

Annual Report / 2025

A YEAR IN REVIEW

"We never lose sight of the women, girls, boys and men for whom we exist, they are the reason we strive everyday with others of like minds"



Society for Family Health
...Creating Change, Enhancing Lives



OVERVIEW

About Us

The Society for Family Health (SFH) is a pan-African not for profit organisation working in partnership with communities, government, donors and the private sector for universal health coverage and social justice of all Africans. We deploy health systems strengthening and total market approaches in a bid to unify the private and public health sectors to scale an Essential Package of Health Services (EPHS) offering of good quality to all Africans. We leverage on over forty years of thought leadership in a range of practical community-level interventions and policy engagements to scale population-level impact. SFH connects all Africans in an innovative social business model to expand access to essential health commodities while boosting overall national health financing.

Our Vision

Healthy lives and wellbeing for all.

Our Mission

To improve health outcomes by ensuring communities have access to affordable, quality and gender sensitive health services and commodities.

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SFH Access achieved a milestone in water sanitation, treating over 3.2 billion liters of water.

Acronyms



BHCPF	Basic Health Care Provision Fund
CID	Communicable and Infectious Disease
CP	Community Pharmacist
DMPA SC	Depot Medroxyprogesterone Acetate Subcutaneous
EPHI	Emerging Public Health Initiative
FP	Family Planning
GF	Global Fund
HRH	Human Resources for Health
HSSB	Health Sector Strategic Blue-Print
MNCNH	Maternal, Newborn, Child, and Neonatal Health
MOH	Ministry of Health
NBA	National Bar Association
NCD	Non-Communicable Disease
NHIA	Nigeria Health Insurance Authority
NHSRII	Nigeria Health Sector Renewal Investment Initiative
NPHIL	National Public Health Institute of Liberia
NMCP	National Malaria Control Programme
PACs	Promoting Accreditation for Community Health Services
PBL	Pharmacy Board of Liberia
PEPFAR	President's Emergency Plan for AIDS Relief
PPMVs	Patent and Proprietary Medicine Vendors
RMNCAEH	Reproductive, Maternal, Newborn, Child, Adolescent, and Elderly Health
SHP	School Health Program
TB	Tuberculosis
TSTS	Task Shifting Task Sharing

Foreword

As we reflect on 2025, the second year of implementing our 2024–2030 Strategic Plan, we do so with a strong sense of purpose and an even clearer vision of the future we are building. This year has marked a defining shift in how we think, operate, and deliver impact, moving decisively from siloed program implementation to a fully integrated, systems-driven approach that is designed to achieve population-level health outcomes at scale.

At the Society for Family Health, our commitment has always been to improve lives. Today, that commitment is expressed through a more connected and coordinated model, one that brings together health systems strengthening, market-based solutions, digital innovation, and community engagement into a unified ecosystem of care. This evolution reflects our understanding that sustainable health impact cannot be achieved in isolation, but through interconnected interventions that reinforce one another across the entire health value chain.

In 2025, we advanced this vision by deepening integration across our programmes, aligning service delivery with financing, supply chains, and policy engagement. We strengthened interoperability across digital platforms, expanded data-driven decision-making, and ensured that our interventions are not only effective individually but collectively transformative. As highlighted throughout this report, our efforts have reached millions, strengthened systems nationwide, and contributed to measurable improvements in health outcomes.

A key enabler of this transformation has been the deliberate structuring of our organisation and subsidiaries into interconnected architecture. Through platforms such as SFH Access and our expanding digital health ecosystem, we are bridging gaps between communities, providers, and markets, creating seamless pathways for access, financing, and service delivery. This interconnected model allows us to operate not just as implementers, but as orchestrators of a resilient and responsive health system.

Our approach is grounded in localisation and partnership. By working closely with governments, communities, and the private sector, we are embedding integrated solutions into national systems and ensuring long-term sustainability. We are also playing a more strategic role in shaping policy, co-creating solutions, and mobilising domestic resources to reduce dependency and strengthen national ownership of health outcomes.

Looking ahead, our focus is clear. We will continue to deepen integration, scale our interconnected subsidiary model, and leverage innovation to drive efficiency and equity. We will expand our role as a catalyst for population health impact, ensuring that every intervention contributes to a broader system that is stronger, smarter, and more inclusive.

