

Advancing Healthcare Across Africa

# Welcome to Ethica !





# Who we are?

Ethica is a pan-African healthcare solutions partner operating **across 33 countries** through a unique “One Africa” operating model.

For **over 25 years**, Ethica has supported pharmaceutical laboratories, healthcare professionals, and healthcare institutions by delivering integrated, locally adapted, and performance-driven solutions.

Positioned at the intersection of healthcare, science, regulation, and market execution, Ethica combines:

- Deep local expertise
- Strong field proximity
- Scientific & regulatory rigor
- Scalable multi-country operations

# A word from our CEO

“

For over 25 years, Ethica has been supporting healthcare stakeholders across Africa with a clear ambition: to contribute to the sustainable strengthening of healthcare systems on the continent.

Working alongside pharmaceutical laboratories, healthcare professionals and institutions, we have built an approach rooted in strong field proximity, local expertise, and a deep understanding of the specific challenges of each African market.

In a constantly evolving environment, we are firmly convinced that a high-performing healthcare system is, above all, built on people. This conviction guides all our actions and underpins our purpose: **to train, inform and support healthcare stakeholders so that every patient in Africa can access the best possible care.**

With a presence across the continent through committed local teams and long-term partners, we deploy integrated solutions that combine operational excellence, innovation and a deep understanding of local realities. Medical promotion, Marketing, Scientific Affairs (GxP) and Media & Communication: our approach is comprehensive, agile and firmly performance-driven.

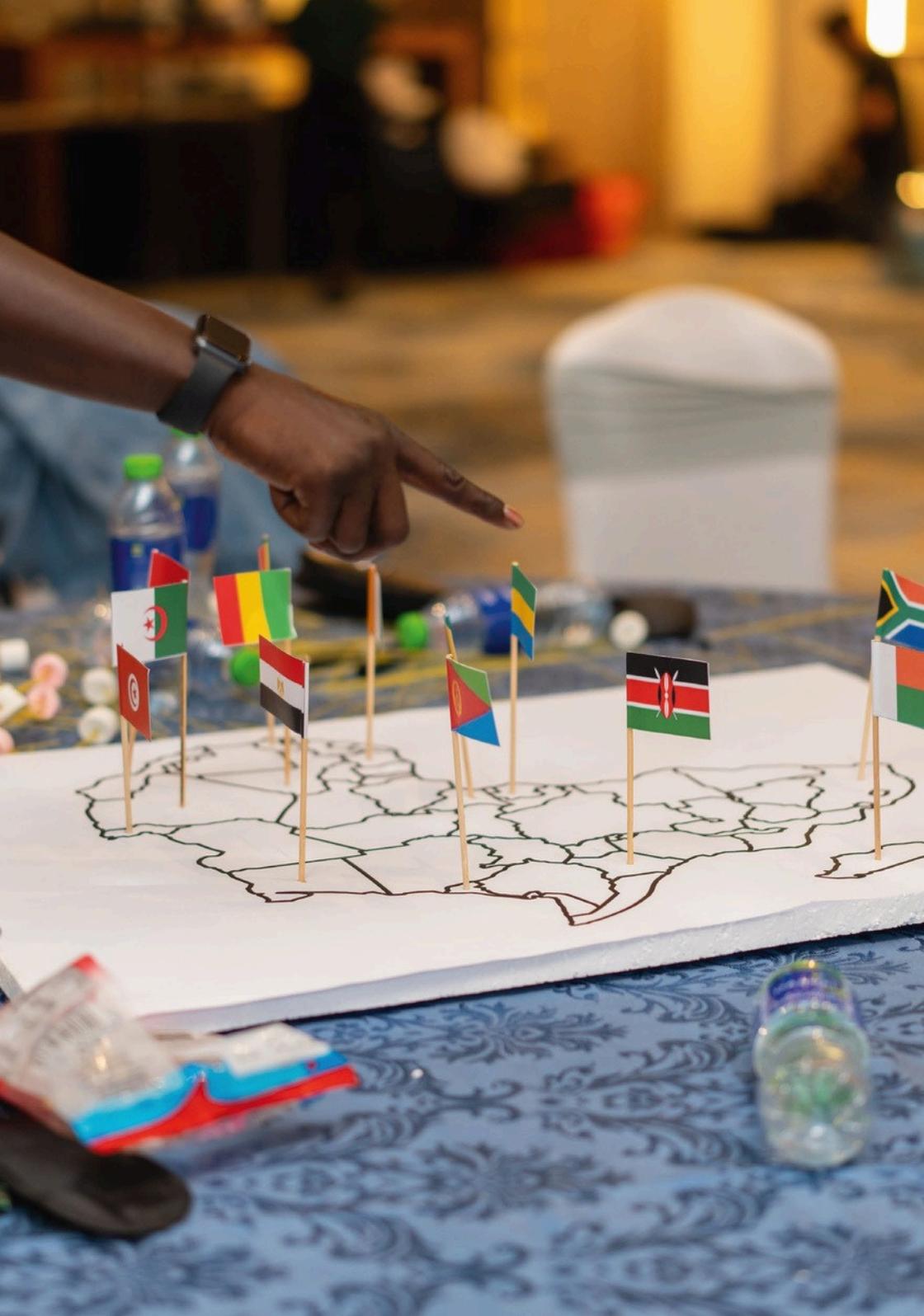
At Ethica, we believe in an Africa united by health. An Africa where performance goes hand in hand with ethics, where growth is built for the long term, and where every action helps strengthen trust between pharmaceutical laboratories, healthcare professionals and patients.

