinforced the role of research in sustaining our success. During the conference, the Training Department introduced our Video Detailing Program which enables PMRs to improve their detailing skills and encouraged them to continue to maintain the highest standards.

Apart from trainings, the conference also consisted of plenary sessions and inspirational speeches to motivate the staff. We were fortunate to have distinguished

speakers such as Francis Kong, founder of a popular clothing company, who enlightened the audience about how to continually improve oneself, as well as Pastor Nomer Bernardino, a published author and seminary professor, who highlighted the importance of being of service to others. Another remarkable lecture on the day was by Dr Anthony Leachon, President of the Philippine College of Physicians Foundation, who spoke about the power of advocacy in creating a favorable regulatory environment. The trainings and the lectures left the staff driven and encouraged. ●



Averell Gaspar, General Manager Philippines (2nd from left), with his team at the ASC



Our Cambodia office organized a half-day Annual Sales Conference in March 2014 that explored the steps needed for further progress, acknowledged our strengths and analyzed areas for improvement.

The event began with Mr Long Amatak, Country Business Manager Cambodia, discussing the state of the market and the strategies that would help us stay on track to becoming the country's second largest pharmaceutical company by 2020. Business Unit heads then

presented their department's achievements and plans to tackle upcoming obstacles, before senior management outlined how innovation and efficient use of resources would accelerate our progress.

ASC Cambodia

Employees eagerly awaited the awards ceremony which marked the conclusion of the conference and recognized the company's top performers. There

was a joyous atmosphere throughout the event and the Cambodia sales force left the event well-informed and motivated. ●

ASC Sri Lanka

Getz Pharma Sri Lanka held a one-day Annual Sales Conference in March 2014 at the scenic seaside hotel Vivanta by Taj. The day began with a detailed briefing by Mr Saman Dissanayake, Country Manager Sri Lanka, about the challenges and opportunities that lay in the path for greater success. Three briefings by business managers highlighted past successes and future initiatives that needed to be navigated to achieve Vision 2020 goal of becoming one of the top five pharmaceutical companies in Sri Lanka. The day ended on a motivational note with top achievers receiving awards for their performance. ●

ASC Kenya

The Annual Sales Conference in Kenya took place at the Pride Inn hotel in Nairobi on 20th June 2014. The eagerly awaited day revolved around the theme of **Let's Build the Future** and started off with dances to create a celebratory mood. Farrukh Khalil, Country Manager Kenya discussed our progress before presenting awards to the achievers and long serving members. ●



Farrukh Khalil, Country Head Kenya (left) at the ASC



Arman Kabdолоv, Country Head Kazakhstan (centre left) with his team

ASC Kazakhstan

The theme of Kazakhstan's 2014 Annual Sales Conference, **Stay Agile - Lead the Game**, accurately reflected the vibrant atmosphere at the three day gathering at a tobaggan, health and ski resort near Almaty.

The first day of the much awaited event began with a welcome speech by Mr Arman Kabdолоv, Country Head of Kazakhstan's Representative Office, who provided an overview of our GRID management system which helps ensure sustained excellence throughout the organization. His speech was followed by a presentation on the importance of pharmacovigilance and the monitoring of side effects. Kazakhstan's National Sales Manager Ms Dilyara Akpayeva wrapped up the day by highlighting the key successes of 2013 and informed all employees about the 2014 sales strategy.

The next day saw the formation of product wise action plans with the staff keen to contribute ideas and to recommend initiatives to achieve the company's goals. The final day was full of enjoyable and enlightening team building exercises that fostered team spirit and enthusiasm for the upcoming year. ●

ASC Myanmar



Manadlay was the site for the 2014 Myanmar Annual Sales Conference. Ms Win Kalayar Oo, Associate Business Manager Myanmar, delivered an engaging presentation on the theme **Our Commitment and Teamwork... let's strive for 50% growth**. The event helped all employees of our Myanmar office understand the market's competitive position and outlined the strategies needed to achieve sales growth.

The one-day event ended with an awards ceremony to honor the best employees and saw all staff resolve to work together to achieve our goals in line with Vision 2020. ●

ASC Afghanistan

The Afghanistan Annual Sales Conference was held in Dubai on 21st December, 2014. The half day event was based on the theme **Transforming from Good 2 Great**, with presentations discussing our sales and marketing achievements. Even though distributor data has rated us the largest pharmaceutical company in Afghanistan, we are constantly striving to reach new heights. The event wrapped up with hardworking employees receiving awards and promotions for their dedicated work. It was a memorable occasion for the entire Afghanistan team as the ASC was followed by three days of sessions, including GRID trainings, and fun excursions. ●

ICMF

International Cardio-Metabolic Forum

Doctors constantly need to stay up to date on developments in their field. One way to achieve this is through discussions with fellow medical professionals.

In June 2014, Getz Pharma organized a five-day forum at the five-star Villa Rosa Kempinski hotel in Nairobi, Kenya which was attended by 175 doctors including physicians, diabetologists and cardiologists from Sudan, Kenya and the Philippines.

Participants in this international forum discussed the importance of promoting research, developing guidelines and the necessity of professional opinion in the formation of healthcare policies. Four specialist talks were also conducted on lifestyle diseases in Kenya and developments in the areas of diabetes, blood cholesterol and hypertension.

During the conference, Getz Pharma also demonstrated its support for clinical excellence, science and academics by announcing an unrestricted academic grant to enable research efforts in cardio-metabolic care. ●



IFID

International Forum on Infectious Diseases

Infectious disease knows no borders and developing countries are often most at risk. Effective efforts to halt the transmission of these diseases, which can differ from country to country, require cooperation and knowledge sharing between doctors.