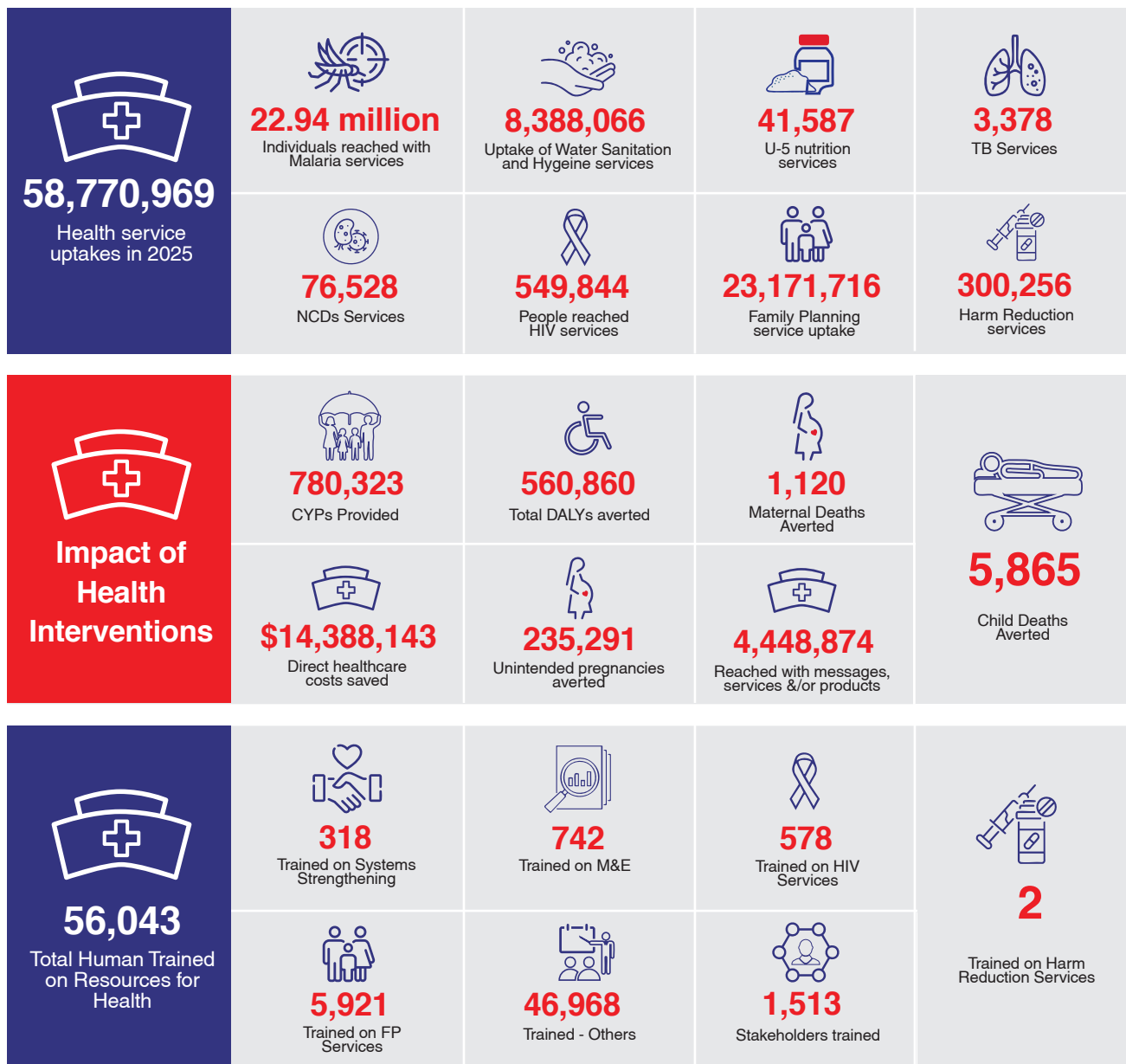
The progress we celebrate in this report is not an endpoint, but a foundation. A foundation for a future where health systems are fully integrated, where access is seamless, and where every individual, regardless of location or circumstance, can achieve better health and wellbeing.

I extend my sincere appreciation to our Board, staff, partners, and donors whose shared commitment makes this transformation possible. Together, we are not only responding to today's challenges, we are shaping the future of health across Africa.

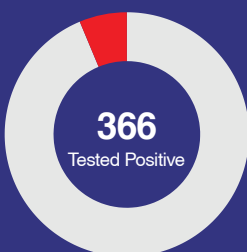
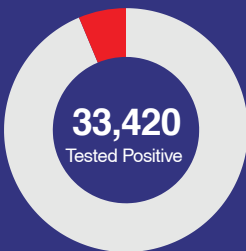
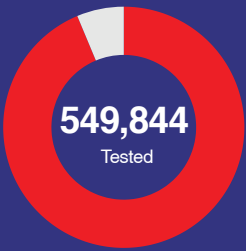
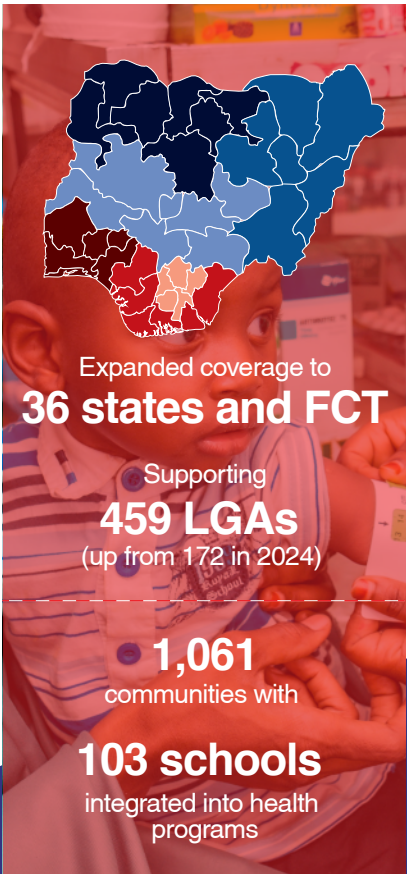
Omokhudu Idogho
Managing Director

Achievements & Performance Metrics

In the second year of implementing the 2024-2030 Strategic Plan, SFH sustained its momentum and delivered measurable improvements across all six strategic objectives. Building on the transformative strides of 2024, we expanded our reach, deepened impact, and strengthened systems to advance health outcomes nationwide.



Performance Metrics



Technology Innovations



Overview

In 2025, Technology Innovations and Digital Health continued to play a critical role in strengthening service delivery, operational efficiency, and data-driven decision-making across the organization. The year focused on leveraging digital tools to improve access, enhance health outcomes, and support scalable, sustainable interventions aligned with our mission.

Key Achievements in 2025

1. Digital Health Solutions and Service Delivery

Throughout the year, digital platforms were expanded to support health programs, particularly in areas of reproductive health, disease prevention, and supply chain management. These solutions enabled improved tracking, timely reporting, and better coordination across teams and partners, ultimately contributing to more responsive and people-centered services. Notably, the emergence of RevoHealth HMO which leverages digital health solutions to deliver efficient, scalable, and patient-centered health insurance services. Central to this approach is the configuration of the MediCloud application, an end-to-end enterprise platform purpose-built for managing health insurance operations across the entire value chain.