I invite you to discover our vision, our expertise and our commitment in pursuit of a shared objective: advancing healthcare in Africa, today and for future generations.

”



**CHARLOTTE PADOVANI**



1999

Founding of  
Groupe Ethica  
H.PADOVANI

2002

CFAO HEALTHCARE  
Stake  
in Ethica | 35%

2009

Groupe Ethica  
&  
Propharmed  
International  
Merger

2018

Geographic Expansion  
into English - Speaking  
Africa  
Kenya | Ghana | Nigeria

2020

 **Medaclic**  
Introducing the First Certified  
Training Platform for Healthcare  
Professionals in Africa

2020

Geographic Expansion  
Tanzania | Ouganda | Ethiopia  
and the SADC region

2024

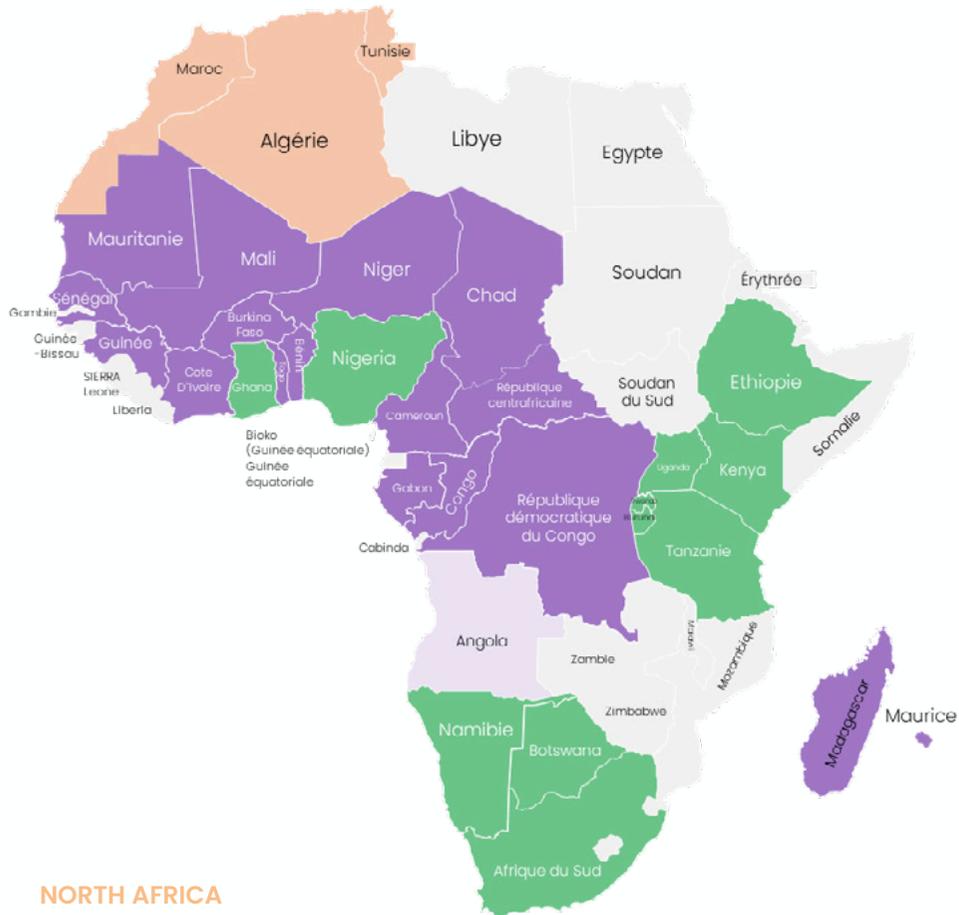
Expansion into  
North Africa  
Maroc | Algeria | Tunisia  
South Africa

