



MEDICINE FOR UKRAINE  
FOUNDATION

# Medicine for Ukraine Foundation

Assisting Ukrainians with medicines and healthcare products

2022, 2023 –  
Summary

2024 – Needs





# Who we are

Since March 2022, we have been helping Ukrainians to get the necessary medicines.

Our main focus is **Ukrainian people** who have lost their homes or jobs and **cannot buy necessary medication** or health products.

The main idea is to **provide personalized assistance**: to a specific person with exactly what they need.

We have helped more than **155,000+** Ukrainian families in **2,000+** settlements.

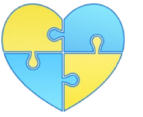
The Foundation's founder is the **Liki24 company**, which has been an expert in the pharmaceutical market of Ukraine since 2017

- **Nº1 platform for search and delivery** of health-related products with **the largest regularly updated online database of drugs supply and demand** in Ukraine
- Operating **since 2017** with 3 countries of presence: **Ukraine**, Romania, and Italy. Over **1 million** regular customers, **50-100 thousand** daily users via websites & mobile apps
- Integration with over **13,000** pharmacies in all regions of Ukraine offering **100,000** medicines and medical supplies
- Own support service with **experienced pharmacists. Own logistics facilities** for order processing, own couriers in major cities
- Backed by **leading regional investors**, transparent financials and operations **audited by Big-4**.
- Recognized as one of the **top 10 companies to fight COVID-19** according to Sifted by Financial Times

Find more details at [Medicine for Ukraine Foundation](#) and [company.liki24.com](#)

# Our Partners

Well-known companies & even governments have already backed Medicine for Ukraine Foundation on the journey to assist thousands of people.



**Germany. DEG-Deutsche Investitions- und Entwicklungsgesellschaft mbh** (“DEG”), in support of the Federal Ministry of Economic Cooperation and Development of Germany (“BMZ”), approved the decision to allocate 2,1M euros to the Medicines for Ukraine Foundation.



**Uber** has approved over 3,000 free deliveries by Uber drivers at the quartile headquarters level.

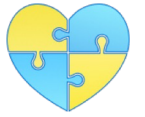


**Nova Ukraine** began cooperation with the Foundation to deliver medicines to the regions of Ukraine most affected by hostilities.



**Blue Check** sent a Grant to support the Medicines for Ukraine Foundation.

# Medicine for Ukraine Foundation's Projects



We are assisting Ukrainians with medicines and healthcare products.

Project No. 1

## Compensation of 50% medicine costs

Compensating a particular percent of order's total cost.

Compensation percentage and maximum amount are configurable.

Project No. 2

## Humanitarian Aid from EU Countries

Cooperating with donors and volunteers to deliver products from EU to Ukraine.

These products are available **for free**  
Via Liki24 website & app.

# Project No. 1: Compensation of 50% medicine costs – Summary of 2022, 2023



Our Foundation has been active throughout the year to assist thousands of people around Ukraine by compensating a percentage of medicine costs.

