

Concluded Transaction – On balance sheet

Transaction highlights

Key data	
Name	Pharma Marketing International (Pty) Ltd
Shareholding acquired	13.00% (targeting 20%)
Total transaction size	Not Disclosed
Investment date	January 2018
Deal type	Growth capital
Significant shareholders	Founders/ Management
Source of deal	Proprietary network
Industry	Pharmaceuticals

Business Overview

- PMI is leading pharmaceutical company that manufactures and sells a wide range of products in the human-and-pet care segments of the of the FMCG market.
- Products include; sanitizers/ sterilizers, mosquito repellent, and pet odours.
- Operates in South Africa and enjoys listings in major Pharmacy channels, Baby shops, Retail Channels, Pet/Vet Shops and online websites.

Investment Assessment

- Company holds exclusive rights to patents of the products formulated;
- Products have been tested and have received approval from the South African Bureau of Standards, as well as international counterparts in Europe and USA;
- Founders/ executive management were significant shareholders;
- High barriers to entry in defensive industry; and
- Product assists with the combatting of Malaria (significant opportunity in Africa).

Transaction highlights

Investment Plan

- New shareholders agreement and governance plan;
- Opportunity to increase shareholding to 20%, with the proceeds being utilized to finance growth;
- Balance sheet restructuring/ capital optimization; and
- New contract sourcing and expansion into African territories.

Products



Baby sterilizing fluid



Surface sanitizer spray



Hand sanitizer



Mosquito repellent



Pet surface sanitizer



Pet fabric deodorizer



Pet stain and odour removal



Pet shampoo