

Building a global natural medicine group

As the consumption of natural medicines increases worldwide, the quality control of these products is increasingly becoming an important issue not only for consumers but also for regulators and manufacturers. Laws, regulations and guidelines stipulating the requirements of good manufacturing practice (GMP), and supporting health claims for natural medicines differ globally, with an internationally agreed standard yet to be achieved. One company in this space which has always believed in delivering high quality manufacturing and a scientific approach to product development is Soho Floridis International. Based in Australia with operations worldwide, SFI recognises the need for all its natural medicine products to be supported by clinical evidence specific to their products. The company has grown both organically and through acquisitions over the past five years, recently adding the well-known British herbal medicines brand Potters and international fish oil brand Equazen™ to its portfolio. Nigel Pollard, CEO of SFI, says this purchase will undoubtedly strengthen the company's global product offering to its increasing international customer base.

Mr. Pollard founded Floridis in 2001, as a BASF subsidiary, following on a long international career in the pharmaceutical industry. Mr Pollard commented that he came up with the concept for a global natural medicines company, during a five year stay in

Germany, "I became very interested in clinically proven natural medicines as a means of treating chronic and complex diseases. With a background in medical sales, international marketing and business development, my experience led me to believe that natural medicines,

with proper evidence, could offer real advantages over synthetic medicines for medical doctors and their patients."

In 2008, Mr. Pollard had the good fortune of meeting Mr Eng Liang Tan, owner of the Soho Group, one of Indonesia's largest pharmaceutical and healthcare company. "In Indonesia, Soho has pioneered the use of natural medicines and we realised our common vision and complementary strengths were a great opportunity for both. In 2010, together with the Tan family, we established Soho Floridis International (SFI) as a sister company to Soho, and have continued on a steady growth trajectory since then," explained Mr Pollard.

While SFI has grown organically thanks to the success of its natural medicines, it has also expanded aggressively through several key acquisitions; including





ProThera, Klaire Labs and Complementary Prescriptions in the United States, and Ginsana SA in Switzerland. It also works as a contract organisation; delivering a range of R&D, Medicine, Quality and Analytical services, notably to large pharma customers such as Boehringer Ingelheim. Mr. Pollard says Boehringer Ingelheim's trust in SFI as a manufacturer and research partner underscores the high

technological standards of the company's manufacturing operations. "We strongly believe in maintaining the best manufacturing standards. But as we are dealing with natural ingredients, this isn't easy. The raw materials have complicated growing and harvesting requirements, and are often grown in remote parts of the world. To take these raw materials and manufacture consistent medicine products that are proven to work is a huge challenge. We are proud that our products deliver on this inherent promise of consistent quality and efficacy, providing doctors and pharmacists worldwide the confidence in prescribing them to patients, just as you would any other mainstream medicine."

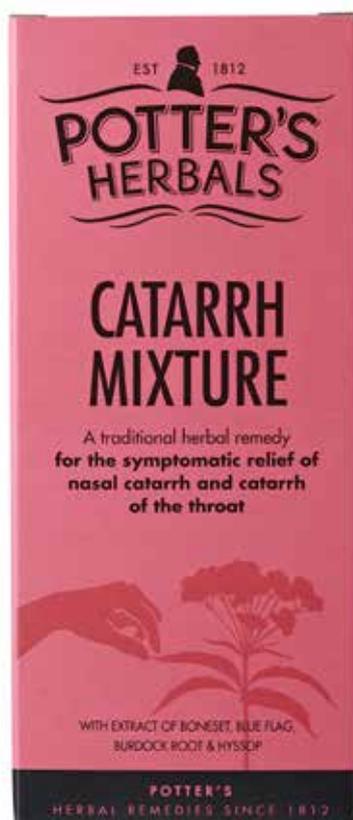
Most recently, SFI announced acquisitions of British herbal medicines brand Potters and international fish oil brand Equazen™. Potters, based in Wigan, England, has more than 200 years of history as a producer of high quality herbal-based treatments and is the oldest herbal medicine company in the United Kingdom. Its extensive range of well-established products includes treatments for coughs and colds, pain and joint care, gastro-intestinal disorders and women's health. In addition to this range of products, Potters features brands like Red Kooga®, Seatone®, Calcia™ as well as Equazen™ one of the

world's leading fish oil containing health products.

"Potters is a strong and iconic brand in the natural medicine sector. Together with its 200 years of herbal knowledge, Potters brings to the SFI Group an excellent team and an extensive portfolio of trusted products. These products and the business platform in the UK and Europe are an excellent fit for SFI as we seek to build our world leading position in the field of clinically-proven natural medicine," said Mr Pollard.

Speaking of the Equazen® brand and product range acquisition, Mr Pollard said, "Equazen® is an internationally renowned brand, known for its specific combinations of omega-3 and omega-6 fatty acids from natural sources (fish oil and evening primrose oil). In clinical trials, Equazen Eye Q™ has shown efficacy in brain function, particularly in children and adolescents with learning disabilities, cognitive & developmental disorders such as dyslexia, dyspraxia, or ADHD-symptoms."

Mr. Pollard believes the acquisition of the two brands came at a perfect time for the company, as it continues to build its world-leading position in the field of clinically-proven natural medicines; and its expansion-by-acquisition strategy continues to deliver global results.



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