On 22 August 2014, Getz Pharma organized the International Forum on Infectious Diseases in Kuala Lumpur, Malaysia. It was attended by 150 delegates including pulmonologists, internists, pediatricians,

infectious disease specialists and general practitioners who discussed the challenges faced in their countries and spoke about collaborations in various areas.

During the forum, the Antibiotic Stewardship Program was also unveiled which stressed on the importance of the rational use of antibiotics and looked at ways to improve the quality of their provision. The goal of the academic session was to increase the knowledge of participants and to add to their practical experience. ●





IUM

International Urology Meeting

Morocco was the location for a five-day long International Urology Meeting. Organized on 13 September 2014, the event brought together 60 urologists, nephrologists and gynecologists under one roof to discuss advances in the field of urology. Participants keenly discussed existing and new drug therapies and issues pertaining to the quality of treatment for patients suffering from urological diseases.

Experts from Pakistan, the Philippines, France and Morocco benefited greatly from the one-day scientific session which consisted of nine clinical talks delivered by multilingual speakers. Detailed discussions were also held between participants on challenges faced during their practice and how to effectively manage resources to enhance patient outcomes.

All participants were made aware of Getz Pharma's sponsorship of unrestricted academic grants that aim to encourage research and further learning in the field. ●



International Gastrointestinal and Hepatology Forum

Supporting excellence in Gastrointestinal and Hepatology

The International Gastrointestinal and Hepatology Forum (IGHF) is one of the many annual events we support via an unrestricted academic grant in order to encourage a scientific, research-based approach to medicine. The grand J.W Marriot in Bangkok was the venue for the one-day event, and its conference hall was packed with over a hundred leading gastroenterologists and physicians from Pakistan and other countries.



The forum is aimed at dispatching the latest knowledge and disseminating expertise in the field of hepatology and gastroenterology. It attracted large crowds with 140 participants eager to learn from the insights of expert speakers from around the world.

Experts from Pakistan, India, the Philippines and Myanmar presented seven detailed talks with case studies on specific diseases such as Hepatic Encephalopathy, Entric Fever and Gastroesophageal Reflux Disease and liver transplants that enabled participants to deepen their knowledge. The speeches, which reflected the experience and research of leading professionals, also included practical elements such as how to manage gastrointestinal bleeding and challenges faced in treating infections tied to Hepatitis B. ●

Montiget

The Colors of Life

MARKET SAVVY PAKISTAN

Thinking about
childhood
brings back
fond memories
of carefree
days of play.



Memories are like the bright, vivid colors of a painting that lift the mood of an entire room. Getz Pharma believes that the ability to live a healthy, happy childhood brings joy and color to our lives. Our philosophy of improving health and quality of life inspired us to associate our

asthma control drug, Montiget, with a novel campaign - **Colors of Life**. February 2014 saw us make our idea into a reality through various initiatives with our Territory Managers sporting colorful ties and carrying colorful folders and promotional materials while marketing Montiget.

This campaign was enhanced further through our formal association with SOS Children's Villages, a charity which aims to provide education, shelter and basic necessities to children and their families. Our campaign folders contained details of our support to this worthy cause to demonstrate our goal of enriching lives.

In addition, our field force was made aware about SOS's major projects. Prescribers were also directly given information about the charity through souvenirs, promotional materials, and a unique scratchcard based SMS campaign. ●

Did you know that
childhood is the
only time in our
lives when insanity
is not only
permitted to us,
but expected?.

- Louis de Bernières





Work and Play in Bhurban

Dravix



The Pearl Continental Hotel in Bhurban was the site for the internal training and launch of our anti-Fibrinolytic drug Dravix (Tranexamic Acid). The three-day event was attended by 140 members from Alpha 1, Field and Marketing teams and the Business Development and Institutional teams.

Participants underwent rigorous training to ensure a successful launch of Dravix while also taking part in enjoyable extracurricular activities to explore the beautiful scenery of Bhurban. The event was an excellent mix of essential training and team building activities to ensure product success and promote team work. ●

Cenova

Entry Into Nutraceuticals

Across the world, there has been growing interest in nutraceuticals or natural medicines that promote healthy living. We all know that you need good health to be happy, and in line with our goal of improving health and quality of life, we launched our first nutraceutical brand, Cenova in September 2014.

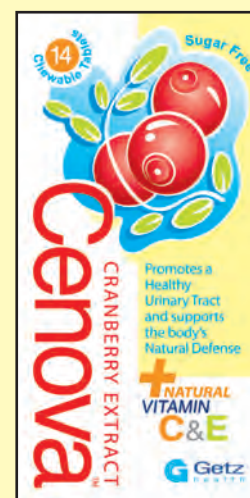
Cenova is a chewable tablet which contains extra Vitamins C and E to promote a healthy urinary tract and to boost the



body's defenses against illness. It is enjoyable to consume because of its cranberry extract flavor.

The brand was formally launched at the Hotel Legrande in Changla Gali, Murree. Our Bravo 5 sales team was given a comprehensive briefing about the drug's scientific characteristics and competitors.

Cenova tablets have been a roaring success with the brand taking a large bite out of competitors. The brand is now second in the MAT IMS urinary antiseptics category just six months after its launch. ●



'I CAN' Embrace the Enthusiasm Sivab

In July 2014, we launched the latest product in our highly successful line of cardiology drugs. Sivab (Ivabradine), our anti-angina drug, was introduced to our sales team over the course of a detailed, but enjoyable, three day event aimed at building product knowledge of our field force.

