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# Overview of SwipeRx

Moving Pharmacies Forward

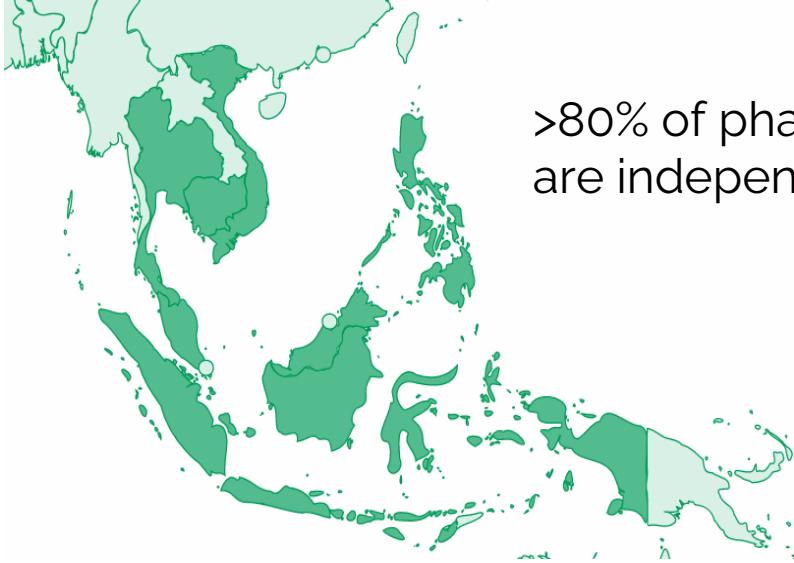


# Across Southeast Asia, pharmacies play a critical role in healthcare



Across the region, **pharmacies are the first point of care** for patients and are **visited 10x more** than doctors each year.

# Problem: Pharmacies across Southeast Asia are fragmented



>80% of pharmacies  
are independent



Independent pharmacies struggle to *access quality education and information* and have considerable challenges in *accessing affordable medicines*, creating a challenge for the end patient.

# Our Strategy: We are building a technology-first pharmacy network

Community

SwipeRx Community is the **largest social professional network and education platform** for pharmacy professionals in Southeast Asia.

Commerce

SwipeRx Commerce is **the largest group purchasing organization** in Indonesia, using its the size and scale to negotiate better prices centrally and distribute them to its Community member pharmacies

Chain

SwipeRx is launching a new **retail pharmacy**, Apotek Inofarma, powered by its existing Community and Commerce assets to become the largest pharmacy chain in Indonesia

# We are supported by leading global investors

We work with a leading set of venture, impact and corporate strategic investors who have helped us to grow and scale since our start.



