



 reach52
in review
2021

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Introduction

Message from Edward Booty, CEO, reach52

Thank you for taking the time to read our 2021 'reach52 in review.'

Another year has passed, the pandemic lives on, and so many lives have been changed forever, as a direct result of the pandemic; the economic consequences; or the wider knock-on effects on health systems globally.

At reach52, we've faced our own set of challenges this year. From changes in our partners strategies; to difficulties operating on the ground; to the pressures of our team not meeting face-to-face for over two years. These are certainly interesting times, but I sincerely thank all who continue to drive our mission and vision.

Overall, we continue to make important progress. We have signed new partnerships with major global organisations, while extending existing partnerships. We now have eight times as many residents in our database than we did just a year ago.

We launched services in Kenya and Indonesia. Our team doubled, and we had great developments in our tech platform too.

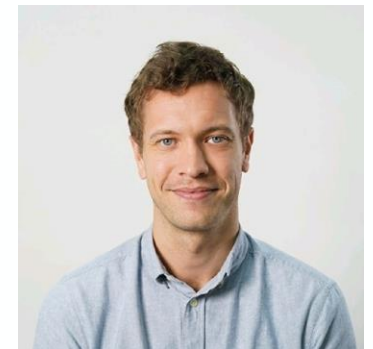
Looking ahead, both in terms of the market need, and our evolution, we believe that better data and digital tools have never been more important to effect health access at scale. Traditional models simply leave too many behind.

We are investing more in our tech and the ability to run data-driven health campaigns at scale, ensuring a robust foundation to efficiently reach people in non-urban areas with a range of services by equipping our established network of Agents with tech customised to thrive in these communities.

It is now less than 8 years until 2030, when the Sustainable Development Goals dictate that all countries should have achieved universal health coverage. With the pandemic backsliding progress, this is likely to get harder – but I hope the focus on health equity catalyses action to meet these essential global goals.

Wishing everyone a happy and healthy 2022.

Edward Booty
Founder/CEO
reach52



Edward Booty

About reach52

reach52 is a health-tech social enterprise enabling rapid impact in low-resource communities. reach52's pioneering subscription-based model provides impact-on-demand for our partner ecosystem, including B2B clients in the pharma, consumer health, insurance and FMCG sectors. These clients register for longer-term subscriptions, billed only for the specific quantified outputs we achieve. Our campaigns support commercial and social goals, through direct and targeted engagement with hard-to-reach populations in frontier and emerging markets.

To achieve our impact, we combine an innovative digital platform with the human-touch of an embedded agent network within the community. Individual residents are precision targeted using our existing proprietary data, filtered by indicators to generate specialised cohorts.

We work with experienced Growth Partners to build our network of digitally-equipped Agents across emerging markets. We equip reach52 Agents with our offline-first Android app, reach52 access, to run a range of on-demand monetised campaign engagements. Agents are compensated based on the number of tasks completed. By connecting local populations to a range of products and services, we improve prevention, knowledge of risk factors, and build local health system capacity.

Our campaigns are powered by reach52 connect, an insights and campaigns platform which enables campaign partners and B2B clients to access and leverage powerful data insights collected by our network of Agents. The use of our tech promotes a data-informed public health approach. Indicators can be tracked through the platform, simplifying monitoring and evaluation, and better ensuring that we are accurately measuring program outputs and impact.

As of April 2022, we now have more than 1.1 million non-urban residents across our five markets, implementing campaigns with leading global firms. An external evaluation demonstrated that reach52's model generates \$2.10 of social value in our target communities for every \$1 invested.

2021 in review

reach52 experienced our most impactful year to-date in 2021. We onboarded an additional 830,000 residents to our platform through the hard work of our local Agents. Each sign up is the result of engaging an individual resident in-community (offline) and collecting basic health and demographic data points. These data provide valuable population-level insights and support the delivery of targeted services.

Throughout our journey in building reach52, developing a multi-partner ecosystem has been key to creating impact and financial sustainability. With various changes across the health sector, we have expanded our B2B offering beyond our original focus on pharmaceutical companies to now include insurance, consumer health and FMCG (fast-moving consumer goods) firms.