Scientific discussions, by leading key opinion leaders in interventional cardiology, were held in Karachi and Lahore about the Ivabradine molecule. Later in the day, Product Managers conducted product training sessions to ensure that our committed Hearty 1 team were well equipped with product knowledge needed to answer any queries by doctors. Separate sessions were also held to elaborate marketing strategies for specific target markets.

The three days of learning and planning were followed by cricket matches and movie screenings to energize and motivate the team members. Besides working and celebrating together, the Hearty 1 team committed to meeting targets to ensure that all worked in harmony. ●



Trevia Art Initiative

Getz Pharma paid tribute to Pakistan's heroes with a unique walk-through exhibition.



Trevia Student Artwork was a three-day event held in November 2014 in Karachi, in partnership with Karachi University's (KU) Visual Studies department. It featured portraits of 'Agents of Change' – those who had made a significant contribution to Pakistan – which were created entirely out of recycled materials by KU students.



Launch of Miura D



The Vitamin D deficiency treatment, Miura D (Cholecalciferol), is one of our major successes. Sales of the drug have grown at a rapid pace, with IMS data stating that within a year of its launch Miura D has become one of the top 10 brands in its category.

To promote the growth of Miura D, we organized a two-day training session at the Serena Hotel in Swat for 150 team members. The soaring mountains at Swat provided the perfect backdrop for team building and training activities which bolstered team

morale and deepened product knowledge.

The North team deserves special praise for organizing the event and in particular the excursion of the area which was thoroughly enjoyed by everyone. ●



More than 1,000 employees, art enthusiasts and members of the medical community enjoyed the exhibition as it highlighted positive role models and provided Pakistan's new crop of talented artists to shine. Visitors and healthcare professionals commended the organizing committee's effort and dedication towards putting together a distinctive showcase which supported a leading public sector university and promoted those figures who had made a difference to society. ●



Risek

Endoscopic Workshop

Risek Endoscopic Workshops (REW) were initiated to provide an experience-sharing platform in a hospital based environment. The workshops were available to those gastroenterologists who perform endoscopies and are based in countries where Getz Pharma operates. This training helps doctors attain knowledge regarding latest guidelines and processes for favorable clinical outcomes.



Risek® 20

Getz
pharma

The recent REW was sixth in the series of events conducted in partnership with the Philippines Society of Digestive Endoscopy. The event helped experts share their experiences and recent trends to help improve patient outcomes. Besides discussions and speeches, there was also a live endoscopy session facilitated by expert panelists from Pakistan and the Philippines.●





Risek: The Number Antiulcerant of Pakistan

1

Success story
of branding,
initiatives,
passion and
transformation.

Risek was launched in 1996 and is currently the largest selling antiulcerant and the second largest brand in Pakistan, as well as leading position in our global markets such as Philippines and Vietnam.

Risek's 'Go-Green' social campaign was the basis for numerous public awareness campaigns and social events, including live drawing contests and environment awareness posters, to increase brand noise level. In the last few years, newer strategic branding initiatives took the campaign into a new era of success where sub-

campaigns like 'Greenology', 'Clean & Green', 'Recycle-Reduce-Reuse', 'Protecting Natural Resources' and 'Eco-Friendly' were implemented to rousing appreciation.

During the process of building the brand, teams have worked hard to introduce innovative sales processes, intelligent pricing strategies and packaging upgrades. Risek's rapid growth rate (CAGR of 24.74%) contributes to Getz Pharma's role as an industry leader and we hope to achieve similar landmarks in all other product categories. ●

Entering into new partnerships with other world class, global pharmaceutical companies represents a reliable way to expand into new areas of healthcare.



Partnership

{MARKET SAVVY PAKISTAN}

Getz Pharma believes in collaborating with companies that share a similar vision and reputation.

AbbVie, a global drugs manufacturer listed on the New York Stock Exchange and celebrated for its research and innovation, fitted our requirements as just like us it is research driven and committed to investing in people, facilities, processes and technology.

AbbVie recognised our robust marketing and distribution ability. As a result, its strong line of pharmaceutical products in the

therapeutic areas of anesthesia and neonatology are now distributed and marketed within Pakistan solely by Getz Pharma.

Getz Pharma Pakistan hosted our partnership signing ceremony which was attended by 200 key opinion leaders, Getz Pharma management and sales colleagues from our Karachi, Multan, Lahore and Peshawar sales offices.

Our collaboration with AbbVie is evidence of our efforts to bring improved health care treatment options to the medical community of Pakistan. ●



for Excellence



AbbVie is a global research
biopharmaceutical company
present in more than 170 countries

Rising to the Challenge of Hepatocellular Carcinoma

The rising prevalence of liver cirrhosis and Hepatitis C in Pakistan has led to growth in Hepatocellular Carcinoma (HCC), a type of liver cancer which is a concern for Pakistan's medical community.

In line with our focus on research to improve the health of patients, we participated in a single topic conference on HCC, which was organized by the Pakistan Society for the Study of Liver Disease (PSSLD) and the Asia Pacific Association for the Study of Liver (APASL).

Over a thousand gastroenterologists, hepatologists and senior physicians from Pakistan and the Asia-Pacific region gathered at the two-day conference in



Karachi in December 2014. Dr. Graham Foster, a renowned Consultant Hepatologist, delivered the keynote speech at the event. Insightful discussions took place on the prevention and management of HCC which again cemented our reputation as a research-based scientific organization with expertise in the field of Hepatitis.