MediCloud enables digital enrollment, member management, provider network administration, claims processing, utilization management, and real-time reporting, ensuring seamless coordination between beneficiaries, healthcare providers, and the HMO. Through configurable workflows and role-based access controls, the platform supports standardized service delivery while maintaining compliance with data protection and healthcare regulations.

Furthermore, the platform will be integrated with the already existing SFH's telemedicine services, provider portals, and analytics dashboards. This will enhance service accessibility, turnaround time, transparency, and decision-making. The solution also supports data-driven health system strengthening through automated reporting, fraud detection, and performance monitoring of providers and plans.

2. Data Systems Strengthening and Analytics

Significant progress was made in strengthening data collection, management, and analytics. Enhanced Power Bi dashboards and reporting tools used across projects improved visibility into program performance, inventory levels, and operational metrics. SFH secured funding from Viiv/STAR-C to integrate multiple organizational data sources into a centralized, cloud-based data repository and dashboard to support leadership and programme teams in making informed, strategic,

and evidence-based decisions, while ensuring long-term data availability beyond the lifespan of individual projects. To support this initiative, an AWS-based big data platform was designed and implemented.

3. Process Automation and Operational Efficiency

In 2025, the organization strengthened operational efficiency through the implementation of integrated digital solutions across core functions. Zoho Sign enabled secure, cost-effective, paperless approvals, reducing turnaround times and improving compliance. Zoho People and Zoho Recruit streamlined human resource and recruitment processes, improving workforce management, transparency, and talent acquisition efficiency.

Additionally, the Legal Department adopted Zoho Contracts, strengthening contract lifecycle management, enhancing compliance, and reducing operational risk.

These automation initiatives reduced manual processes, improved accountability, and supported more efficient, compliant, and scalable operations, directly contributing to improved program delivery and organizational effectiveness.

4. Digital Capacity Building

Recognizing that technology is only as effective as the people who use it, the organization invested in building digital skills across teams. Staff were supported through AI training sessions, IT system onboarding, and continuous technical support, ensuring sustained adoption and effective use of digital tools. To support continuous capacity building, TrainerCentral LMS was introduced, providing a centralized platform for structured learning and staff development.

5. Innovation and Continuous Improvement (SFH Access)

The year saw increased emphasis on innovation through pilot initiatives, system upgrades, and the integration of new digital solutions. Significant progress was made in strengthening SFH Access to Health's digital infrastructure and technology-enabled service delivery. Here are some of the initiatives and digital solutions implemented within the year.

Upgraded the AccessCare platform to enhance usability, accessibility, and scalability, including multi-language support, organizational onboarding, and multi-currency functionality to enable regional expansion and cross-border partnerships.

Developed a Logistics Website Application to digitize end-to-end logistics operations, enabling digital payments, shipment tracking, and real-time order visibility for local and international deliveries.





Reduced manual processes and improved transparency and partner trust through real-time logistics updates and centralized service access.

Advanced development of a B2B e-commerce platform for SFH Access to Health products, simplifying bulk procurement through integrated product browsing, ordering, and payment.

Commenced development of a Vendor Management and Inventory System to centralize vendor onboarding, inventory tracking, procurement workflows, and performance monitoring. Upon completion, the system is expected to improve stock availability, reduce wastage, and strengthen data-driven decision-making across the organization.

Deployed a complete website and application portal for the SFH Access Catalytic Fund Mechanism **CoELEVATE**: We launched a fully integrated digital platform with a public-facing website and secure application portal. Which enables applicant registration, proposal submission, and real-time tracking. The solution streamlined the end-to-end process, improved data capture and transparency, and enhanced stakeholder engagement. It also supports internal review workflows, accelerating decision timelines. This deployment strengthens CoELEVATE's accessibility and scalability.

Feedback from users and stakeholders was actively incorporated to refine systems, improve usability, and ensure alignment with program realities.

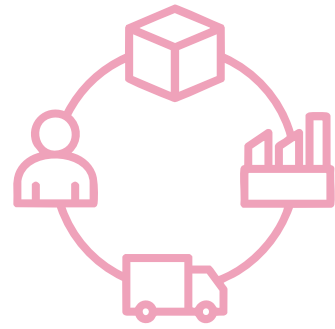
Impact

- The technology and digital health initiatives implemented in 2025 contributed to:
- Improved efficiency in operations and reporting
- Enhanced data accuracy and visibility
- Stronger support for health programs and supply chains
- Better preparedness for scaling digital solutions in future years

Looking Ahead

As we move into 2026, the focus will be on deepening digital integration, strengthening interoperability between systems, expanding data use for strategic planning, and continuing to explore innovative technologies that enhance health outcomes and organizational performance.

Supply Chain



SFH as the Fourth-Party Logistics (4PL) service provider in collaboration with National Malaria Elimination Program (NMEP) with the support from the Global Fund and other Roll Back Malaria Partners desires to improve access through timely and reliable transportation of Insecticide Treated Nets (ITNs) for replacement campaigns in Delta, Kaduna, Kano, Katsina, Niger, Taraba and Yobe States.

Objectives

1. Plan and execute timely ITNs transportation from the State warehouse to the LGA stores.
2. Plan and execute timely ITNs transportation from LGA stores to Distribution Points (DPs).
3. Plan and execute the transportation from DPs to satellite DPs.
4. Plan and execute timely reverse logistics from the LGA store to the State warehouse.