**130,000**

Families

**455,000**

Products

**2,120**

Settlements

## **Kherson** within 5 days

Recaptured: 11.11.22

First Delivery: 16.11.22

## **Balakliya** within 7 days

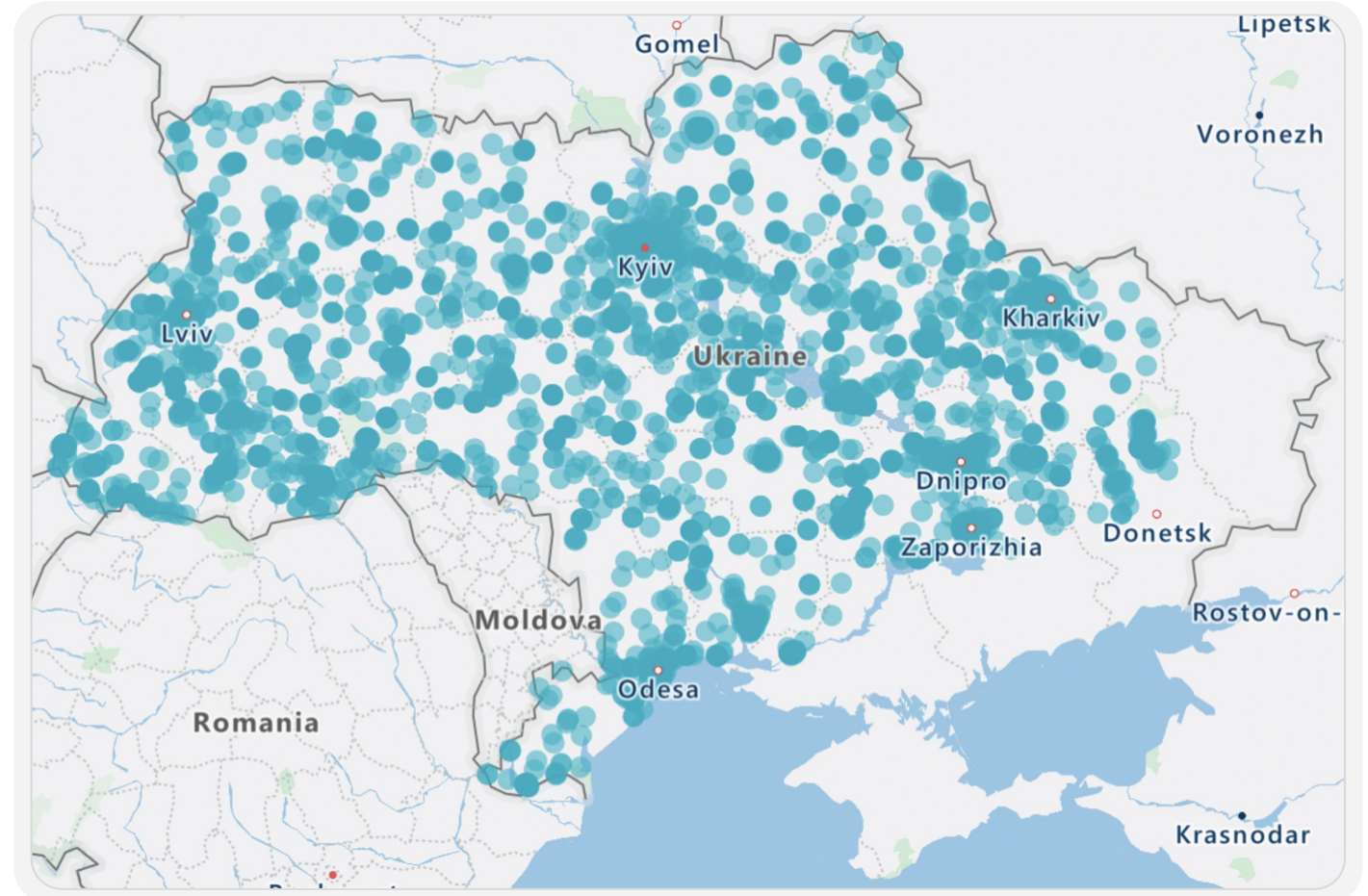
Recaptured: 08.09.22

First Delivery: 15.09.22

## **Izium** within 10 days

Recaptured: 10.09.22

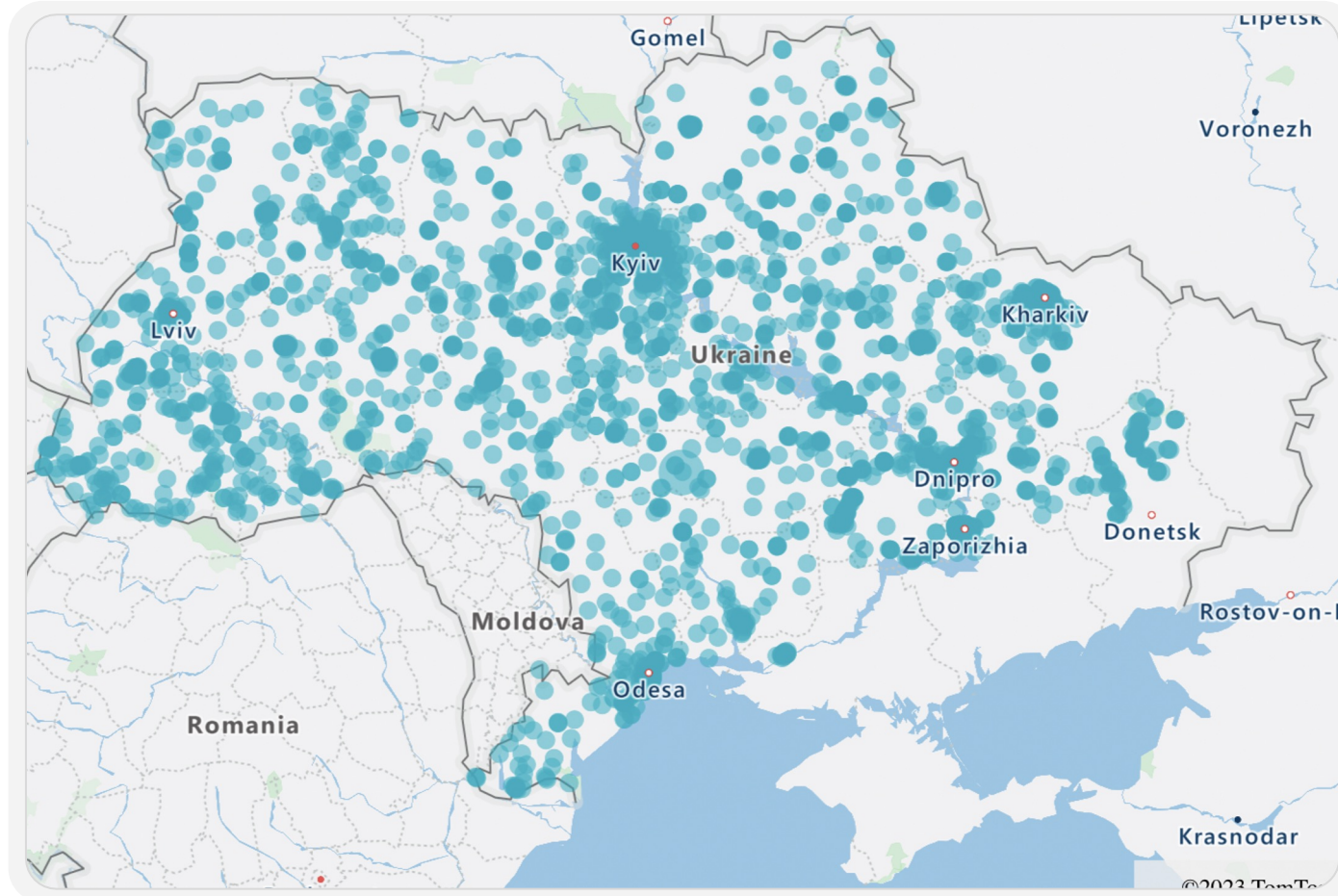
First Delivery: 20.09.22



Distributions of orders throughout Ukraine.

## Project No. 2: Humanitarian Aid – Summary of 2022, 2023

Humanitarian aid processing, distribution and delivery has been an important part of our day-to-day operations.



**25,000**  
Families

**116,000**  
Products

**1,600**  
Settlements

### Kharkiv Region

**1450+** families received a delivery with humanitarian aid

### Donetsk Region

**525+** families received a delivery with humanitarian aid

### Zaporizhzhia Region

**1117+** families received a delivery with humanitarian aid

Distributions of orders throughout Ukraine.