The conference also presented a good opportunity for us to showcase our partnership with AbbVie, which we did by setting up a stall for visitors viewing. ●

Taking Responsibility for Quality

Counterfeit drugs are a major issue for the global pharmaceutical industry. Not only do substandard or fake drugs deceive patients, but they also harm the reputation of firms that are committed to promoting better health.

It is not only for what we do that we are held responsible, but also for what we do not do.

— Moliere

The World Health Organization (WHO) pre-qualification of our Quality Control Laboratory and our strict compliance with PIC/S GMP guidelines are already proof of our commitment to quality, however, as an industry leader we have decided to go further in 2014 by implementing Project Chogori.

This initiative, launched by our Production team, imprints key safety information on all our packages to prove the authenticity and safety of our drugs. The name of our project, Chogori, is also the name of K2, Pakistan's highest peak and the second highest mountain in the world, which exemplifies our high standards.

Under this new initiative, a bar code will be printed on each package that will help identify the batch and convey data about manufacturing and expiry dates. This has helped build trust in our brand and increased the professional and scientific look of our products.

In order to spread word about this important step, our field force approached doctors and chemists directly to communicate the vital facts of the campaign. We also sent detailed letters and brochures to ensure that prescribers knew about our efforts to ensure patient health and maintain our world class standards. The wide-ranging campaign involved 2,000 Territory Managers with their Area Managers and Sales Managers and has influenced over 40,000 doctors and 50,000 chemists. Both doctors and patients lauded this campaign as it ensures commitment to health and safety. ●





Uniting Against Diabetes

Getz Pharma is a leading player in Pakistan's anti-diabetes market. In October 2014, we signed an accord with Medtronic, a leading medical technology company to bring its advanced diabetes management solutions to Pakistan. The partnership with Medtronic enabled us to introduce its range of diabetes management devices.



The partnership resulted in a number of training events to help our staff acquaint themselves with Medtronic's range of Insulin Pumps, Continuous Glucose Monitoring Systems and Injection Port. After training events in September and October, we launched the Insulin Pump at the Pakistan Endocrine Society Symposium in November 2014.

We also spread awareness about the availability of these products by participating in the National Association for Diabetes Educators conference and publishing a supplement in the local print media on World Diabetes Day.

Getz Pharma is proud to have a partnership with Medtronic, since our association will not only improve the quality of life of our patients, but also strengthen Getz Pharma's image as a caring organization. ●

Heart Day

World Heart Day, celebrated on 29 September, has global importance as an opportunity to raise awareness and spread information about the growing prevalence of cardiovascular diseases. It is an event which is celebrated by our offices around the world.

Getz Pharma's Myanmar office took special steps on the day to show that we care for those suffering from heart conditions and to showcase how our drugs enable heart patients to lead normal lives. The staff created series of special presentations, with an awareness session - attended by 300 doctors, guests and students - to spread knowledge about the management of cardiac ailments and the importance of monitoring one's condition.

The gathering helped build ties with the cardiac society and also helped us educate people with vital information about how to care for loved ones with heart problems. ●

Tell me and I forget. Teach me and I remember. Involve me and I learn.
- Benjamin Franklin





(top) Getz Pharma Myanmar participating in a walk on World Kidney Day

(left) The Myanmar Sales and Marketing team promoting our nephrology products

Promoting good health and conserving our environment are key parts of Getz Pharma's CSR program. Our Myanmar staff combined these priorities on World Kidney Day to host an interesting outing for our employees, doctors, nurses and government officials.

The day began with a series of insightful speeches by three renowned professors at the University of Nursing - Professor Khin Maung Htay, Professor Khin Thidar Thwin and Professor Khin Maung Than – who captivated and inspired an audience of over 200 participants.

The eye opening talks were followed by a walk of the beautiful Kandgawi Lake for patients, doctors and staff. A fun draw created a jovial atmosphere and helped us to build relationships with key opinion leaders in the field and increase awareness of our brands in the nephrology space such as Tamsolin, Solifen, Leflox and Moxiget.

Participants were pleased with the efforts made by our staff and appreciated our work to make the important day educational and entertaining. ●

Diabetes Day

Getz Pharma marked World Diabetes Day in December 2014 by hosting a major awareness session in Yangon, Myanmar. This was attended by over 400 doctors, patients and students who gained insights into the disease.

The event provided a valuable platform to not only build relations with the local Endocrine society, but also enabled us to directly interact with patients and experts. All in all, the session achieved many goals as we spread awareness about the illness and gained an insight from doctors and patients about the strategies adopted by competitors. ●



Win Kalayar Oo, Associate Business Manager, Myanmar (second from left) with her team

The World Health Organization views Hepatitis as one of the most serious infectious conditions in the world. It estimates that the disease, which involves the inflammation of the liver, already claims one million lives a year and can also lead to even more serious complications for patients such as cirrhosis and cancer.

There are five different kinds of hepatitis viruses which can be transmitted from one person to another in various ways. As a result, it is necessary to spread awareness on issues such as blood donations, safe physical relations, safe injection practices, food and water contamination, to prevent spread of Hepatitis and improve public health.

Getz Pharma is aware of the serious and wide-ranging problems caused by the disease. To mark World Hepatitis Day on 28 July, our marketing team in Myanmar informed 400 doctors, students and guests about vital information related to the prevention and treatment of the illness.