Achievements:

- The grant contract was adjusted to a new PR Catholic Relief Services (CRS) from NMEP and signed off 1st April 2025.
- The implementation of the grant is in 9 States, Kaduna, Kano, Katsina, Niger, Taraba, Yobe, Adamawa, Osun and Kwara States
- Additional two 3PLs were added top the pool of 3PLs after the procurement process. There is now a total of twelve 3PLs in the pool.
- Total sum of grant is N3,455,141,100 (Three billion Four Hundred and Fifty Five Million, One Hundred and Forty One Thousand, One Hundred Naira Only).

SN	States	Total Number Positioned (Macro) (Bales)	Total Number Positioned (Micro) (Bales)	Total Number Reversed (Pieces)	Total Number Lost	Payment Status (Complete/Ongoing)
1	Delta	63,628	63,628	214,575	0	Yes
2	Kaduna	91,621	90,888	123,373	0	Yes
3	Katsina	87,989	86,482	342,907	0	Yes
4	Kano	154,982	154,982		0	Ongoing (Reverse)
5	Niger	64,045	62,871		0	Ongoing (Reverse)
6	Yobe	41,265	41,266		0	Ongoing (Reverse)
7	Taraba	34,396	34,394		0	Ongoing (Reverse)
Total		537,926	534,511		0	

Table Showing the Achievement of the Positioning of Nets in the Implementing States

Challenges.

- Refusal of reversal of nets from the LGA stores to the State warehouses by the LGA personnel
- Piecemeal reversal of nets from the DPs to the LGA stores hindered the smooth reversal to the State warehouse

Recommendation

- Implementers to finalize all reversal from DPs to the LGA stores before initiating the reversal to the State stores, this will enable the 3PLs to reverse the nets back into the State stores at a go instead of moving the nets in piecemeals.

Strategic Partnerships and Policy Initiatives

Amid global funding uncertainty and evolving donor priorities, The Society for Family Health (SFH) did more than adapt in 2025, SFH strategically redefined its role as a catalyst of Nigeria's health system resilience. Through our strong partnerships with communities, government, donors, and the private sector, SFH deepened its positioning as a trusted partner to the Government of Nigeria and a leading driver of health system strengthening. Our work reflects a bold dual mandate: to empower Nigerians, particularly the poor and vulnerable to lead healthier lives, while expanding access to essential health commodities and mobilizing sustainable domestic health financing. This mandate shaped our contribution to global health discourse while delivering measurable impacts at national and community levels.

Furthermore, SFH broadened its program implementation expertise to improve on its provision of critical technical assistance to the government on health as well as led the co-creation of sustainable health systems, including integrating proven models into policies, institutional frameworks, and service delivery structures. Through strategic thought leadership, high-impact partnerships, and sustained advocacy, SFH translated commitments into measurable health outcomes, saving lives and strengthening the foundations of healthcare delivery in Nigeria and beyond.

1. Thought Leadership: Shaping Global Agenda and National Policies

Our partnership with government transformed us from co-implementers to significant technical advisors and co-creation partners. We presented and embedded proven SFH high impact models into Nigeria's health policy formations, strengthening health service delivery and distribution models and ensured scalability and sustainability via the following platforms.

Amplifying Africa's impact at the most influential platforms: At the 80th United Nations General Assembly (UNGA), SFH led by Managing Director Omokhodu Idogho, actively participated in high-level forum, Science Summit panels, and strategic events addressing critical global knowledge gaps and the underrepresentation of African scientific leadership and research. SFH showcased its innovative capture of decades of impact through the book "Intentionality" presented to global leaders as a practical model for advancing equity. SFH equally contributed to shaping discourse at the Unstoppable Africa 2025 forum by advocating a shift from "doing business in Africa" to "doing business with Africa," positioning the continent as a hub of home-grown healthcare innovation.

International Conference on Family Planning: At the notable International Conference on Family Planning (ICFP) 2025 in Bogotá, Colombia, SFH reaffirmed its leadership in Sexual and Reproductive Health in Nigeria. Demonstrating thought leadership and impactful practice, the team presented 28 abstract papers and led three expert panel sessions. This high-level participation showcased evidence-based models for advancing family planning and SRH access, reinforcing SFH's role in shaping service delivery and health systems strengthening innovation across Africa.

Driving African Technical Excellence, Marrakech: Our expertise shaped critical health responses beyond Nigeria's borders. Through our WASH for Healthy Lives (W4HL) project, SFH delivered two oral abstract presentations that spotlight innovative, community-driven approaches to safe water systems and climate resilience at the XIX World Water Congress in Marrakech, Morocco, underscoring SFH leadership in deploying practical, evidence-driven WASH interventions that empower communities and improve long-term sustainability, re-affirming SFH's commitment to advancing water security, improving community health, and contributing to global knowledge on sustainable WASH programming.

Technical Learning Session to Tanzania: Our leadership continued as we joined a study tour to Norway & Tanzania to analyze the successful Safer Birth Bundle of Care (SBBC) model under the SWAP-MAMII initiative and directly informing the adaptation of a Nigeria-specific strategy submitted to the Coordinating Minister of Health.

Hosted Mozambique Delegates on a learning Visit to Nigeria: To strengthen global health collaboration and share proven innovations, SFH hosted a delegation from Mozambique for a dedicated learning exchange focused on scaling up self-care interventions, particularly DMPA-SC self-injection. This visit provided a practical, in-depth look into Nigeria's successful journey, showcasing our enabling policies, multi-sectoral implementation strategies, and integrated service delivery models across public and private channels. SFH facilitated critical knowledge transfer, positioning Nigeria as a leading practice model and advancing regional efforts to empower women with greater reproductive autonomy.