Our network of Growth Partners provide important linkages to the residents we serve and inform our on-the-ground practice. Finally, our tech ecosystem and innovation partners provide strategic direction and resources to grow. We appreciate the contribution that each organisation has made in 2021 to reach52's continued success.

Active partnerships in 2021:

Private Sector



Global Health and Development Partners



Ecosystem and Innovation Partners



Community Partners



Expanding our tech platform

reach52 grew our tech team in 2021, enhancing the platform in a number of critical areas. We also rebuilt our entire application from the ground up, harnessing new technology tools and keeping the product up-to-date.

Among our new features, we built a vaccination beneficiary management system, supporting vaccination campaigns in low-resource communities. We leveraged on our model of customised offline-first technology, built for low-spec Android devices. As COVID-19 vaccine campaigns geared up globally, many of the vaccine management and tracking platforms were either built for web, or not implemented in low-resource contexts. We have seen first-hand in our partner communities a reliance on paper and Excel sheets, resulting in mismatched data, and a lack of traceability of who received what vaccine, and when.

This is a consequence of weaker digital infrastructure, a digital literacy gap among rural frontline health workers, and the basic need to act fast – but with limited resources. With COVID-19 vaccine access being one of the most pressing public health issues of our time, we expect that that our model will be part of the solution to increase equitable availability in hard-to-reach regions.



Android Features: Vaccine module

Beneficiary registration, capture of contact details, basic demographic data and brief health history

Management of multiple vaccination campaigns
Beneficiary eligibility screening flow

Beneficiary attendance tracking: vaccine name, batch no., address, site, parental consent capture, adverse event capture and dose interval measurement.

Vaccine certificate generation

Offline-first functionality, linking to web-based admin dashboard and cloud storage

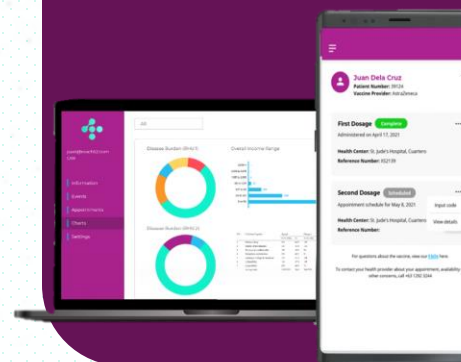


Web-based Admin Features: Vaccine module

Configure program name, venue, vaccination days, vaccination name, dose interval, total # of shots, route type, priority category and eligibility criteria

Database of vaccine recipients

Basic inventory management



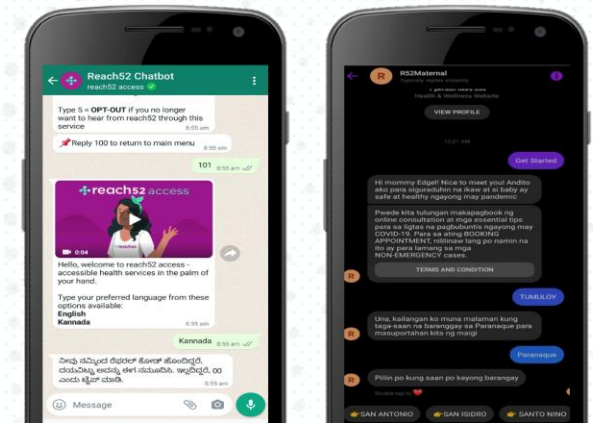
Expanding our tech platform

We also launched our insights and campaigns platform, reach52 connect, which allows us to build population cohorts based on our existing individual-level data collected by Agents. Using these cohorts, we can customise campaigns targeting residents based on their health and demographic characteristics, thereby improving the relevance and impact of health campaigns. This data-driven approach promotes effective resource allocation by ensuring a focus on high value engagements, benefiting targeted populations and local primary health systems.



This module and its on-the-ground execution is a complex endeavor. Relevant factors include existing data, targeted services, ethics and compliance, the training and 'health worker skill' component. All while ensuring quality of care and user experience. We view this approach as central to our strategy and will continue to expand this feature to drive engagement with our Agents and implement campaigns with partners.