**155,000+** families

received assistance through our  
foundation in 2022 and 2023

**2,000+** settlements

around Ukraine have been covered  
by deliveries



6,900,000+ people

viewed articles about us on various resources

30+ media resources

have published an article about us

1 of top-10 services

for internally displaced persons recommended by Ministry for Reintegration of Ukraine

працювати та надавати необхідну допомогу, тим хто цього потребує, протягом декількох місяців", – йдеться в повідомленні.

Пресслужба пояснила, що скористатися допомогою можна через застосунок Liki24. Після реєстрації на його головному екрані з'явиться інформація щодо можливості участі в програмі компенсації.

"Ми вдячні DEG та уряду Німеччини за підтримку українців у надскладні для нас часи. Ці кошти допоможуть нам збільшити обсяги допомоги для тих, хто її потребує. Більше грошей – більше врятованих

finance.ua

### 500 гривень на ліки: хто з українців може розраховувати на нову допомогу

16.11.2022, 17:15 — Особисті фінанси 6281

Допомогу одноразово надає Фонд Ліки для України. Він покриває до 50% вартості замовлення та організує безкоштовну доставку замовлень **від 500 гривень**.

Щоб оформити допомогу, необхідно скористатися сайтом або додатком [Liki24](#).

До речі, всю суму необов'язково витратити одразу — частину можна використати надалі. Але компенсація не може перевищувати 500 грн. Діє обмеження часу — кошти доступні протягом трьох днів з моменту активації послуги.

Медикаменти із компенсацією можна отримати через Укрпошту чи Нову пошту — по всій країні, де працюють відповідні відділення. Компенсація не діє при самовивезенні препаратів — лише при замовленні

ТСН ГРОШІ

### ОТРИМАЙТЕ 500 ГРН ВІД ФОНДУ "ЛІКИ ДЛЯ УКРАЇНИ"

- Скористатись допомогою Фонду можна в застосунку Liki24. Після реєстрації на головному екрані з'явиться можливість взяти участь у програмі компенсації.
- Компенсація покриває 50% вартості будь-яких ліків на Liki24. Максимальна сума компенсації: 500 грн.
- При замовленні на 500 грн і більше ми доставимо ліки безкоштовно.
- Не обов'язково витратити всю суму за одне замовлення.
- Термін дії — 3 дні після активації.

Трагедія в Броварах Відновлення України Корисні контакти

### Читайте також: Ліки подорожчають: великі фармкомпанії попередили про зростання цін через перебої зі світлом

"За рахунок коштів, що передасть уряд Німеччини Фонд «Ліки для України» зможе безперервно працювати та надавати необхідну допомогу, тим хто цього потребує, протягом декількох місяців", – йдеться в повідомленні.

Пресслужба пояснила, що скористатися допомогою можна через застосунок Liki24. Після реєстрації на його головному екрані з'явиться інформація щодо можливості участі в програмі компенсації.

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ФАКТИ

### Українцям частково компенсують вартість ліків: хто може розраховувати на новий вид допомоги та як її отримати

11:08 — 16 листопада 2022

NV

### Читайте також: Нова вартість оформлення паспортів і грошова допомога мешканцям звільнених територій: що змінилося в Україні з 1 листопада



