

20 18 | ANNUAL REPORT



DKT ensures that women and men have accurate information about contraceptive options and services during this family planning event in Mozambique.



**SOCIAL MARKETING
FOR A BETTER LIFE**

Letter from **CHRISTOPHER PURDY**

At a time when the world is facing broad social, economic, environmental and political challenges, investing in family planning is more urgent and important than ever.

2017 was a record-breaking year:

DKT delivered 36.6 million couple years of protection (CYPs), preventing 7.6 million unwanted pregnancies, 14,600 maternal deaths and more than 54,000 infant deaths. Our efforts also prevented 4.6 million unsafe abortions.

There are four developments accelerating results at DKT:

First, DKT has expanded geographically. We directly sold products in 42 countries in 2017 and are broadening our footprint in 2018. We established regional programs in West Africa and Latin America that are leveraging shared supply chains, back office systems and marketing campaigns to produce results.

Second, we are doing a better job of extracting results from our core competencies in sales and marketing, driven by deeper and richer work where we have operations. We have stayed steadfastly focused on what we do best every day, supported by excellent teams, strong brands and critical donor funds.

Third, DKT acquired WomanCare, a global distribution and marketing platform with reach to over 100 countries. Through this acquisition, DKT proudly markets and sells the Ipas MVA technology as well as Levoplant, a two-rod contraceptive implant. We expect to offer other products soon.

Finally, DKT is expanding beyond the borders of our country offices through technology and social media to educate young people in Africa, [sell contraceptives online to doctors in India](#) and provide referrals to family planning clinics in Latin America.

Empowering women and men with the ability to choose when and if to have children is a noble cause, and one of which we are very proud at DKT. Thank you for being a friend.


Christopher Purdy
President and CEO

DKT Health Impact in 2017

Couple years of protection delivered:

36.6 million

Unwanted pregnancies averted:

7.6 million

Unsafe abortions averted:

4.6 million

Maternal deaths averted:

14,600



Ethiopia

dkt
INTERNATIONAL

Evidence of DKT IMPACT IN 2017

Geographical Expansion

In the last two years, DKT has started sales and programs in Benin, Bolivia, Burkina Faso, Cameroon, Chile, Colombia, Costa Rica, Côte d'Ivoire, Dominican Republic, Ecuador, El Salvador, Gabon, Guatemala, Guinea, Guinea Bissau, Iran, Kenya, Mali, Mauritania, Panama, Paraguay, Senegal, Uganda, Uruguay and Venezuela.

Core Competencies

DKT is extracting more results from its strengths in sales and marketing, delivering and producing 36.6 million couple years of protection, an increase of 10% from 2016. [In 2017, DKT sold or provided:](#)

- 3.6 million IUDs
- 7.9 million emergency contraceptives
- 666 million condoms
- 97 million oral contraceptives
- 28 million injectable contraceptives
- 16.4 million misoprostol pills
- 2.5 million mifepristone/misoprostol combi packs
- 86,000 manual vacuum aspiration (MVA) kits



A mother and her child at a DKT family planning event in Lagos, Nigeria.

Acquisition of WomanCare

In 2017, DKT acquired WomanCare Global and announced agreements with Ipas and Dahua Pharmaceutical to market and distribute MVA technology and the Levoplant contraceptive implant worldwide. DKT WomanCare sells to a wide range of partners including multilateral agencies, national ministries, NGOs and commercial partners.

Leveraging Digital Strategies to Maximize Impact

Reaching young people requires embracing social and digital media that resonate with today's quick-click youth culture. DKT uses top social networks and innovative apps to educate and build brand awareness, as well as increase consumer engagement and ultimately, contraceptive use. Creating digital tools such as birth control quiz apps, text messaging reminder programs for women receiving contraceptive injections, and live "ask me anything" events optimizes the digital experience for both young people and doctors seeking information and ordering products. In addition, DKT employs real-time geo-positioning programs to improve salesmanship, outreach to clinics, and inventory management.

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- Robert L. Ciszewski**,
Former Executive Director, PSI
- Carlos Garcia**, President,
Eng-Garcia Properties
- Christopher H. Purdy**,
President and CEO,
DKT International
- Julie Stewart**, Founder,
Families Against Mandatory
Minimums

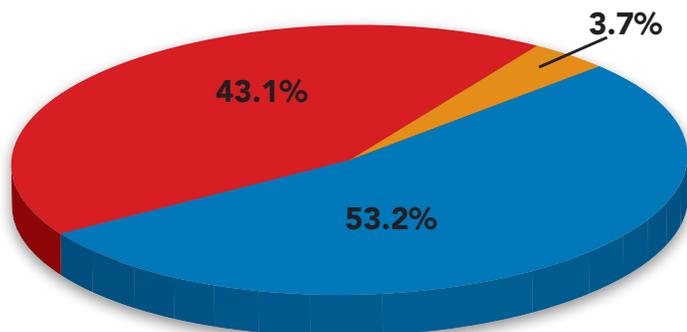
Country Leadership

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- WomanCare**,
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- Women First**,
Nirdesh Tuladhar



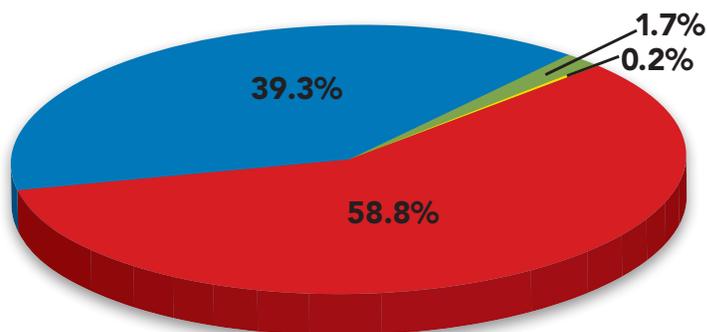
2016 FINANCIAL HIGHLIGHTS

**Total Revenue and Support:
\$226.7 Million**



■ Contraceptive Sales & Related Services ■ Investment & Other Income
■ Grants & Contributions

**Total Expenses:
\$167.2 Million**



■ Program Costs ■ Headquarters Expense & Other
■ Cost of Contraceptives ■ Fundraising

Net Assets on December 31, 2016: \$216.6 Million

Testimonial from Lubumbashi, Democratic Republic of Congo



"My name is Tshanda Jose. I'm 34 years old, mother of six children and married to a soldier. I used to lack control over my fertility. Every time my child would stop breastfeeding, I would fall pregnant. The main problem was that

I didn't have enough money to send my children to school or give them a good life because I was always thinking about how I was going to take care of the next baby."

"When I heard about DKT and their contraceptive methods, I decided to go for the contraceptive implant and since then, I have saved some money. Now I have a mini market at home and I'm busy building a house so my family and I can have a good life."



A DKT promoter discusses our line of contraceptives at a conference for obstetrician-gynecologists in Brazil.



DKT Indonesia promoters (right) talk to midwives about DKT's line of contraceptive products at the anniversary of the Indonesian Midwives Association.

DONORS: DKT International gratefully acknowledges the generous support of donor organizations, foundations and governments. We pledge to be worthy of their trust. [A list of major donors](#) is available on our website. Donations to DKT may be mailed or [made online here](#).



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