



96, Ikorodu Road, Fadeyi, Lagos  
www.advantagehealthafrica.com

## Advantage Health Africa (AHA)

Enabling Access to Affordable, Quality Medicines

### Overview

Advantage Health Africa (AHA) is a Nigerian-based health innovation company committed to solving the persistent challenge of poor access to medicines. Through a multi-channel approach, AHA drives social innovation in the pharmaceutical value chain by combining technology, retail distribution, manufacturing, and inclusive financing.

### Mission

To enable access to affordable, quality medicines for underserved populations across Nigeria and Africa.

### Core Solutions

#### 1. D2C Access via myMedicines & myPharmacy

- Network of 1,000+ independent pharmacies.
- Delivered 300,000+ medicine orders nationwide.
- Built TheAdvantage (AI-enabled pharma operations tech) and myMedMate (AI-based usage guide).
- Partnered with platforms reaching 40M+ users; piloting Buy Now Pay Later (BNPL) with 500,000 users.

#### 2. Digital Health with myAdvantage

- Subscription-based medication access with disease-specific nano-coverage.
- Embedded in fintech and telco ecosystems.
- Cashback and co-pay models tested.

#### 3. Pharma Sales & Distribution (Advantage Pharma Marketing & Sales)

- Operations in 36 states and FCT.
- Exclusive rights for 60+ products with local manufacturers.
- Pre-paid supply model for distributors and wholesalers.

#### 4. Pharma Products & Manufacturing

- Expanding pipeline in antidiabetics, antihypertensives, pain, and supplements.
- Flagship products: Artefex antimalarial softgels, Admal injection (achieved NAFDAC registered for AHA).
- Contract manufacturing in India for proprietary products.

### Financial Outlook (2025)

- Projected revenue: ₦2.5 billion
- EBITDA-positive status
- Sustainable, value-chain driven operations model
- Strong stakeholder and government engagement

### Vision by 2030:

To build a subscriber base of 1 to 5 million individuals who rely on AHA for continuous, affordable access to medicines.

### Leadership Team

- Founder & CEO: **Abimbola Adebakin**
- Chairman, Board: **Adedotun Sulaiman**
- MD, Advantage Pharma: **Michael Heavens**
- Head, Strategic Alliances & Growth: **Mayowa Adeagbo**
- SVP, Market Access: **Wale Oladigbolu**
- VP, Quality Assurance & Govt: **Oyindamola Ayodeji-Oni**
- Sr. Manager, Tech & Design: **Samuel Ekanem**