The presentation provided us with the ability to engage with key officials and to demonstrate how our concern for social problems allied with our scientific expertise is helping in efforts to counter the disease. ●

Earth
Day

Protecting the Environment

Earth Day is an annual event celebrated worldwide on 22nd April. The objective of this day is to promote knowledge about the environment, encourage respect for life on Earth, spread information about the different kinds of pollution, and take steps necessary to conserve the environment. Getz Pharma, as an environmental conscious organization, celebrated Earth Day on the theme of **Go Green**.

Earth Day celebrations 2014 started with speeches from the MD and CEO, and the department of Environment Health and Safety (EHS) to highlight how our organization supports the environment. Heads of departments planted trees on our Earth Pit, while all employees showed their commitment to nature by posting a colored handprint on our pledge board.

Earth Day influenced the day's activities with employees decked out in green, and the cafeteria serving a Green Menu featuring green colored food items. ●

Nature is not a drag on growth. Its protection is an unavoidable prerequisite for sustaining economic development

- Tony Juniper



Dr Shahzad Khan,
Director Marketing and
Sales, participating in
Earth Day celebrations

GLOBAL DAYS

Blood:

The Gift of Life

It is no surprise that the availability of blood is absolutely necessary during medical emergencies. In June 2014, Getz Pharma organized a blood donation drive in Karachi where 219 employees donated blood to the Korangi-based Indus Hospital which offers free treatments.

The Getz Pharma Blood Drive started on a high note with different departments keen to contribute to the hospital's blood supplies. The event highlighted our company's dedication towards aiding the healthcare community and showed that our employees are happy to put themselves forward for a worthy cause. ●

WE CARE





کلام عارفانہ

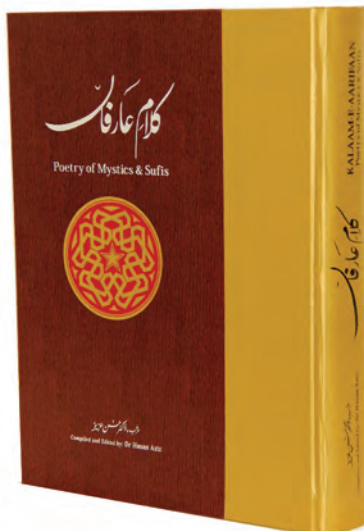
Poetry of Mystics & Sufis

مترجم: ڈاکٹر حسن عزیز
انگریزی ترجمہ: ڈاکٹر زبین موگل



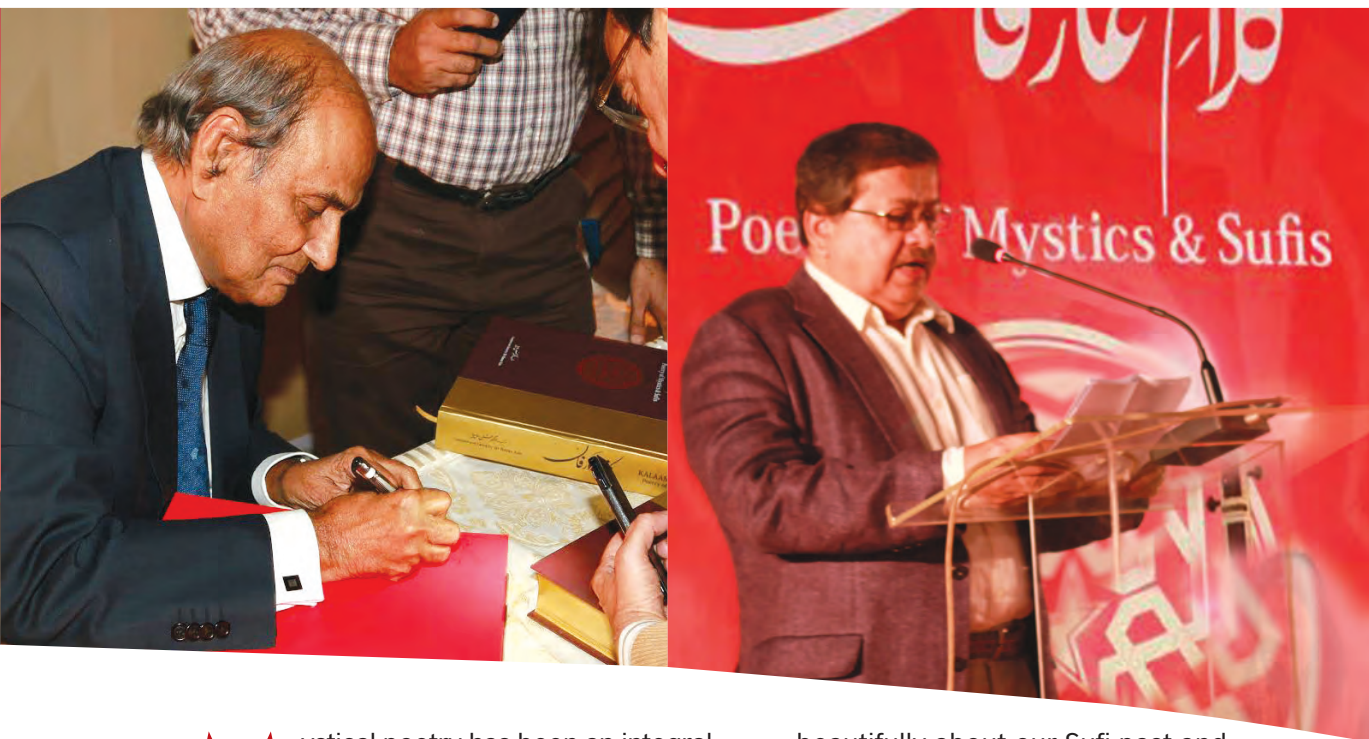
Left to right: Ayesha Ali reading Sufi Kafis; Dr Hasan Aziz, compiler of Kalaam-e-Aarifaan signing copies of the book; Mr Khalid Mahmood, MD and CEO, Getz Pharma, addressing the crowd at the launch