2025

Groupe Ethica  
A ONE AFRICA  
COMPANY

# Our History

# Ethica 25 Years of impact in Figures



**NORTH AFRICA**  
**FRANCOPHONE AFRICA  
& INDIAN OCEAN**  
**ANGLOPHONE AFRICA**



33

Countries



35

Partner Laboratories



+1250

Collaborators



+50k

Healthcare Professionals Trained  
via Medaclic



## Our mission

**Train, inform, and support** healthcare professionals to ensure that every patient in Africa has access to the highest standard of care.

# Our integrated services

ONE STOP SERVICE SHOP

Promotion

Pharmacovigilance

Marketing

Medical

Compliance

Quality

Regulatory

Media & Digital  
Communications

A comprehensive, agile, performance-driven model

# Driving innovation across Africa

Ethica develops and deploys proprietary platforms designed to strengthen healthcare engagement, education, and performance.

Our digital ecosystem includes:

Medaclic

Opeaz

Field & performance tools





Pharmacy Performance, Augmented.

**+700**

Active Pharmacies  
in Africa

**+27%**

Sell-out increase

**+10**

Laboratory  
partnerships

## Trade Marketing 360°

- Exclusive commercial offers
- Simplified proof submission
- Automatic invoices & payments
- Sales & performance analysis

## Poster Generation

- Built-in tool, no external software
- Ready-to-use templates
- 100% customizable

## Field Mobile App

- Simplified offer consultation
- Merchandising photo upload
- Multi-currency management

We already are active in these countries :



Cameroon



Ivory Coast



Senegal

Discover more !



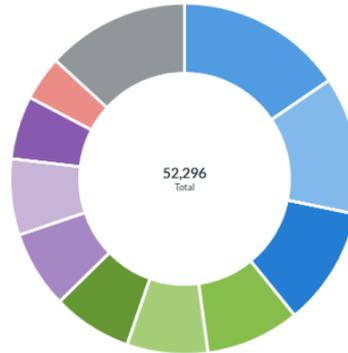
# Medaclinic

Africa's 1st Accredited Medical Training Platform

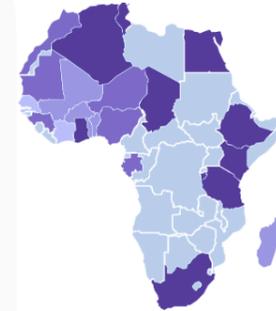
- +50 000** Total HCPs on the platform
- +330** Training courses on the platform
- +50 000** Certificates issued
- +15 000** HCPs certified
- +100** Webinars on the platform

### USERS BY COUNTRY

Senegal	15.52%
Cameroun	12.71%
Côte d'Ivoire	10.93%
Madagascar	8.70%
République du Congo	7.50%
Togo	7.34%
Burkina Faso	7.14%
Mali	7.02%
Bénin	5.83%
Gabon	4.11%
Other	13.22%