Finally, we continued to experiment with supporting technologies – harnessing the extensive reach of platforms such as Facebook and WhatsApp. Having won the 'Chat for Impact' challenge with turn.io and Facebook, we built a WhatsApp chatbot for diabetes and hypertension care in India.



This tool can be used to access key health information, order products and medicines and book screening appointments with our Agents. This empowers residents to manage their own health through a familiar and convenient channel, whilst providing us with unparalleled reach.

Growing reach52's global presence

reach52 achieved our highest growth ever in 2021, by almost every measure. We grew from 130,000 registered residents at the start of 2021, to more than 963,000 by the end. The number of reach52 Agents also increased by more than 3X last year. Most significantly, we expanded to two additional markets, Indonesia and Kenya.

In 2021, reach52 formally launched our Growth Partner model. Under this approach, experienced quality implementors are encouraged to apply to launch the reach52 model in their own communities. Applications are scored according to a 7-point criteria, and shortlisted applicants are rigorously screened. Selected organisations who become reach52 Growth Partners are provided with output-based funding, along with technical assistance.

Since launching this program, reach52 has received over 550 applications from 47 countries, providing us with the ability to rapidly scale according to the needs of our clients and project sponsors. This approach was central to our expansion to Indonesia and Kenya.

By launching services in select communities of Banten province, Indonesia, reach52 now has an on-the-ground presence in the largest market in ASEAN, our core region. We have partnered with an established national implementor, Penebulu Foundation, to rapidly recruit, train, and digitally equip an effective field force of reach52 Agents.

This expansion provides our clients with the opportunity to engage disconnected communities in one of the world's fastest growing healthcare markets. Since launching in mid-2021, we now have almost 150,000 residents registered to our platform in Indonesia.

reach52 was also excited to grow our services to Kenya, focusing on the counties of Homa Bay and Elgeyo-Marakwet, with the strong support of Bayer AG. This expansion is reach52's first foray outside of Asia, providing us with a foothold in the dynamic and fast-growing Sub-Saharan African region.

We are thrilled to be working with experienced local partners AMPATH and KMET, who bring decades of community presence in our targeted geographies. While the first phase of our campaign focuses on malnutrition, we have had strong interest from partners to expand the range of reach52's integrated community offerings.



Strengthening Health Systems

Since 2016, we have worked with local health systems to build capacity, enhancing delivery of services in under-resourced primary care settings. This work includes skills improvement of Agents who provide health services in these communities. As the global pandemic stretched into 2021, partnered local health systems continued to be overburdened, affecting access to essential health services. This became a true test of our service delivery model.

In spite of this challenge, we have trained 4,569 Agents delivering over 260,000 health engagements including health promotion, screenings, monitoring, and referrals in non-communicable diseases, infectious diseases, and maternal and child healthcare. We have seen a significant improvement in knowledge about non-communicable diseases, infectious diseases, and maternal and child healthcare, with 92% of Agents strongly agreeing that we have improved their access to tools and equipment to deliver healthcare to their communities.



Campaign Spotlight 1: Expanding our partnership with Johnson & Johnson

Overview

Our partnership with Johnson and Johnson (J&J) began in early-2020, at the outset of the pandemic. Seeing alignment with J&J's commitment to train 1 million healthcare workers in low- and middle-income countries, a partnership opportunity arose. Together, this initial phase of collaboration trained thousands of Agents in Philippines on COVID-19 prevention and mitigation. A year later, this partnership expanded to include diabetes, hypertension and maternal health modules. This has provided underserved residents with improved access to health services while creating job and income opportunities for Agents.

Cohort

As part of reach52's core operations, Agents collect baseline data from residents on an ongoing basis and register them into reach52's database. This provides us the ability to target specific residents who might have relevant risk factors.

Campaign

reach52 developed training curriculum for relevant disease areas, aligning with World Health Organisation (WHO) guidelines. Training was provided through a mix of in-person and self-directed digital learning. Agents were then supported to apply their knowledge in practice through resident engagements, focusing on health promotion and community screenings.

Agents were equipped with a "reach52 tool kit" that included a glucometer and blood pressure machine enabling them to provide initial screening for residents and capture their data. Residents demonstrating risk factors were referred for assessment at partnered government primary care facilities.