As part of Getz Pharma's CSR initiatives which include the preservation of cultural heritage, we proudly sponsored the printing and publication of Kalaam-e-Aarifaan, a compendium of priceless gems of Sufiana Kalaam in Urdu, Punjabi, Seraiki and Persian languages that has been compiled in a book form after a decade of hard work. This collection has been put together with passion and care, and includes English and Urdu translations and synopsis to increase readership and contribute to the Sufi message of eternal love, tolerance and peace. We are proud to distribute this work to libraries and individuals all over the world.



Preserv Heritage of

WE CARE



Mystical poetry has been an integral part of our culture and civilization, being commonly sung by village bards in rural public gatherings, at street corners and even in general public meetings in cities today. However, to our misfortune, this classic literature is being drifted away from the hearts and minds of most Pakistanis.

People from all walks of life, from doctors to academics to literature fans, attended the launch ceremony of Kalaam-e-Aarifaan in December 2014 and praised our steps to maintain our traditions. Renowned author Fahmida Riaz spoke

beautifully about our Sufi past and emphasized the need to inculcate these values in our youth, in order to counter violence and promote respect for diverse views, cultures and beliefs.

Getz Pharma believes in the preservation of our cultural and social heritage, and is conscious that the Sufi culture has been neglected because of overpowering fundamentalist trends in society. This marginalization has prompted us to work towards reviving disappearing Sufi cultural heritage by promoting the message through book form. We are pleased to share this Sufi knowledge with the world. ●

ing Cultural

Peace and Tolerance

Fun for our

Celebrating Together

Eid Milan celebrations is a tradition at our Getz Pharma Karachi office and one which employees enjoy with bright smiles, colorful clothing and festive spirits. The get-together was further accentuated with dancing and the exchange of sweets to ensure that everyone had a great time. ●



Football

Every year our office organizes a two-month long football tournament. In 2014, 90 teams from all over Karachi participated. The tournament wrapped up with the final match held on 20 June 2014, with the Ghareeb Nawaz Shah, Lyari Football Club winning the final against the Hunter Sports, Malir Football Club in a close 2-1 match. ●

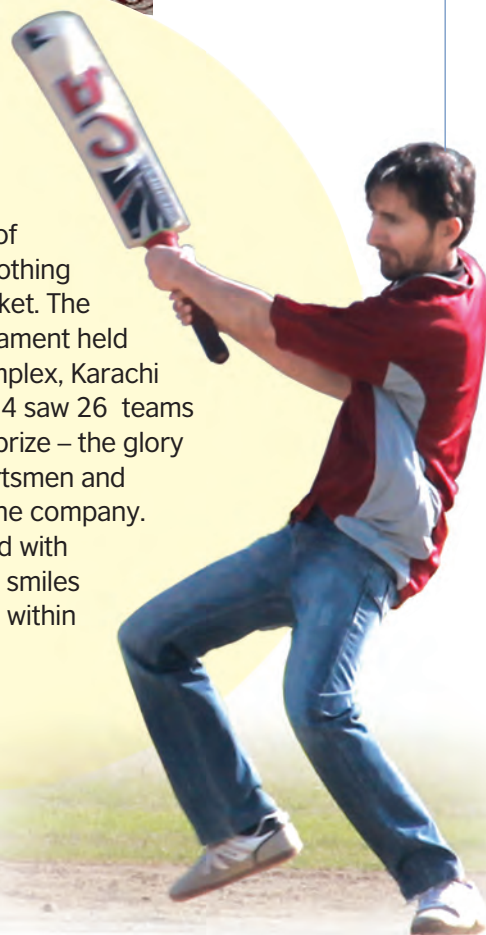


Employees



CRICKET

Hockey is the national sport of Pakistan, but nothing stirs passions like cricket. The one-day cricket tournament held at the UBL Sports Complex, Karachi on 20 December, 2014 saw 26 teams battle out for the top prize – the glory of being the best sportsmen and sportswomen within the company. The tournament ended with sunburnt faces, bright smiles and plenty of bonding within the departments. ●





Playing Our Part

In 2014, malnutrition, inadequate healthcare and drought hit villages in the Thar desert in interior Sindh. The tragedy was widespread as over 300,000 families lost loved ones and hundreds of parents suffered the agony of losing their children due to poor access to vital facilities.



We were determined to play our part to relieve the sufferings of Thar's inhabitants and recognized that access to medicine and food was the need of the hour. Seventy of our employees volunteered to arrange and dispatch a substantial amount of essential relief, to the Tharparkar district. Besides medicines, we also provided containers of dried milk, tea, biscuits and sacks of wheat, sugar and pulses.