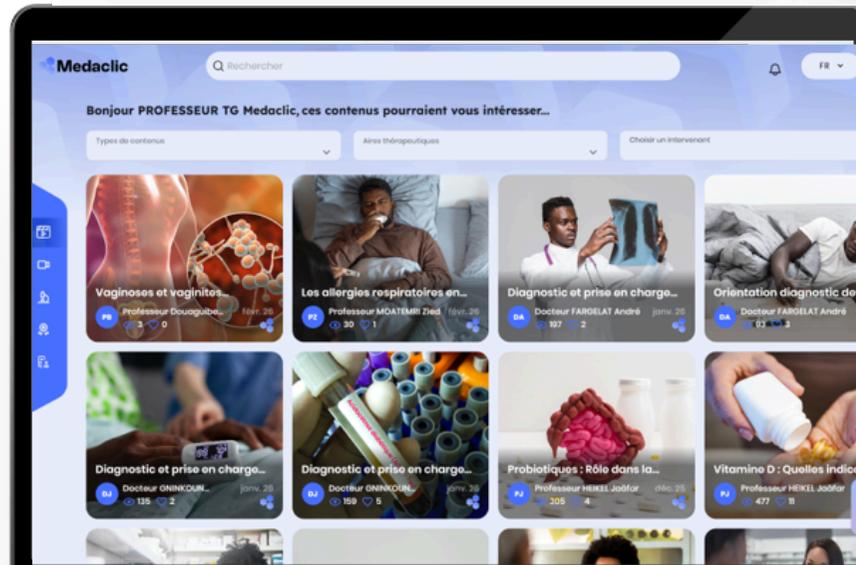
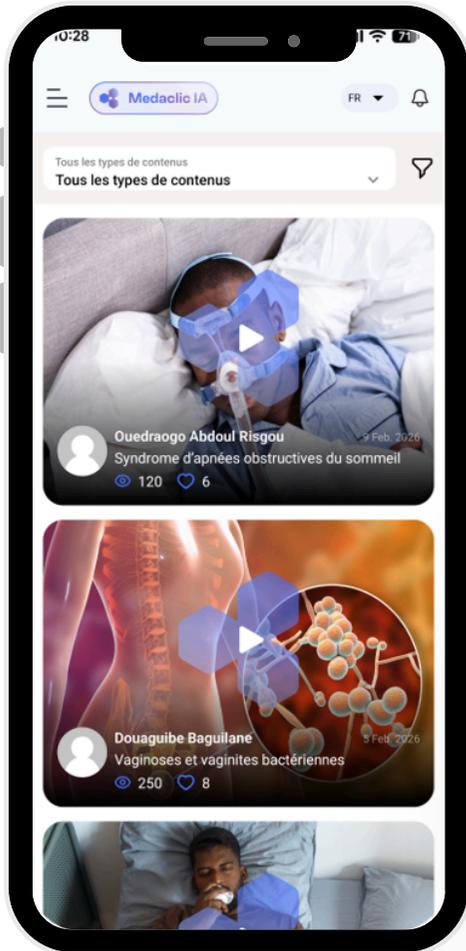


### PRESENT +33 AFRICAN COUNTRIES



### USERS BY SPECIALITY

GENERALISTE	38,43 %
AUTRE	14,88 %
GYNECOLOGUE	6,29 %
ASSISTANT OFFICINE	4,15 %
PEDIATRE	3,88 %
TITULAIRE OFFICINE	2,92 %
CHIRURGIEN	1,65 %
PHARMACIEN HOS...	1,57 %
PHARMACOLOGUE	1,50 %
CARDIOLOGUE	1,47 %
OBSTETRICIEN	1,41 %
URGENTISTE	1,39 %
GROUPE ETHICA	1,35 %
ANESTHESIE-REANI...	1,20 %
ORL	1,10 %
Other	13,69 %



REGISTER NOW

# Advancing Healthcare Across Africa

Ethica partners with healthcare stakeholders to deliver solutions grounded in:

Scientific integrity  
Regulatory excellence  
Ethical responsibility  
Sustainable performance

## **Contact Us:**

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Go Further In Africa  
With ETHICA

