



# Our Culture Manifesto

# What is important to us

## Changing the pharmacy ecosystem

At Tigas, we are constantly working to put words into action.

Every step towards helping an individual's health and well-being is instrumental in building healthier, happier communities.



# The Infinite WHY

When asked why we do what we do, our answer usually takes people by surprise : **we say our purpose is to put the pharmacist back into the pharmacy.**

Pharmacists pledge to be the custodian of medications by managing the health of patients following doctors' visits. Due to necessity and the competitiveness of the retail environment, we see many pharmacists operating as shopkeepers, driven to becoming just retailers of health products.

Tigas is committed to change this long-held convention and influence the way in which pharmacists interact with the community.

By restoring the role of the pharmacist to its original scope and scale, we can fulfil our mission of promoting health, rather than delivering healthcare.

This will, in the long run, result in communities becoming healthier and happier.

This is our vision.





# A new paradigm for pharmacists

We strive to bring pharmacists out from behind the counter and install them as rockstar performers and influencers, playing on the stage of life.

We call them **#rockstarpharmacists**.

What makes our rockstars unique is the advice (music) and services (performance) which they deliver. Where audiences are entertained at a rockstar concert with good vibes, in the same way, patients receive health guidance and positive healing from **#rockstarpharmacists'** good counsel.

Our supporting **#rockstarcrew** (musicians in the band) empower the team to deliver stellar performances, by efficiently managing finances, human resource, purchasing and logistics, corporate partnerships, marketing (backstage and crew management).



# #rockstarpharmacists



At the heart of our practice is the **#rockstarpharmacist's** credo to patients:

"Dear patient, I am your pharmacist  
– here to help you manage your  
treatment after your doctor visit. I  
am here for as long as you need  
me. I am here to ensure you get  
well, and stay well."

This becomes the profession's own self-fulfilling prophecy,  
the cycle of which will ultimately promote better pharmacists,  
for healthier and happier communities.

# Purpose & Mission

Our **Purpose** is to put the pharmacist back into the pharmacy,

So that we can achieve our **Mission**, which is to promote health, rather than deliver healthcare.

When this happens, we envision communities becoming healthier and happier.