Agents received payments based on their outputs which inevitably drove performance and rewarded top-performing Agents.

Impact across 12 months

 **224,122**
residents
engaged

 **3,781**
Agents
upskilled

This campaign will be expanded to additional Agents and geographies (including Indonesia) in 2022.

Campaign Spotlight 2: Launching in Kenya in partnership with Bayer

Overview

Despite recent progress, malnutrition remains a significant health challenge in Kenya. More than a quarter of all under 5 Kenyan children experience stunting due to chronic malnutrition, while almost 1 in 20 suffer from wasting due to acute malnutrition. Research suggests that less than 1/3 of pregnant women in Kenya are receiving IFA (Iron and Folic Acid) supplementation.

When reach52 saw that Bayer had strong commitments to expand access to self-care for 100m people in underserved communities by 2030, we engaged them about supporting these targets. Together with Bayer, we expanded our operations outside of our core market of South/Southeast Asia to participate in a multi-stakeholder approach supporting improved health outcomes for underserved populations in Kenya.

Cohort

reach52 worked together with local experienced Growth Partners to build its network of Agents. Participating residents were selected for engagement based on designated catchment areas, with Agents traveling door-to-door to collect relevant personal details and health data. In the aggregate, these data provided a better understanding of local gaps and assets in health service delivery. Individual-level data also facilitated targeted engagement.

Campaign

After engaging with residents, Agents commenced health promotion and screening activities. This was done through filtering resident data collected during initial engagement, providing a dataset of those individuals at elevated risk. Agents distributed health promotion resources and offline content while running online digital campaigns, supporting the facilitation of community nutrition literacy education and screening events for residents.

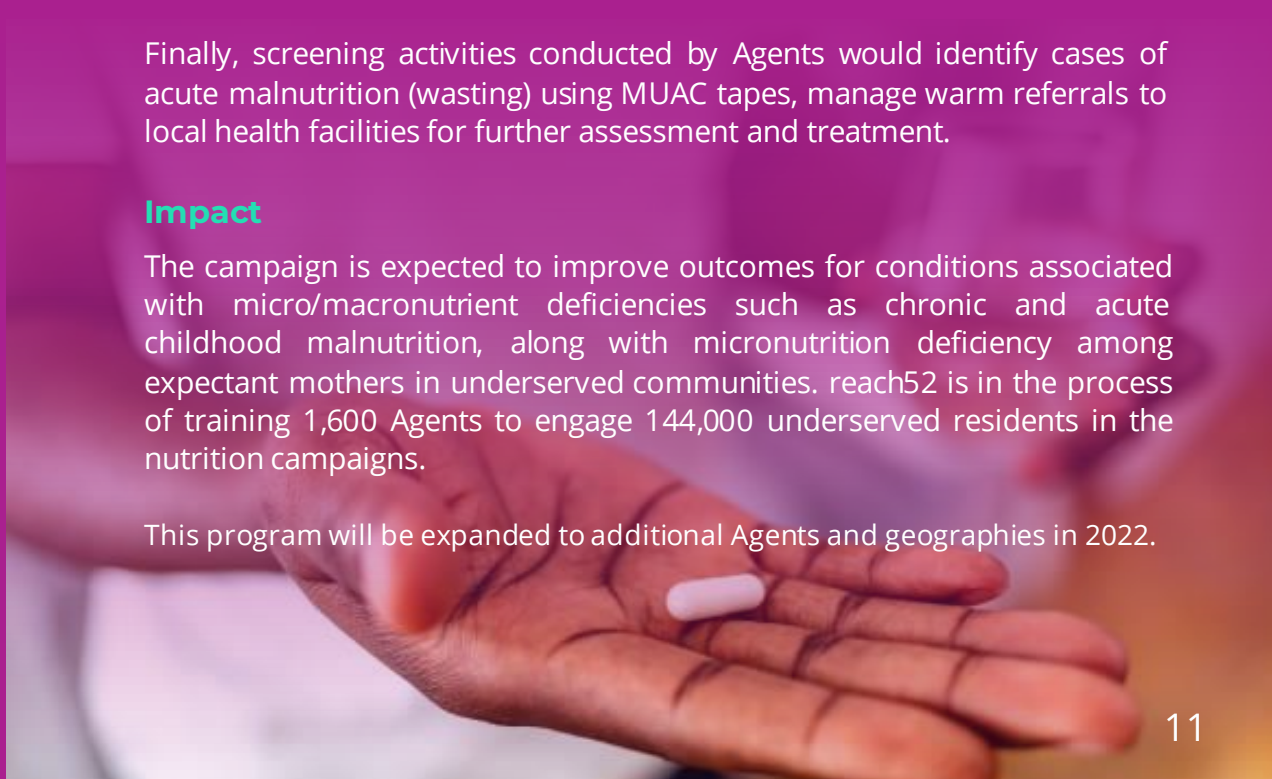
Materials emphasised the importance of healthy eating using affordable locally-available options, along with micronutrient supplementation. Content was directed at whole populations but with strong emphasis on children and women of childbearing age.

