

## 3SIXTY BIOPHARMACEUTICALS ENTERS INTO A SALES AND DISTRIBUTION AGREEMENT WITH ADCOCK INGRAM'S OTC DIVISION

*March 2022 marks the official commencement of a collaboration between 3Sixty Biopharmaceuticals and Adcock Ingram's OTC division. As a result of this collaboration, Adcock Ingram OTC will take over the sales and distribution of 3Sixty Biopharmaceutical's products.*

**T**he products being contracted to Adcock Ingram OTC for sales and distribution are 3Sixty's women's reproductive health products under the brand name Salome® and Tenagri™, which assists with the symptoms associated with migraine. This is a breakthrough collaboration between a black-owned innovative pharmaceutical company and a large locally listed pharmaceutical company which has expansive distribution capabilities.

Adcock Ingram not only has a great footprint and reach in South Africa, but in other Sub-Saharan countries as well. With 3Sixty Biopharmaceuticals being a new entrant that focuses on innovations and new product development, this partnership offers a great opportunity to grow the brands and reach customers who can readily benefit from the products. 3Sixty Biopharmaceuticals is a business that embodies the spirit of Ubuntu, which drives the vision of being at the centre of healthcare solutions for unmet and underserved medical needs, such as women's healthcare.

This type of agreement while being quite common in the healthcare industry does allow 3Sixty Biopharmaceuticals to unlock and expand on having just a single dimension relationship with a perceived competitor and other players in the market. "We believe in co-competition, not just

competition, as there will always be areas in which we compete with Adcock Ingram, and areas which we prefer to cooperate to ensure consumers receive the best service and to create greater value for our shareholders," says Khandani Msibi, chairman of 3Sixty Biopharmaceuticals and 3Sixty Global Solutions Group CEO.

**Salome® Range of Products**  
The Salome® range of products offers a comprehensive response to women's reproductive health, offering six different products that are specific for a variety of women's reproductive health challenges. This innovation in women's reproductive health offers women precision solutions to their unique experiences.

These products are specific to symptoms associated with menstrual pain and cramps, heavy menstrual flows, polycystic ovary syndrome, premenstrual syndrome, fertility, and menopause. All these products are herbal extract based. Tenagri™ is the first of its kind as it offers prophylactic management for migraines and is also derived from herbal extracts.

The first phase of the new five-year agreement between Adcock Ingram OTC and 3Sixty Biopharmaceuticals will entail the sales and distribution of seven complementary products. The second phase of the agreement will be to add to the existing basket of products and the potential of entering into a manufacturing



Khandani Msibi

Sudier Ramparsad

agreement with Adcock Ingram on a segment of this range.

"Our new Business Development team are actively seeking licencing, acquisition, and distribution opportunities for healthcare products. The opportunity to work in collaboration with another local company in 3Sixty Biopharmaceuticals makes sense and is aligned with our motto of adding value to life," says Sudier Ramparsad, Adcock Ingram's Managing Director of the OTC Division.

**About Adcock**  
Adcock Ingram is one of the leading pharmaceutical companies in South Africa. The organisation comes with significant industry experience and valuable customer relationships. "Adcock Ingram aims to provide quality products that improve the health and lives of people in the markets we serve. Through this partnership we will continue to deliver, high-quality, innovative, and cost-effective therapies to consumers including the innovative range from 3Sixty Biopharmaceuticals," says Sudier Ramparsad.