# Our Core Values



**We lift where we  
stand**



**We dream BIG**

**We go the extra  
MILE.....in everything  
that we do**

**We build on the  
bond of trust and  
respect**

**We are bold  
enough to try, fail  
fast and replicate  
our successes**

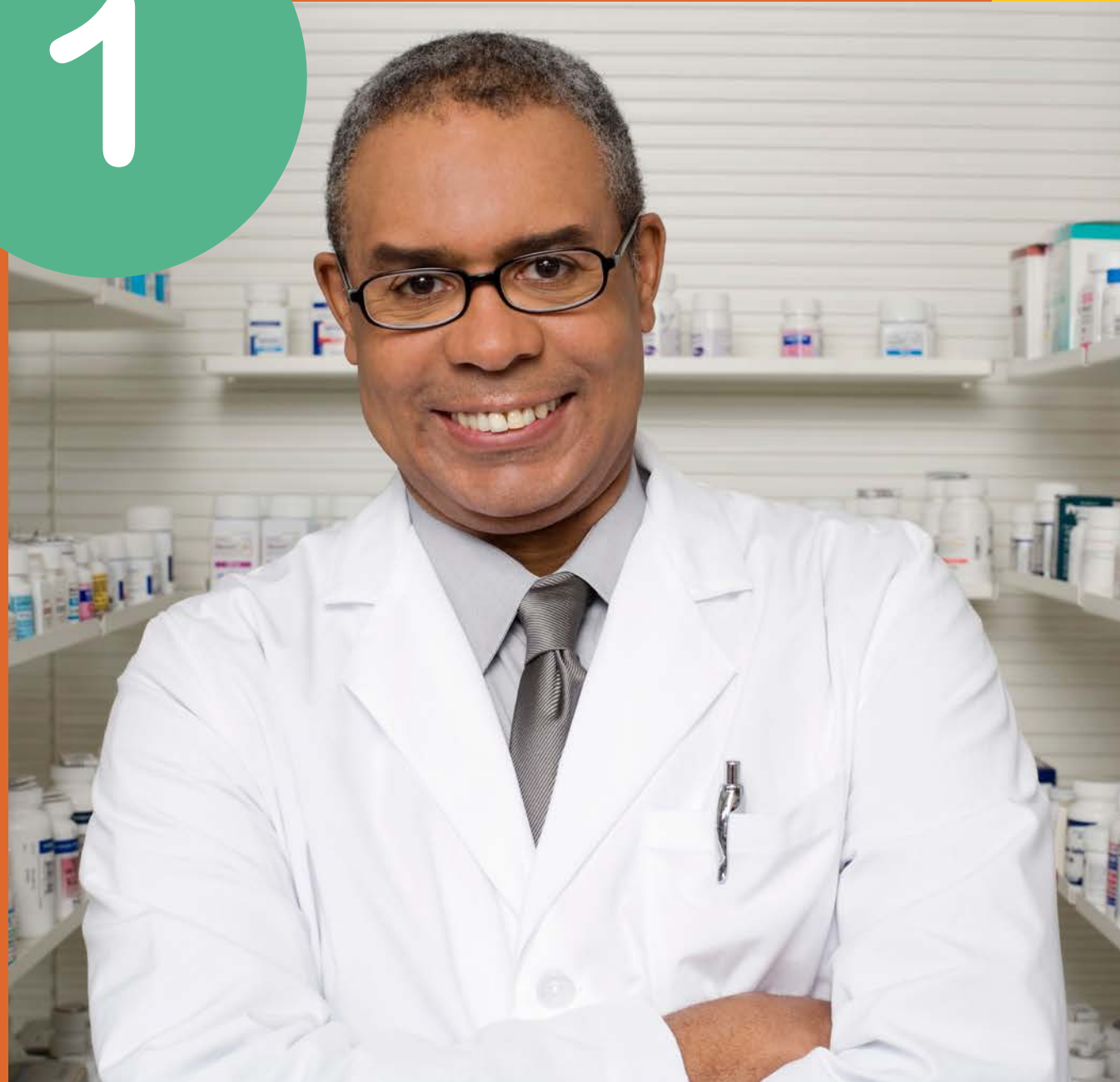


**We celebrate  
each others'  
successes above  
our own**



## We dream BIG

1



We want to touch the lives of every single individual in the community, and beyond.

We imagine our purpose to be one which can powerfully transform the lives of patients, and empower communities towards better health.

*I always ask "How can this be better?...because I can always be better"*

*I always say "I can"*

*I seek every opportunity to learn and develop myself*

## We lift where we stand



2

Every individual is important to us.

We believe in inspiring all who are around us to be part of our “infinite why”, recruiting them on the journey to healthier, happier communities.

*I take time to listen and understand*

*I acknowledge and greet everyone I meet*

*I am an example to others*



We go the extra MILE.....in everything that we do

3



We are guided by our fundamental belief that our professional service is key to ensuring communities recognise our purpose and vision. We are proud of our **#rockstar** status, and proud of what we do.

Our MyTigas Dispensing program is our benchmark to deliver on the best consultation to the community.

*I do more to help*

*I provide the best service to patients, to focus on their wellbeing*



# We build on the bond of trust and respect

4



Trust is the foundation of our profession.

We are non-judgemental, and provide a safe environment to collaborate with each other. We treat patients with respect, the same way we treat our colleagues with respect. In return, we benefit from a circle of trust that is strengthened within the culture which we promote.

*I honour my word*

*I act with integrity*

*I am open to accepting people who are different from me*

We are bold enough to try, **fail fast and replicate our successes**

5



We are operating from a cause to ensure we are always ahead of the game.

Our measure of success place financial metrics on par with customer conversion rate, basket size and customer loyalty.

Above all else, we prioritise customer centric service and brand perception which fuels our boldness to strive for success.

I come up with ideas and share

I am agile and open to change

I commit to reflect on every success and failure in order to learn and do better



**We celebrate each others'  
successes above our own**



6

We recognise that our achievements are not only our own, but those around us.

We celebrate our partnerships, key stakeholders as well as our team members on our journey to enable a happier and healthier community within an environment of positive reinforcement.

*I give credit*

*I express appreciation*

*I catch people doing something good everyday*





# network



## Benefits for MyTigas Alliance pharmacy members

- Healthy and continuous footfall, turning opportunities into more sales ethically
- Healthy margin & cash flow without the need for bulk buying
- Establish long term relationship with customers/patients, guided by a proven playbook
- Access to a Team Culture to build longevity in your business

Our members commit to uphold our Tigas Rockstar standards.

MyTigas Alliance empowers pharmacists to be **#rockstars** in a real and meaningful way, in order to benefit the community.

# How We Work



## With Purpose

At Tigas, we are constantly working to put words into action. Every step towards helping an individual's health and well-being is instrumental in building healthier, happier communities.

## With Positivity

Tigas' **#rockstarpharmacists** stands for exceptional delivery of professional health advice and solutions. To achieve this, we put pharmacists (and pharmacy services) back into the pharmacy environment.

What we Believe in



**Creating  
healthier,  
happier  
communities**