UBS Optimus  
Foundation



Gates Foundation

PATAMAR | CAPITAL



endeavor



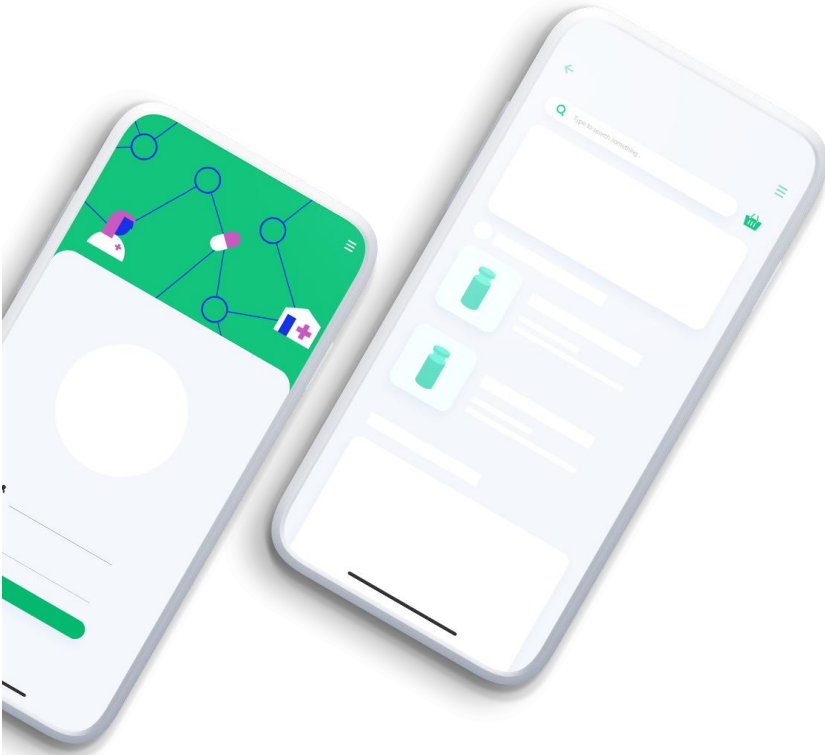


# Community

Connecting pharmacy professionals and their  
pharmacies across Southeast Asia.



# SwipeRx – All-in-one app for Pharmacy Professionals



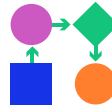
Accredited CPD  
education modules



News and  
announcements



Collaboration with  
colleagues



Case reporting and  
referrals



Research surveys



Drug Directory



Report adverse  
events

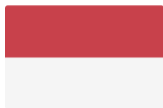


B2B Commerce

# We have achieved considerable share in this sector

In all our markets, we have engaged from 25% up to 70% of the pharmacists, creating a brand that pharmacy professionals know and trust.

1 in 3 Pharmacists in



Indonesia

1 in 3 Pharmacists in



Vietnam

1 in 2 Pharmacists in



Philippines

1 in 3 Pharmacists in



Thailand

1 in 2 Pharmacists in



Cambodia

1 in 4 Pharmacists in



Malaysia

# We work with the largest pharmaceutical companies in the world

The world's largest pharmaceutical, consumer health and medical device work with us to access the pharmacy channel digitally.



# We work with leading global public sector organizations

We work with leading NGOs, academic institutions and Ministries of Health to help them access and engage the pharmacy channel.





# Commerce

Enabling our member independent pharmacies to  
buy better, cheaper and faster through technology

# Due to supply chain inefficiencies, pharmacies struggle to find stock, get good prices and receive credit

From the pharmacy perspective, fragmentation in the supply chain creates a scenario where they can purchase the same product from multiple different wholesalers or the main distributors at **varying prices, payment terms and delivery dates.**

## Pharmacy Challenges

### Availability

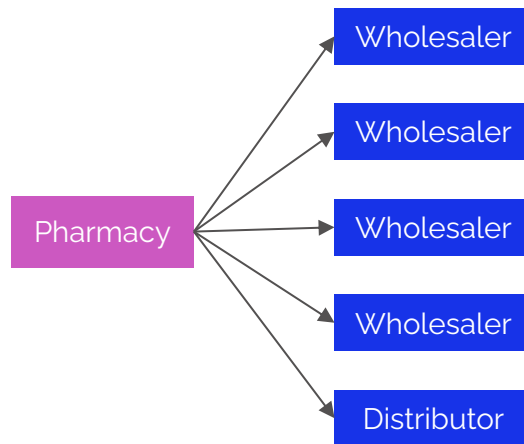
- Stock-outs and product mix changes
- Lack of inventory transparency and reliability

### Affordability

- Price varies greatly due to supplier (wholesaler/distributor) fragmentation
- Credit lines vary by supplier and are based on relationship not creditworthiness

### Accessibility

- Ordering systems are largely offline, opaque and inconvenient requiring pharmacies to spend hours everyday on procurement



# We consolidate purchasing so pharmacies get what they need better, faster and cheaper

Through SwipeRx Belanja, our B2B Commerce offering launched in Indonesia, we unite our pharmacies and enable procurement through the app. By having the **largest group purchasing organisation**, we negotiate directly with pharmaceutical companies, distributors and wholesalers to **drive prices down, improve availability and simplify ordering**.