Finally, screening activities conducted by Agents would identify cases of acute malnutrition (wasting) using MUAC tapes, manage warm referrals to local health facilities for further assessment and treatment.

Impact

The campaign is expected to improve outcomes for conditions associated with micro/macronutrient deficiencies such as chronic and acute childhood malnutrition, along with micronutrient deficiency among expectant mothers in underserved communities. reach52 is in the process of training 1,600 Agents to engage 144,000 underserved residents in the nutrition campaigns.

This program will be expanded to additional Agents and geographies in 2022.



Awards and Recognition

In 2022, reach52 was again recognised as a leading innovator in the health tech social impact space. reach52's performance was assessed by EcoVadis, the leading global provider of sustainability ratings. This external audit found reach52 to be in the 75th percentile among all firms, earning us a 'Silver' sustainability rating. We are proud of this accomplishment, given that we are still a small, growing organization. This exercise also provided a clear direction for continued improvement.

Events

We were honoured to be invited to exhibit our solution at World Expo 2020 Dubai (rescheduled to 2021), as part of their Global Best Practices Program. The privilege of attending Expo's SDG Global Goals week provided a great opportunity to share our work with a range of stakeholders and fellow innovators.



Awards

reach52 was selected as winner of Asian Development Bank's COVID-19 Vaccine Safety & Immunization Monitoring Challenge. As a result, we worked to enhance our existing digital platform to support vaccination campaigns in low-resource settings. We are now in discussion to roll this tech out across a range of geographies.



Finally, reach52's solution was selected by grant makers for support, enabling us to test new ways of reaching the 52%. In 2021, these included the United Nations Capital Development Fund, through their Women's Economic Recovery Fund. This funding allowed reach52 to scale-up business training and micro-entrepreneurial opportunities for rural Cambodian women. We were also selected by Pfizer Foundation/Duke University's Global Health Innovation Grants, who provided resources to promote COVID-19 vaccine acceptance in select rural communities in India and Philippines.



The path ahead

reach52 will continue to chart a path towards health access and equity for hard-to-reach populations, through use of innovative tech and strong partnerships. We expect to add an additional 800,000 residents to our platform, reaching 1.7 million residents by the end of 2022.

With the roll-out of reach52 connect, we offer exciting new opportunities to build precision campaigns with our B2B partners. This new tech will allow our partners to quickly develop and deliver targeted campaigns to select groups. It is reach52's next step towards our goal of building a sustainable on-demand impact network.

Our list of clients will continue to grow, as we diversify away from a sole focus on the pharma sector, to include offerings tailored for FMCGs and financial services firms. This is expected to increase reach52's revenue considerably, allowing us to further scale our work:

- Go beyond healthcare – achieve broader impact by extending into everyday preventative behaviors relevant to nutrition and hygiene
- Meet benchmarks required of ongoing suppliers to multinational businesses
- Integrate global key stakeholders into our platform. These stakeholders will have different objectives, across sustainability commitments or commercial goals. reach52's platform serves to meet all targets while allowing companies to share the “route-to-market” costs.

This year will also witness expansion to new markets in the ASEAN and SSA regions, bringing new challenges for the reach52 team to tackle, along with new communities to engage with impactful services.

**If you are interested to partner with us,
please get in touch**

Edward Booty, CEO – edward@reach52.com