Through these engagements, SFH reaffirmed its commitment to translating global commitments into local action and strengthening partnerships that drive sustainable impact, innovation, and equity for the communities we serve in Nigeria and across Africa.

2. Influencing National and sub-national Strategies & Health Policies

Nigeria's health sector transformation and specialization advanced with the minister's unveiling of the Sector Wide Approach – SWAP model that outlines Nigeria's solidification and restructuring of its health sector and the principles of "one plan, one budget, one report and One Conversation" to unify government and partner efforts against maternal and neonatal mortality. Its strategic target of 172 high-burden Local Government Areas, which contribute over 55% of the nation's maternal deaths regions and is in direct fulfilment of its Nigeria health sector strategic Blueprint and SFH provided collaborative support to the government.

Engagement with SWAP MAMII: SFH in core- collaboration with the government of Nigeria provided strategic technical assistance at the Maternal and Newborn Mortality Reduction Initiative (MAMII) State Activation Workshops across 18 out of the 33 states activated. SFH engagement and support to the country wide workshops embed best practices and fostered inter-sectoral collaboration through its deep-dive design sessions, revision of the State Strategic Plan, and co-creating practical intervention tools tailored to local needs. As a direct outcome of this engagement, SFH was formally co-opted into the high-level State MAMII Steering Committees, solidifying our role as a key technical partner and demonstrating SFH's strategic capacity to translate national health strategies into sustainable, localized action in Nigeria's highest-burden areas.

Multi-partner Engagement For expanding access through the Private Sector: SFH and The Healthcare Federation of Nigeria (HFN) ~ the nation's foremost private health sector umbrella body, maintained its strategic partnership to strengthen Nigeria's health system. This collaboration spans critical areas including joint advocacy for policy reforms to advance Universal Health Coverage, driving healthcare innovation through conferences, expert exchanges, and implementing direct interventions to reduce maternal and child mortality. This alliance is further solidified by the leadership role of SFH's Deputy Managing Director as the 2nd Vice President of HFN, enabling us to effectively bridge public health expertise with private sector dynamism to amplify our collective impact.

High Level Technical Assistance to state Government of Nigeria: We catalyzed concrete legislative change, facilitated stakeholder consensus and provided technical assistance to diverse states MoH towards the passage of its policies and regulations, including:

- SFH direct technical support to 22 state evidence-based 2026 Annual Operational Plans (AOPs) ensuring local budgets reflected strategic, life-saving priorities.
- The Nasarawa State Private Health Institutions Regulatory Agency - a landmark law to improve quality of care in the private sector.
- This engagement complemented our direct to 22 states
- Development of the Costed Implementation Plan and domestication of the National Task Shifting and Task Sharing (TSTS) Policy across Kaduna, Kano and Lagos ensuring life-saving services can be sustainably delivered at the community level.
- TA to Kaduna 13th State Council on Health where 8 Memos were presented from SFH initiatives, which have been approved and adopted by the state.

- TA provided towards the review of the National SRH Policy
- TA provided to the development and launching of the electronic pharmacy Policy
- Engagement at the SWAP JOINT ANNUAL REVIEW (JAR) meeting

Advocacy Wins

Engaged the legislative leadership during the 6th Annual Legislative Summit on Health organized by the legislative Network for UHC to advocate for the Private sector engagement into the national health priority especially integration private sector data reporting.

HOSTED SUMMITS

- Forging Multi-Sectoral Alliances for Youth: Recognizing that health intersects with all development sectors, SFH convened a landmark National Youth Policy Dialogue on Adolescent and Youth Sexual and Reproductive Health, which united leaders from Health, Education, Youth, and Women’s Affairs, sparking a collective commitment to harness Nigeria's youth demographic dividend. Our technical guidance also ensured adolescent health priorities were hardwired into the Federal Ministry of Youth Development through the Yo-Health Initiative.
- National Health Financing Summit: SFH thought leadership directly informed Nigeria's healthcare financing future, through our Participation at the high-level dialogues, including the KPMG’s Healthcare Forum on sustainable financing, aligned with our advocacy for blended finance and private-sector investment to achieve Universal Health Coverage (UHC).
- Partnership with NHIA: Following the actuarial study findings, SFH and NHIA co-convened a multi-stakeholder workshop to define the HIV, TB, and family planning service packages for integration into health insurance. This process informed the revision of the National Basic Minimum Package of Healthcare to fully incorporate these services. In parallel, NHIA, in collaboration with the Ministerial Oversight Committee, reviewed and updated the Basic Health Care Provision Fund (BHCPF), culminating in its launch. SFH has reaffirmed its commitment to supporting NHIA in the next phase of implementation.

3) Local Impact and Systems Resilience: Demonstrating Unparalleled Reach

When a solution proves effective, we don’t just celebrate it, we expand its scope and implement it at a broader scale to maximize its impact. In 2025, SFH programs demonstrated exceptional reach and effectiveness, building resilient local systems. Categorized below;

Table: Selected Impact Highlights from 2025 Programs

Program Area	Key Achievement	Scale / Impact
National Health Insurance Authority	Integration of HIV, TB and Family Planning into the Health insurance in Nigeria	Achieved through the launch of BHCPF 2.0 now allowing xx% of Nigerians access more health services and ensuring we leave no one behind.
HIV Epidemic Control	CARE-2 Project performance in Northern Nigeria	Achieved 389% of annual HIV testing target through optimized case-finding.