## Our Solution

### Availability

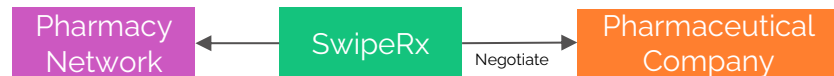
- Improved stock availability through full integration

### Affordability

- Independent credit line to pharmacies
- Reduced prices for pharmacies by pre-negotiating prices due to demand

### Accessibility

- Simple and fast ordering online with ecommerce-like experience

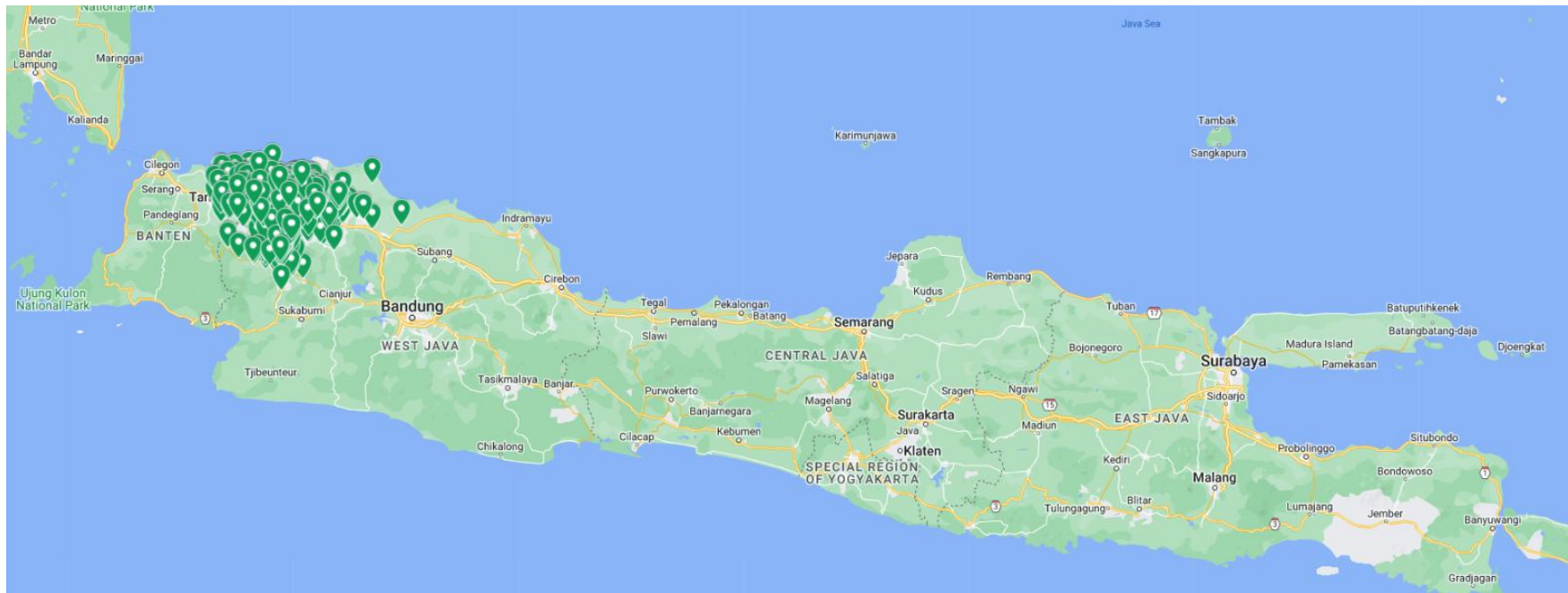