# Project No. 1: Compensation of 50% medicine costs – How does it work?



## FOUNDATION COMPENSATES 50% OF B2C ORDER COST

### Applying for help

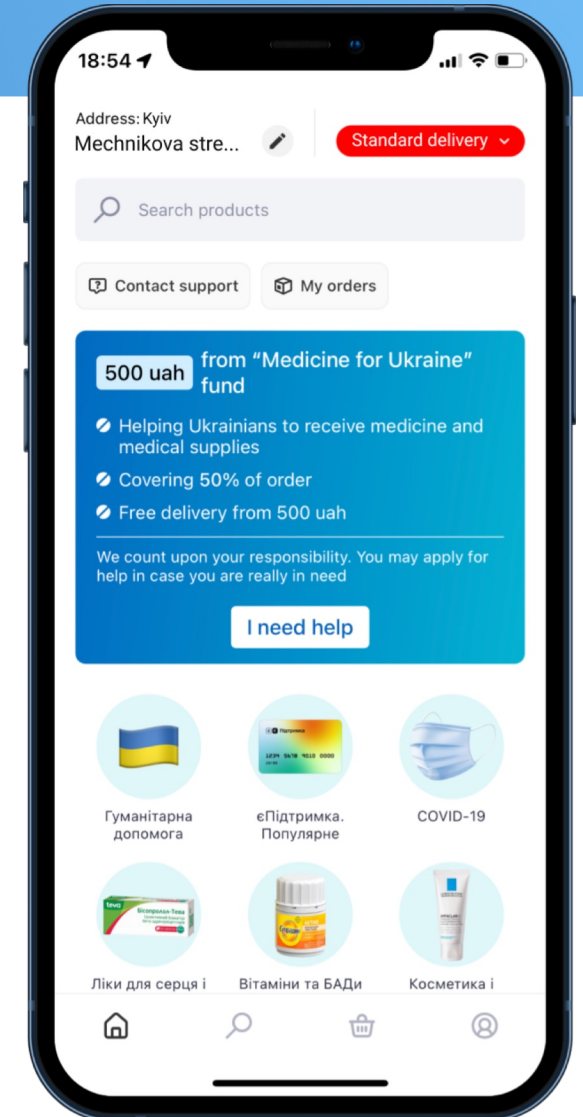
- Person has to pass a **questionnaire** that is verified after application is received
- Each person can use compensation option **only once**
- Compensation is valid during configured amount of days after activation

### Terms are easily reconfigured

Each compensation campaign is launched separately. When particular amount of customers applied for help with one version of terms, next may apply with modified version of terms.

|                        |                            |  |                               |
|------------------------|----------------------------|--|-------------------------------|
| <b>50%</b><br>coverage | <b>500 ₴</b><br>max amount | <b>10 days</b><br>valid after activation | <b>500 ₴</b><br>free delivery |
|------------------------|----------------------------|--|-------------------------------|

terms example



# Project No. 2: Humanitarian Aid – How does it work?

1

**Collect demand, receive products from EU**

Our Foundation makes tailored requests based on the real time demand on the most critical medicines that are now required in Ukraine.

2

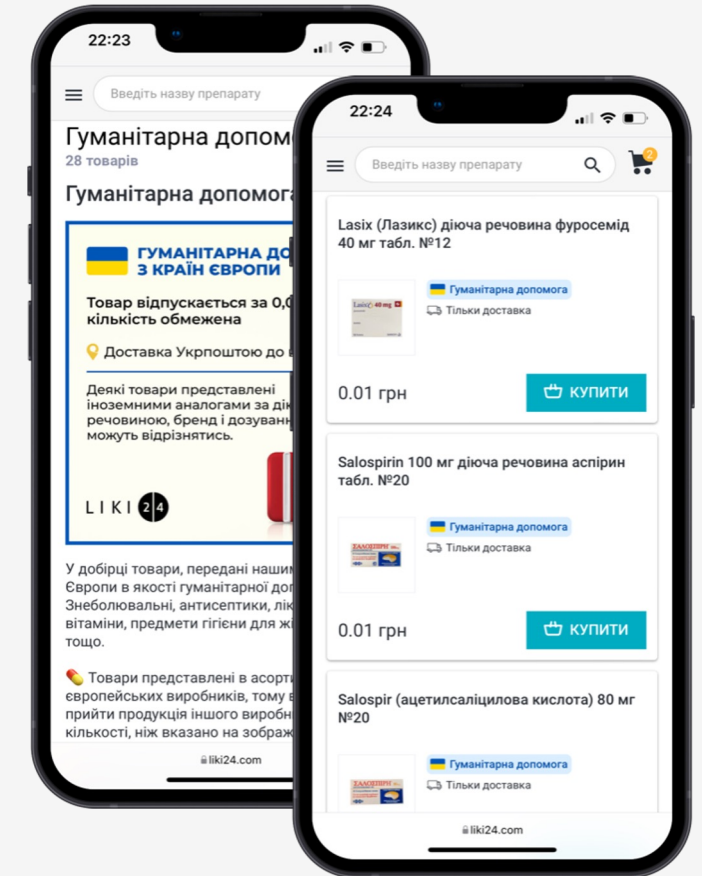
**Classify and publish products on the platform**