Program Area	Key Achievement	Scale / Impact
HIV Epidemic Control	CARE-2 Project performance in Northern Nigeria	Achieved 389% of annual HIV testing target through optimized case-finding.
Health Systems Strengthening	Technical Assistance for State-Level Planning	Supported 22 states to develop evidence-based, costed 2026 Annual Operational Plans (AOPs).
Maternal & Newborn Health	Support for Emergency Transport Systems	Mentored 5 states (Kaduna, Kano, Katsina, Yobe, Gombe) on scaling Rural Emergency Maternal Transport (RESMAT) schemes.
Sustainable Health Financing	HIV Response Sustainability Planning in Kano	Co-created a pioneering sustainability plan for Kano SACA, mapping domestic financing to safeguard services for 4,000+ PLHIV enrolled in state health insurance.
Paediatric HIV Leadership	Advocacy at Regional PBP Meeting	Championed integration of community models and policy reform for pediatric HIV care across sub-Saharan Africa.

Pioneering Sustainable Solutions

In Kano State, we co-created a groundbreaking Sustainability Plan for the State AIDS Control Agency (SACA), proactively mapping domestic financing pathways to safeguard HIV services against declining donor funds. This model of financial resilience is now a benchmark for other states.

Building a Culture of Data-Driven Action: Our approach mirrors proven models for success, such as the data-driven learning workshops that enhanced accountability and collaboration in Gombe State. In 2025, we fostered similar cultures by supporting states with data reviews for Joint Annual Reviews and strengthening M&E systems for programs like CARE-2, which emphasized "strengthening data systems" and "team accountability" as core to its success.

Conclusion

A Year of Strategic Consolidation and Amplified Impact

The year 2025 was a testament to SFH's evolving role as an indispensable strategic partner. We successfully bridged the gap between global advocacy and local implementation, between policy design and institutional sustainability. Our achievements from influencing agendas at the UN to supporting laws in states, from designing national health initiatives to securing sustainable local financing, paint a picture of an organization operating at the peak of its strategic influence.

SFH is the essential partner for the Nigerian government in translating the imperative of domestic resourcing into the reality of health for all. We possess the 40-year legacy, the grassroots granularity, and the technical rigor to engineer the transition from donor-dependent projects to a self-reliant, resilient, and equitable health system. The change Nigeria and Africa need will not be delivered from afar; it will be built from within, and SFH is the catalyst at the heart of that transformation.

SFH Access and International



Impact Narrative:

The year 2025 was defined by a strategic shift toward high-impact, high-volume interventions. While core reproductive health metrics remained stable, SFH Access achieved a milestone in water sanitation, treating over 3.2 billion liters of water. This represents a nearly 200% increase from the previous year, highlighting SFH Access growing role in combating waterborne diseases across the country.

Despite these gains, the year presented a "dual speed" reality. We saw massive successes in preventive health products yet encountered a persistent "low uptake" in the condom market despite price reductions. This data suggests that our 2026 strategy must move beyond price accessibility toward deeper behavioral change and demand-generation.

AccessCare 2025 Engagement & Activation

In 2025, AccessCare implemented targeted field activations across community, campus, market, cultural, religious, and trade platforms to expand telemedicine awareness, drive app adoption, and strengthen market positioning.

The investment in structured on-ground activations delivered measurable outcomes. Engagements with youths, students, traders, and families increased brand visibility and accelerated uptake among priority demographics, validating field activations as a cost-effective customer acquisition channel. Lifestyle and academic platforms proved particularly effective in attracting digitally inclined users, while community and faith-based outreach strengthened trust and reduced barriers to telemedicine adoption through direct interaction and health education. Market and trade activations positioned AccessCare as a credible digital health solution within commercial spaces and generated qualified leads; performance insights highlighted the importance of strengthened post-event follow-up to improve conversion rates.

CoElevate- SFH Access Catalytic Fund Mechanism

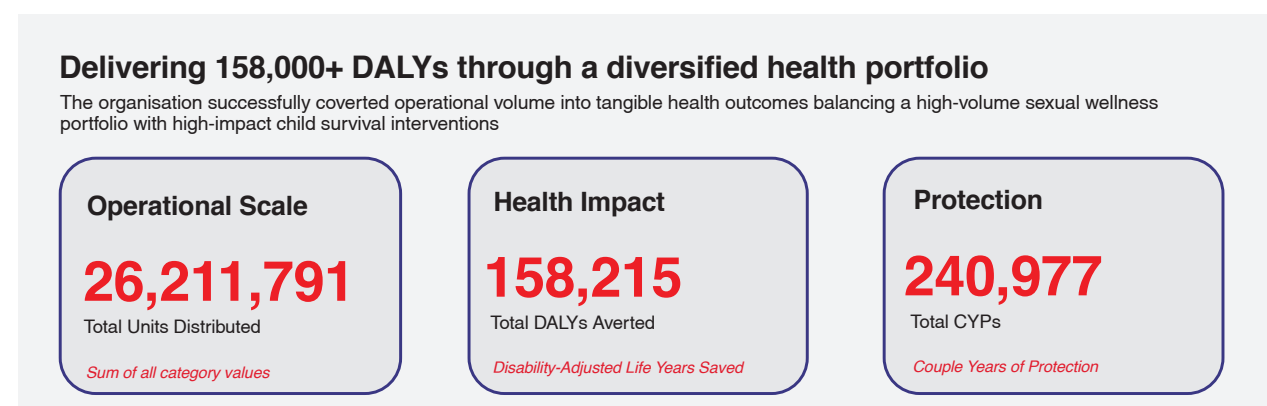
CoElevate offers a comprehensive package of catalytic interventions designed to support early-stage health and social impact ventures beyond capital alone. Beneficiaries receive founder-friendly equity financing, with terms negotiated on a case-by-case basis to align

incentives while preserving mission integrity. Additional benefits include access to a hybrid accelerator and mentorship program and market access by enabling pilots within SFH Access networks, providing introductions to strategic partners and potential investors, and supporting pathways for follow-on funding and scale.