# Pharmacies now have an easy way to order, a direct credit facility, direct delivery and digital payments

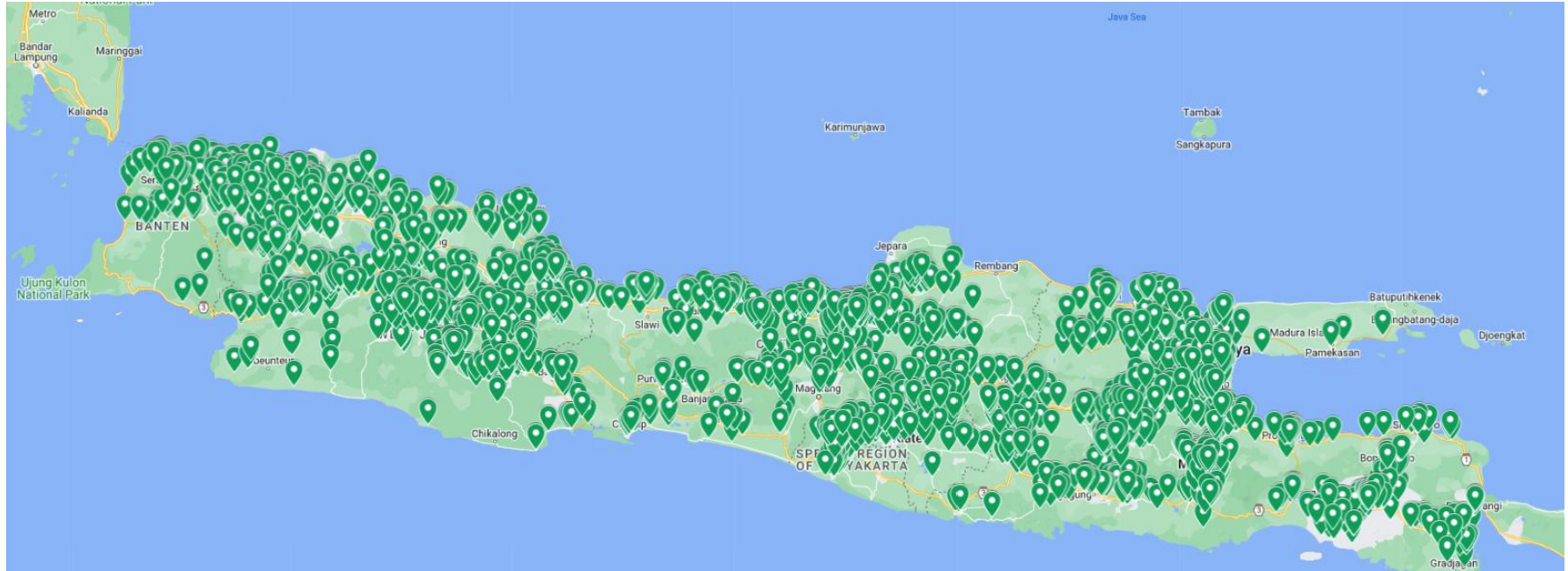
Pharmacies that are part of our network simply order through our platform where pre-negotiated prices are available to the pharmacies saving them time and money.



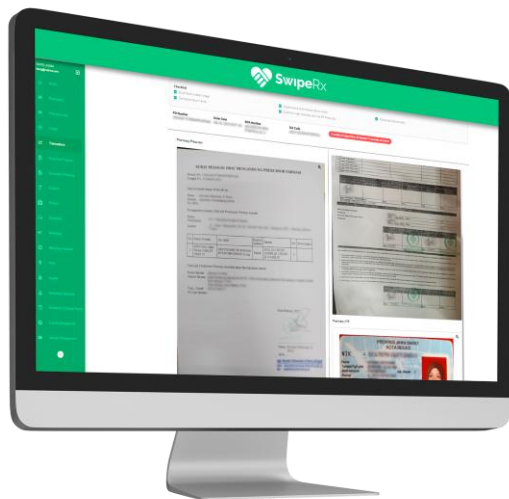
# We rapidly grew across Indonesia in from just Jakarta...