Products become available for order via the website & mobile app ([iOS](#), [Android](#)) of Liki24

3

**Deliver products to end users**

Delivery is performed in cooperation with the largest delivery service providers in Ukraine: Nova Poshta & UkrPoshta



**How does it work for the customer?**

Special category “Humanitarian aid” is dynamically filled with **free products** received from EU.

# Transparency and Trust

Liki24 ensures the confidence of Foundation's donors through openness and seamless operations.

## Triple-Tiered Fraud Detection

Liki24's fraud detection system is built on three layers that are executed for every order: a) **automatic**, b) **manual**, c) **application flow**.

## Comprehensive & Transparent Reporting

Liki24 has an **internally built CRM system** tailored for managing this type of business, with a **secure cloud** in place from Microsoft Azure.

## Monitoring Dashboard

A **real-time dashboard** is available for monitoring deliveries. Such data as delivery history, orders' geography and product details is easily accessed inside integrated analytical tools.

Liki24 has top-tier regional investors:



**TA VENTURES**

Liki24 is a part of leading international and local associations:



Biggest Ukrainian entrepreneur association



American Chamber of Commerce

# Problem and proposed solution



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- More than **7M** of Ukrainians were forced to leave their homes. **Millions** of people have lost their jobs and earnings. They all have a **great need for medicine and medical supplies**
- Humanitarian aid from other countries can help people, but the **Ukrainian economy** still suffers. Pharmaceutical producers in Ukraine are decreasing sales, resulting in lower compensations and taxes
- That's why **financial support for localized purchasing of medicines** will work better for Ukraine's economy. At the same time, medicine and medical products that are in short supply or totally out of stock in Ukraine may be **purchased in other countries** and delivered to Ukraine as a humanitarian aid
- Liki24, being the biggest platform for searching and delivering medical products, will provide its resources and expertise for humanitarian program implementation. And will provide comprehensive reporting on program completion

We guarantee the humanitarian aid will not be misused,  
it will be received by people in need in proper volume

# What do we need in 2024?

## DONATIONS TO OUR FOUNDATION:

- 1 Donations will be used to compensate for the cost of medicines for Ukrainians in need.
- 2 Liki24 purchases in stock medicine in Ukraine to support national economy.
- 3 Out of stock medicine will be ordered and delivered from EU.
- 4 Each order is tracked, comprehensive reporting on funds spending will be provided.
- 5 The estimated demand and efficient distribution capacity is \$500K per month.

NGO bank details for donations are [here](#).



**MEDICINE FOR UKRAINE  
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A photograph showing Volodymyr Zelensky, wearing a grey suit and a blue surgical mask, handing a cardboard box to a woman in a blue floral hospital gown and a blue surgical mask. The woman is holding a stack of cash. The box is for Liki24, with the brand name and a 30% discount tag visible. A camera operator is partially visible on the right side of the frame. The background shows a hospital room with a bed covered in a blue and white checkered sheet.

The most famous courier of Liki24

*Volodymyr Zelensky delivers the order.  
September 2020. Kherson region, Ukraine*



We are making a healthier life more accessible and affordable for all.



**Anton Avrinsky**

CEO Liki24

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