Access Care E-Commerce Platform Performance (2025)

In 2025, SFH Access continued to strengthen its mission of improving health outcomes across our operating regions by delivering essential health products to communities in need. Our Q1 performance demonstrates robust product distribution across five key health categories, with a total of 26.2 million units distributed during the first quarter alone. Sexual Wellness products led our portfolio with 17.9 million units distributed, representing 68% of total volume, followed by Water Hygiene products at 5.4 million units (21%). This diverse product mix reflects our commitment to addressing multiple dimensions of public health, from reproductive health and malaria prevention to non-communicable disease management and safe water access.

Key Performance Metrics (The "Data Story")



A. Reproductive Health and Prevention

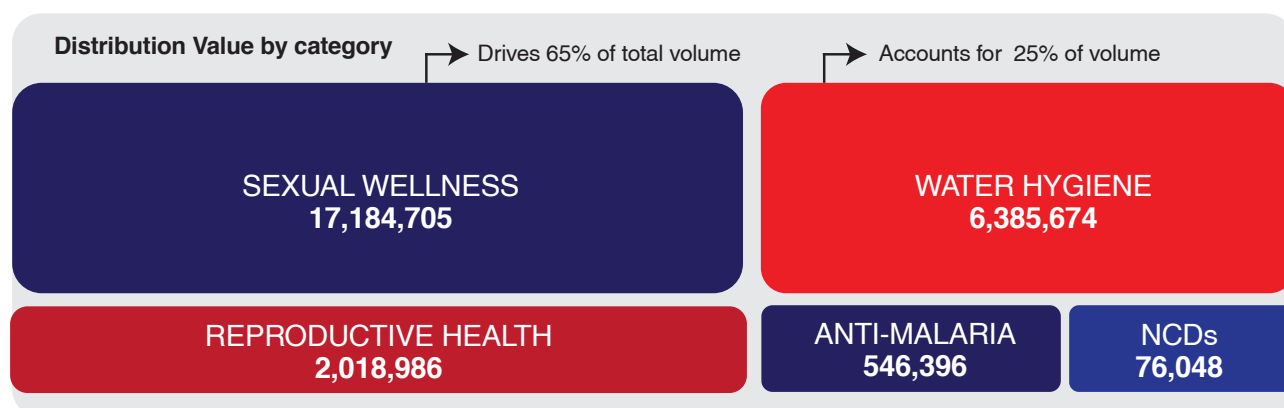
Our 2025 results show a focused effort on family planning and disease prevention:

- **Family Planning:** We secured 250,007 couple Years of Protection (CYP), ensuring that a quarter of a million couples had access to consistent reproductive health solutions.
- **Infection Control:** Distributed 17.6 million condoms and nearly 240,000 units of lubricants, maintaining a critical line of defense against HIV/STIs.
- **Malaria Intervention:** Provided 422,451 doses of antimalarials, a key pillar in reducing child and maternal mortality in the region.

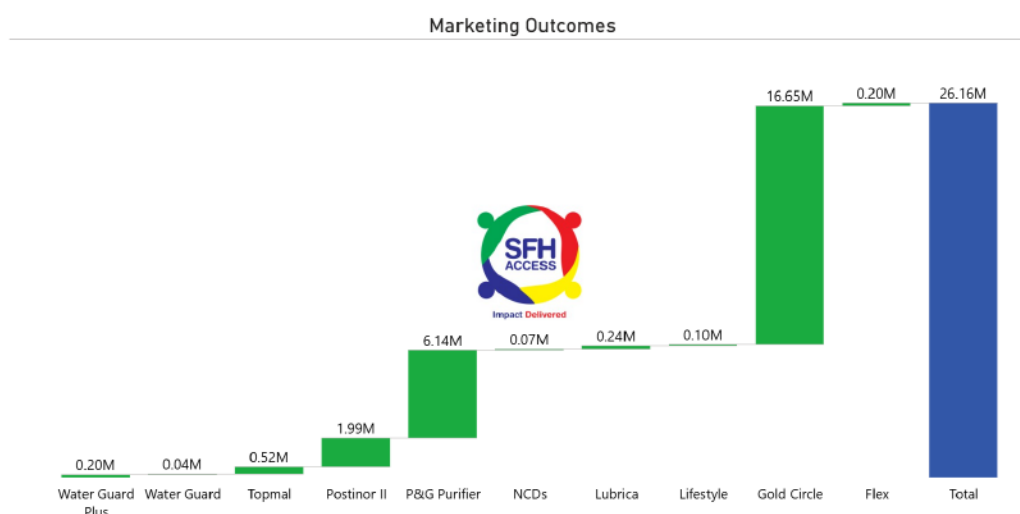
B. Chronic Disease Management

- SFH Access is increasingly addressing the "silent epidemic" of non-communicable diseases (NCDs):
- Hypertension & Diabetes: Distributed 38,481 doses of antihypertensives, showing a significant focus on cardiovascular health, though anti-diabetic distribution remained lower at 5,844 doses.

The total distribution/sales volume for the year reached 26,211,815 units, spanning across 6 key product categories and 40 unique products. The overall performance highlights a strong market presence in public health essentials, particularly in sexual wellness and water hygiene.



Product Category Performance



Our product portfolio performance in 2025 underscores the critical demand for sexual wellness and water hygiene solutions. Sexual Wellness products, anchored by our flagship Gold Circle brand, achieved the highest distribution volume at 16.6 million units, demonstrating sustained community engagement and trust in our offerings. Water Hygiene products followed with 6.1 million units, reflecting ongoing efforts to expand access to safe drinking water solutions. Reproductive Health products reached 2.0 million units, while Anti-Malaria treatments accounted for 517,490 units distributed during the malaria season onset. Non-Communicable Disease products, though representing a smaller share at 76,048 units, mark an important expansion into chronic disease management, a growing health priority in our operating regions.