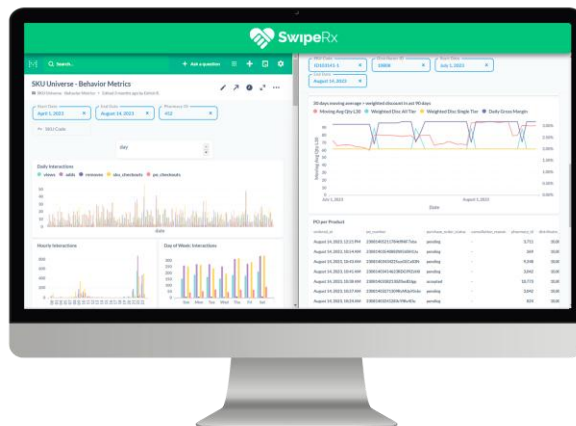
...to the rest of Java and Bali and now 30% of all pharmacies buy from us every month



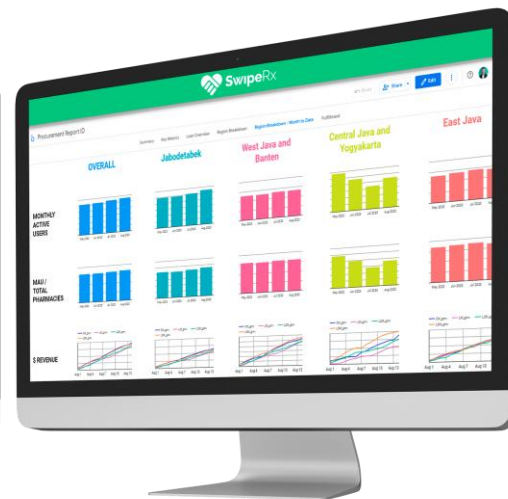
Underpinning our strategy is technology and proprietary data that enables our rapid scaling



Regulatory



Product Portfolio & Pricing



Operations

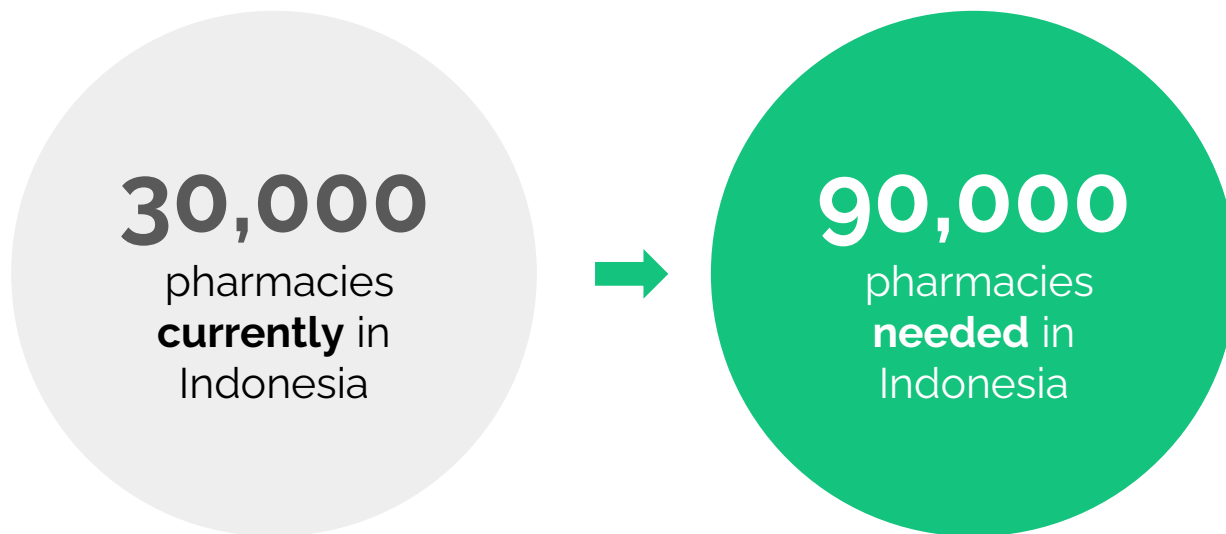


# Chain

Seeding the largest private pharmacy chain in Indonesia  
leveraging our existing Community & Commerce assets.

# There are not enough pharmacies in Indonesia.

There are only 30,000 pharmacies for Indonesia's population of 270 Million People<sup>1</sup>, 1/3<sup>rd</sup> the OECD average<sup>2</sup>.



# Solution: Apotek Inofarma



*To become the leading community pharmacy offering quality medicines at affordable prices across Indonesia.*



