

MANUFACTURING AFRICA



Manufacturing Africa aims to reduce poverty in Africa by attracting £1.2 billion of foreign direct investment into manufacturing and creating 90,000 jobs over 7 years (2019-2026). The programme is funded by the UK government through the Foreign, Commonwealth & Development Office (FCDO)



Boosting Local Manufacturing of In-vitro Diagnostics Kits

Ash Biomedical Diagnostics Limited (ABD) was founded to address the growing demand for pharmaceutical supplies, diagnostic equipment, and health care related services in Nigeria. ABD's services focus on disease control by providing point of care testing, and protective personal equipment (PPE) for healthcare workers. The company offers diagnosis and testing kits for pregnancy and several diseases including HIV, malaria, syphilis, hepatitis etc.

The company does not produce any of the diagnostic kits locally, it is the sole legal representative for Trinity Biotech Plc. – an Ireland headquartered, and US listed multinational company - and has exclusive distribution rights in selected countries across Africa.

The company has built a strong customer base over the past 10 years across the public and private sector segments. It currently employs 14 people and 5 of them are women.

The In-vitro Diagnostics Market In Numbers



5.6%

projected compound annual growth rate of the global in-vitro diagnostics (IVD) market



\$90B

By 2025 is the projected value of IVD market from \$55 billion in 2016



\$1B

estimated value of the IVD market in Nigeria



20M

units of HIV test kits used in Nigeria annually



COVID-19

and other infectious diseases are key drivers of growth of in-vitro diagnostics market

The Challenge

Given the significant opportunity for the supply of medical inputs and pharmaceutical products in Nigeria, ABD plans to establish a manufacturing facility to produce test kits and PPE. The factory to be operated with technical support provided by Trinity Biotech is designed to sit on 10,000sqm in an industrial zone in Abuja.

ABD is looking to raise **\$14.9 million** to set up the manufacturing facility. It will invest \$1.5 million in own equity and plans to raise \$13.4 million in external funding.

At full operational capacity, the factory will manufacture
60 million
test kits per year

Our Support

MA is supporting the implementation of the planned expansion and has delivered:

A



MARKET ASSESSMENT:

The study showcased the potential in the in-vitro diagnostics (IVD) sector, identified the gaps and defined the unique value proposition that ABD could potentially provide to fill the gaps.

B



FINANCIAL MODELING:

MA re-structured the model and advised on choosing an optimal capital structure

C



INVESTOR MAPPING SUPPORT:

MA supported ABD's investor outreach efforts by providing the company with a list of potential investors to engage for the capital raise.

D



PITCH-DECK:

An investor focused pitch-deck that highlights the investment opportunity

Impact



The fact that the market assessment was independently developed by a third party with no stake in the business added credibility to the project and has inspired confidence in potential investors.



The information received through MA's market assessment informed the new approach adopted by the business and gave the company the impetus to increase momentum and scale up operations.



The financial model co-developed with MA helped the company firm up its projections and provided credible numbers to present to investors.

QUOTE FROM COMPANY REPRESENTATIVE



The market assessment was the most exciting part of the support because it showcased the potential in the sector, helped us understand how we fit in the bigger picture and strengthened our resolve to move forward. Having Manufacturing Africa provide this support has helped our engagements with potential investors interested in our business.

Ade Shodeinde Managing Director, Ash Biomedical



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