

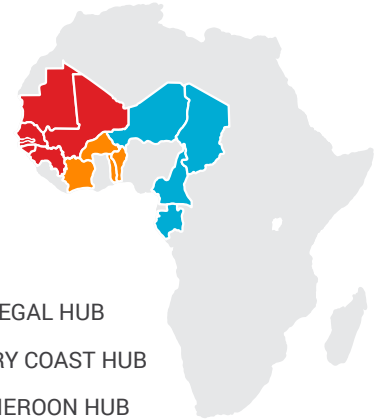


Proven social
marketing
Highly Effective
Low-Cost
Scalable

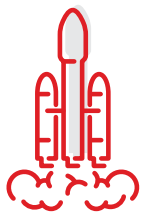


Who we are

A Regional Social Marketing organization serving across 14 countries, bringing low-cost high-quality contraceptives to women and men so they can take charge of their sexual and reproductive health (SRH). We specialize in family planning and safe abortion products, distribution, provider training and behavior change marketing campaigns.

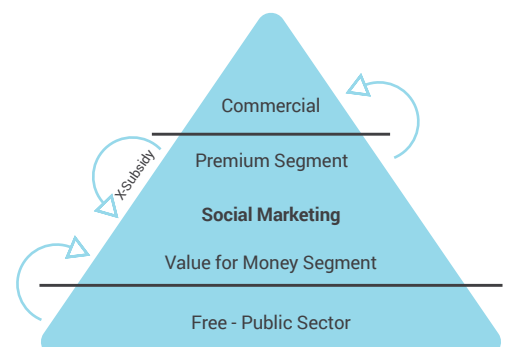


- SENEGAL HUB
- IVORY COAST HUB
- CAMEROON HUB



What is the challenge in Francophone West and Central Africa (FWACA)?

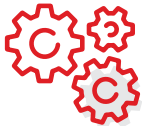
- **SRH services are desperately needed**
 - FWACA countries have some of the lowest contraceptive usage rates in the world. For every woman using contraception in the region, there is another with an unmet need for contraception. This contributes to large numbers of unwanted pregnancies and substantial maternal mortality
 - 44% of the population is below 15 years old, so the need for contraceptive and safe abortion services will only keep growing as this group starts sexual activity
 - More than three quarters of all abortions in the region are considered unsafe
- **Dispersed populations markets**
 - FWACA countries have the same population as Nigeria, but spread across 10 times the landmass. This creates small fragmented markets that are only viable under a regional approach
- **Inefficient markets**
 - The family planning market is skewed towards public services, even as the client segment willing to pay a small amount is growing. This creates inefficient use of very scarce public sector resources and a one-size fits all approach that doesn't respond to women and men's different needs





What do we do?

DKT registers, promotes and markets high-quality, low-cost SRH products across FWACA. We provide sexy and fun products that suit the diverse needs of the population, helping move women and men from relying on a one-size fits all public sector into the differentiated private sector.



How do we do this?

- **CHANGE BEHAVIOR**

DKT has high-visibility, sex- and gender-positive messaging that breaks down taboos and stigma. We have a regional contact center that responds to 4,000 SRH questions per month

- **TAKE ON REPUTATIONAL RISK**

In a highly restricted environment, DKT is the market leader in registering and promoting abortion products that commercial actors will not touch

- **TAKE ON FINANCIAL RISK**

FWACA's SRH markets are small and fragmented, by leveraging its regional reach, DKT registers a wider portfolio of products, including unproven products (e.g. combipack, post-partum IUDs) and aggressively promotes them, driving crowding in

- **REMOVE SKILL BARRIERS**

Major training gaps exist for healthcare workers in the region, leading to women missing out on services. DKT trains public and private healthcare providers on MA protocols, IUD insertion and manual vacuum aspiration

- **INCREASE AVAILABILITY AND ACCESS**

DKT works with thousands of points of service across the region, ensuring women and men can easily purchase contraceptives where they need them. DKT works with governments to achieve regulatory change that will increase access (e.g. task-shifting injectable provision to pharmacists)





Benefits of our model



- **SUSTAINABLE**

DKT is an NGO that operates like a business: we use business skills and leverage private sector distribution and marketing techniques to expand access to SRH services and commodities. By generating sales revenue we reduce reliance on donors, ensuring continuity and increased affordability

- **REGIONAL SCALE IN DISPERSED MARKETS**

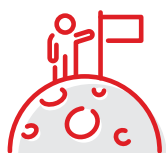
We use economies of scale to take advantages of commonalities in language, culture and regulatory environments, seen in quick product registration, efficient regional supply chains and a harmonized marketing strategy.

- **RESPONDING TO UNIQUE NEEDS**

Our regional reach allows us to diversify products in small markets, so creating unique products that women and men want.

- **REACHING ADOLESCENTS AND VULNERABLE GROUPS**

To avoid social stigma the majority of FWACA adolescents and unmarried women source their contraceptives from the private sector. DKT ensures the private sector is ready to receive these underserved clients



Achievements

**IN THE 7 YEARS SINCE STARTUP,
WE SHARE SOME
HIGHLIGHTS**



In the region, we are currently the largest provider of safe abortion products, the largest non-governmental supplier of IUDs, and marketing authorization holder of the most widely known condom brand in the region, Kiss.

In a region with some of the strictest abortion laws worldwide, DKT was the first company to register medical abortion combipack and the first to fulfill a government tender for this product

Our strong marketing efforts in the private sector emergency contraception market saw 'crowding in' by other actors who realized the market potential, this crowding in drove an average price drop of 0.17 USD per pill between 2018 and 2021, non-adjusted for inflation.