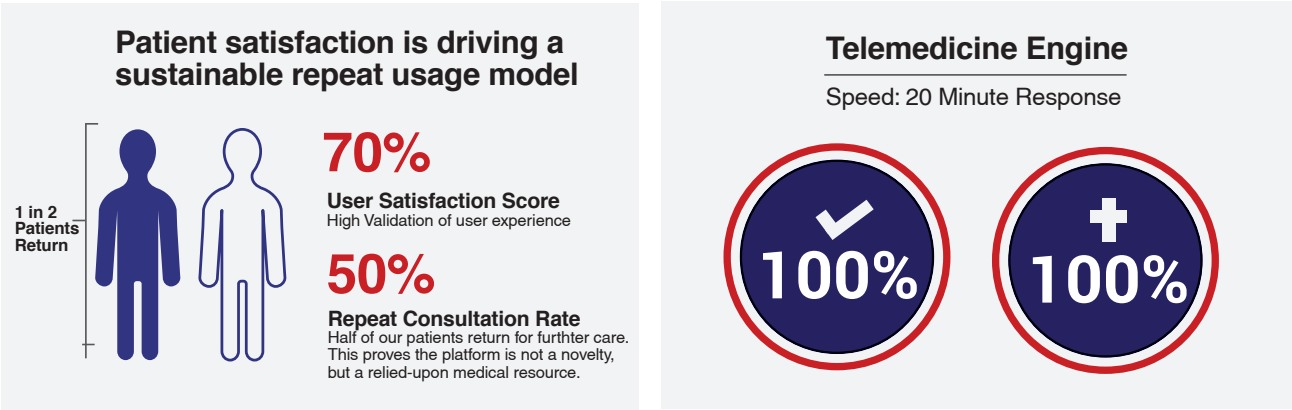
Monthly Trends & Growth Trajectory

The 2025 monthly performance reveals encouraging growth trends across our key product categories. Sexual Wellness products demonstrated consistent upward momentum, growing from 888,000 units in January to 1.70 million units in October, a 92% increase within the period. Water Hygiene products also showed seasonal strength, reaching peak distribution of 2.04 million units in June. Reproductive Health maintained steady performance throughout the quarter, averaging 156,000 units monthly, while Anti-Malaria products showed expected seasonal variation aligned with transmission patterns. This growth reflects expanding distribution reach, strengthened partnerships, and increasing community awareness of our product offerings.

Categories	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sexual Wellness	887.84K	1.46M	1.56M	1.45M	1.29M	1.98M	1.57M	1.65M	1.01M	1.70M	1.40M	1.24M
Water Hygiene	119.48K	644.02K	154.45K	48.89K	162.56K	2.04M	231.57K	115.76K	407.77K	26.55K	2.42M	9.14K
Reproductive Health	156.12K	116.11K	189.55K	133.46K	141.14K	145.54K	125.57K	166.08K	129.43K	212.93K	226.94K	276.10K
Anti- Malaria	207.23K	27.15K	1.93K	1.83K	6.75K	262.52K	5.63K	10.58K	7.46K	8.46K	3.96K	2.89K
Non-Communicable Diseases	195.00	15.58K	13.60K	5.52K	9.48K	3.54K	5.25K	4.25K	6.88K	6.37K	1.67K	3.71K

Access Care and SFH Logistics

SFH Access remains committed to expanding geographic coverage and deepening our impact across all operational regions. Our 2025 achievements lay a strong foundation for the year ahead, with plans to scale distribution through strengthened partnerships under Access Logistics and enhanced service delivery through Access Care. By maintaining our focus on essential health products while exploring opportunities in emerging categories like non-communicable disease management, we are positioned to reach more communities and improve health outcomes across our multi-state business regions. We look forward to building on this momentum and reporting continued progress throughout the year.



Strategic Platform Achievements (2025)

- Launched a B2B e-Pharmacy Platform, enabling bulk purchase of healthcare products and expanding institutional and reseller engagement.
- Introduced the iCare Access Care Subscription, with tailored Student, Family, and Couple plans, improving affordability and recurring customer engagement.
- Deployed a Logistics Web Application, strengthening order fulfillment, inventory visibility, and delivery coordination across operations.
- Rolled out the CoElevate Platform, supporting ecosystem partnerships, collaboration, and scalable digital engagement.
- Expanded product portfolio with iClean Hygiene Products, including washing soap, surface cleaner, and powder bleach, reinforcing commitment to everyday sanitation and preventive health.

Country Narrative: Expanding the Footprint

Sierra Leone: From Freetown to the Provinces

The narrative for Sierra Leone in 2025 was Expansion. We successfully moved beyond the capital into five major provincial hubs.

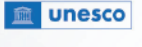
- **Community Trust:** Through clinical activations at Cottage and Methodist Hospitals, SFH transitioned from a "product provider" to a "trusted health partner" for nurses and antenatal women.
- **Operational Resilience:** Even with significant vehicle downtime and staffing gaps, the team maintained strong average sales, proving the high market demand for our WGTD (Water Guard Tank Disinfectant) products.

Ghana & Liberia: Regional Synergy

- **Ghana's Innovation:** SFH Ghana positioned itself at the intersection of technology and health, participating in Google AI Lab initiatives to explore how artificial intelligence can optimize public health reporting and governance.
- **Liberia's Integration:** By leveraging Sierra Leone's established route-to-market, SFH Liberia fast-tracked its regulatory engagements with the LMHRA and the Pharmacy Board, setting the stage for a full-scale launch in 2026.

Thank You!

Donors & Partners

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