We are truly proud, that our colleagues, lent a helping hand to provide sustenance to those affected. ●

To deny people their human rights is to challenge their very humanity

- Nelson Mandela

Visitors' Safety Guide

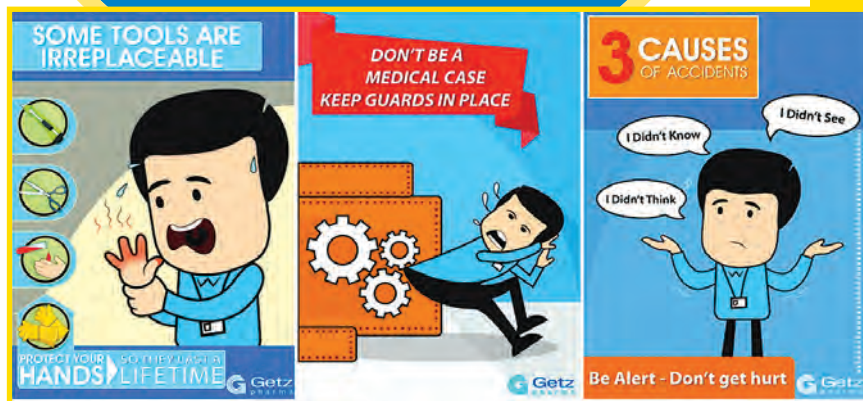


In January 2015, we developed and launched a bilingual safety guide for visitors. The guide contains site safety norms and the protocols to be followed in case of emergency, through an engaging mascot Anzen, meaning safety and security in Japanese. The guide highlights our attention to safe practices. Anzen is also featured on posters, safety alerts, and cautionary information to make sure safety precautions are not overlooked. ●

Emergency Exits

Emergency exits are a crucial aspect of any facility as they ensure safety and security of our employees during unforeseen accidents or calamities. With the support of the Project Team, our Karachi office developed five new emergency exits to ensure smooth evacuations.

The EHS department also conducts emergency drills to reduce evacuation time and to ensure all our colleagues are aware of their nearest emergency exit. ●



EHS Initiatives

Our Environment, Health and Safety Department initiated and improved a range of facilities to further aid our Getz Pharma community. To ensure a timely

response to medical emergencies, we introduced an in-house, round-the-clock ambulance service which is owned and operated by Getz Pharma. Inaugurated in January 2015, the service has already helped several patients and provides invaluable peace of mind in the event of any emergency. ●



Recruiting Future Leaders



Getz Pharma had a major presence at the 2014 IBA and LUMS Job Fair in Karachi and Lahore. The team set up an attractive booth that was tastefully decorated in the company's colors and set against an impressive backdrop of a world map highlighting our presence in different countries.

I am convinced that nothing we do is more important than hiring and developing people. At the end of the day, you bet on people not on strategies.

- Lawrence Bossidy

Getz Pharma's employees discussed job opportunities with students and graduates, and highlighted how our commitment to technology, systems, facilities and people made us the best career choice.

Profiles of graduates were collected and visitors to the booth were also given detailed brochures about our values, achievements and targets. Nearly 300 people visited our stalls as we continued to identify young candidates who had the right mix of qualities, such as innovative thinking, agile leadership, teamwork and strategic decision making, and would gel in our fast paced and innovative workplace. ●

{WE'VE BEEN BUSY}

A woman is the full circle.
Within her is the power to create,
nurture and transform. - Diane Mariechild

Women in the Workplace

USAID hosted the Women In Trade Career Fair in June 2014 at Avari Towers, in Karachi. Aimed at assisting women meet employers with an international presence, this one-day event gave us a great opportunity to showcase our qualities as a leading employer.

Visitors to our stall were informed about our commitment to respect all employees and provide a safe and comfortable working environment. The specific facilities to help women balance work and family life, such as a fitness center with a one hour time slot dedicated for female employees, and a pick-and-drop service, were emphasized.

The theme of our booth reflected the best attributes of our staff: strength, dignity and pride. Visitors showed interest in our stall, with our Queen Picture photo booth one of our key attractions. ●



Talent Academy

Growing Through Learning

The Getz Pharma Talent Academy is committed to providing dedicated and insightful trainings for our employees. Over the year, we hosted different types of trainings and awareness sessions in all our offices to create change that produces value for our internal and external customers. ●

Leadership GRID Seminar

In August 2014, 45 middle and upper management from the Karachi office participated in a four-day in-house GRID training. Participants learnt the importance of behavioral change and how ideas can be deployed in a sound manner to achieve better working relationships and results. ●

WE'VE BEEN BUSY



Workshop on How to Design Presentations

The Talent Academy in collaboration with Corporate Communications held three rounds of a 'How To Design Presentations' workshop from September-December 2014. Sixty-five participants benefited from the sessions which focused on the minimalist concept of less is more.

Useful tips were given on how to improve the layouts of presentations, ways to structure ideas and the vital contribution of preparation in presenting a convincing case. Practical advice was also given to employees on how to change presentations according to audience needs and how to ensure that key points are remembered by listeners.

Importantly, training wasn't just academic in nature since employees had an opportunity to put their learning into practice. The Talent Academy further organized an Exhibition Session where participants showcased their presentations. A detailed critique was delivered for each presentation by the facilitators and other participants. The best presentations won prizes. ●



Executive Leadership Development Program

The Getz Pharma Training Centre in Lahore held a three-day session in March 2014 to induct leadership and sales management competencies to the senior management team and identify sales force effectiveness KPIs. The event was attended by the sales leadership who learnt about their role and the leadership attributes they need to demonstrate in business management. ●

Workshop on Finance for non-Finance Managers

As part of our ongoing efforts to build on our core competencies, two rounds of a workshop called 'Finance For Non-Finance Managers' took place in May and June 2014.

