

2011

CURE AFRICA COMPANY PROFILE

# COMPANY PROFILE

CURE AFRICA LIMITED

STRATEGIC BUSINESS PLANNING

IN THE AFRICA REGION

AND

ALLIANCES WITH GLOBAL MANUFACTURERS



## [CURE AFRICA LIMITED]

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## Company Profile

CURE AFRICA (U) LIMITED is a sole Distributor Company, which deals in human pharmaceuticals, surgical and dental appliances and equipment. Since its foundation, Cure Africa has boosted up a well organised distribution network and using the latest technology aims at introducing and providing the best quality treatment options in the African continent.

### Expertise

- Venturing In Cost Effective, In-Demand, and Technology Driven Products.
- Experienced Panel of Medical Professionals
- Established Distribution Network
- Dedicated Customer Care and Support

### Who We Are

Cure Africa Ltd. is one of the emerging sole distributors of Health Care Technologies in the African Continent. With over 50+ professionals across the African Continent, from sales offices and distribution partners in Uganda, Kenya, Ghana, Nigeria, South Africa and delivery centres in strategic locations across the continent.

Our aim is to achieve health care services leadership in providing value-added high quality products to our clients in selected horizontal and vertical segments, by combining technology skills, domain expertise, process focus and a commitment to long-term client relationships.

### Vision

“To be a trusted partner, powered by passionate minds, creating innovative options to excel.”

### Value

- **Passion:** Zeal to exceed expectations by challenging the status quo.
- **Honesty & Integrity:** Driving all actions based on openness, trust and ethical conduct.
- **Operational Excellence:** Striving for excellence with an operating discipline, benchmarked with the best globally.
- **Innovation:** Creating innovative and high valued products for success.
- **Accountability:** Taking ownership and delivering on commitments.
- **Customer Satisfaction:** Ensuring customer delight. Always.

### The Team:

#### Medical Professionals:

We have teamed up with highly experienced panel of pharmacists, physicians and surgeons dedicated towards providing clients the best treatment.

#### Sales and Distribution:

Our resource include both highly skilled teams and individuals dedicated in providing timely distribution and refilling of medical drugs, equipments and appliances.

#### Product Specialists:

Individuals and teams assigned to study the needs of the African market and accordingly introduce the pharmaceuticals, medical and surgical appliances and equipments. Introduction of the best technology available in the market to provide latest treatment options at costs suited for the African client.

## **Sales And Distribution Alliances**

**ClearPath™ Orthodontics®**



Cure Africa has partnered up as a sole sales/distributor for the African continent with a US based company ClearPath Orthodontics for their premium product ClearPath Aligner.

ClearPath was incorporated in 2007. ClearPath provides high quality aligners through its unique process which is hygienically convenient and a clear solution for the correction of malocclusion without having to wear brackets and wires.

## **Investor Relations**

Cure Africa is committed to optimizing long-term value for its shareholders and believes that ensuring transparency of operations is an intrinsic part of its corporate responsibility.

The Company has adopted regular and open communication channels. Its communication program goes beyond statutory disclosure and reporting norms and voluntarily adheres to best international practices.

The Company is confident that these practices will enable it to establish enduring relationships with all its investors, other important market constituents and the society at large.

### **WHY AFRICA**

With more than a billion targeting customers in more than 61 territories around 20.4% of the total land area of the world, Africa is the world biggest growing market, in which CURE AFRICA LTD provides the world's most complete, open, and integrated Medical Solutions. Africa has the most demanding health care market in the world. African countries are also still fighting against the unfair practices in the international medical industry and in these circumstances

CURE AFRICA LIMITED has instigated the mission to serve the growing requirement of Africa with honesty, hard work, passion & dignity through their alliances with internationally recognized manufacturers. Our consistent performance has enabled us to deliver an exceptional track record of growth that few, if any, companies can claim. Our consumer products, pharmaceuticals, medical devices and diagnostics play a role in helping millions of people be well and stay well every day.

Since 2010, Cure Africa is expanding its business in various parts of the African region, having a population of more than 14.72% of the world; this vision of Cure Africa gave them an edge to be part of the growing sales and distribution channels by introducing virgin markets to their health care product manufactures from Europe and the Americas.