Thirty-five staff members deepened their knowledge of key aspects of quantitative analysis during group sessions where they analyzed financial statements and business models, and honed their ability to communicate data about costs and revenues.

They learnt how to apply knowledge of accounting and finance in business operations, ways to effectively use language of finance, and types of cost and management concepts for day to day operating decisions.

Trainings such as these help participants become better team players and ensure innovative ideas become reality. ●

Asim Mustafa,
Director
International
Business (left),
receiving the
award from the
Prime Minister



Nine Years of Consistent Brilliance

For the ninth year running, Getz Pharma was honored with the award for the country's leading exporter of pharmaceuticals by the Federation of Pakistan Chambers of Commerce and Industry (FPCCI) Export Awards with the award given by the Prime Minister of Pakistan.

The FPCCI Export Awards is an annual event which has been held for the last 38 years and winning prizes at the ceremony carries a great deal of prestige. Five hundred prominent members of the business community and leading government officials saw us being presented the award by Prime Minister Nawaz Sharif, who was very appreciative of the positive impact of Getz Pharma's domestic and international operations.

Fifty companies were winners that night which saw leading public and private sector officials highlight the importance of exporters to the country's progress. ●

A trophy isn't about the hardware, the gold-painted statue mounted on marble, it's about the recognition of excellence. A trophy is a physical representation of the abstract concepts of hard work and dedication.

Jarod Kintz

Plant a Tree for a Healthier Tomorrow

Getz Pharma's efforts to beautify the environment continues to receive accolades as our adopted roundabout was honored yet again by the Horticultural Society of Pakistan (HSP).

In 2014, our administrative services team outdid itself as we improved on last year's runners up position to pick up first place in HSP's category of Spot Beautification.

Employees and guests at the award ceremony praised the beauty of the Getz Pharma roundabout, voicing that it lifts spirits during the daily commute and makes a great first impression on all guests.

The beauty of our adopted roundabout serves as a reminder of our commitment to protect the environment. ●



Blossoming BEAUTY

A thousand buds bloomed on February 2014 as Getz Pharma put on an impressive flower show at the company premises. The beautiful display of 18,000 diverse seasonal plants and flowers helped us clinch the runner-up position in the Industrial Award category given by the Horticultural Society of Pakistan.

The serene landscape and vibrant colors were enjoyed by 1,500 employees and guests, and made possible by the hardworking staff at our Karachi office. Efforts to beautify our environment, starting from our doorstep, remains a key part of our social responsibility goals. ●

There can be no purpose more inspiring than to begin the age of restoration, reweaving the wondrous diversity of life that still surrounds us.

Edward O. Wilson



Getz Pharma



A Master Key for Drug Safety Monitoring

{MEDICAL AFFAIRS}

Parmacovigilance is like a sunshade to describe the processes for monitoring and evaluating Adverse Drug Reactions (ADRs) and it is a key component of effective drug regulation systems, clinical practice and public health programs. Pharmacovigilance is defined by the World Health Organization (WHO) as “the science and activities relating to the detection, assessment, understanding and prevention of adverse effects or any other drug-related problem”. The increase in ADRs reported resulted in an increase in the volume of data handled, making it more important to understand pharmacovigilance, which is now firmly based on sound scientific principles and is integral to effective clinical practice. In recent years there has been a substantial increase in the number of clinical trials in developed and developing countries. In their approval of clinical trials, regulatory bodies look at safety and efficacy of new products under investigation. Safety monitoring of medicines in common use is now an integral part of clinical practice.

Getz Pharma established Pharmacovigilance system in Pakistan to detect previously unknown or poorly understood adverse effects and reactions of medicines. Our focus on drug safety is a key component of our core values. We informed our stakeholders about these efforts at key forums, scientific meetings and major conferences. We've also contributed to renowned journals in the form of publications such as the Journal of Pharmacovigilance and Drug Safety (Official Journal of International Society of Pharmacovigilance). Our responsibility has not just been limited to verbal perspectives, but on practical aspects we tried to respond at the earliest to our major stakeholders, medical community, Regulatory Officials and Health Care Professionals.

We believe in education and training of health professionals in medicine safety, exchange of information between national pharmacovigilance guidelines, coordination of such exchange, and the linking of clinical experience of medicine safety with research and health policy, that enhance effective patient care.

The scope of pharmacovigilance continues to broaden as the array of medicinal products grows. There is a realization that drug safety is more than the monitoring, detection and assessment of ADRs occurring under clearly defined conditions and within a specific dose range. Rather, it is closely linked to the patterns of drug use within society. Problems resulting from irrational drug use, overdoses, polypharmacy and interactions, increasing

use of traditional and herbal medicines with other medicines, illegal sale of medicines and drugs of abuse over the Internet, increasing self medication practices, substandard medicines, medication errors, lack of efficacy are all within the domain of pharmacovigilance.

Current national systems need to evolve in

Getz Pharma established Pharmacovigilance system in Pakistan to detect previously unknown or poorly understood adverse effects and reactions of medicines.



order to address this broad scope adequately to develop further to meet public expectations and the demands of modern public health.

Getz Pharma would extend the confidence in the health service in general, ensure that risks in drug use are anticipated and managed, improve communication between the health care professionals and the public and educate health care professionals to understand the effectiveness or risk of medicines that they prescribe. ●

Change is not a threat,
it's an opportunity.
Survival is not the
goal; transformative
success is. ””

– Seth Godin