

Corporate Magazine of Alkaloid AD Skopje

HEALTH

above all



2026 MARKS A HISTORIC MILESTONE:
90 YEARS SINCE THE
ESTABLISHMENT OF **ALKALOID**

Sunshine vitamin

every day
of the year!

MULTI
ESSENCE

VITAMIN

D₃

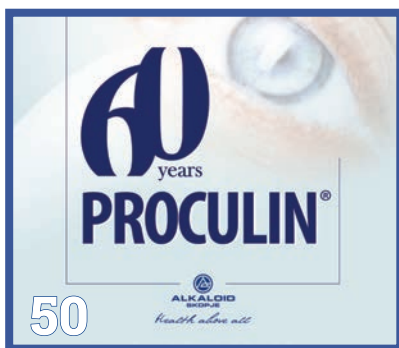
More than
a vitamin.



ALKALOID
SKOPJE

Health above all

CONTENTS



/04/ **INTRO**
The Galenic Plant – A Milestone That Set Alkaloid on a New Course

/06/ New Alkaloid 2026 Image Calendar Dedicated to the 90th Jubilee

/12/ **EVENTS AND NEWS**
Tender and Sweet Dreams with the Becutan Lullaby
by Hana Huljić Grašo

Becutan in Bibi's World - Becutan Delights Young Fans with the Launch of Its Limited-Edition "Becutan - Bibi's World" Collection

Mukaetov at the Challenge of Change Conference in Rovinj:
Sustainable Growth Is Possible Only When We Aim Beyond Borders

Alkaloid in Romania - Advancing Pediatric GERD Care through Science, Innovation, and Child-centered Vision

Alkaloid: 22 Years at CPhI – The Leading Global Pharmaceutical Event

Alkaloid at Expopharm 2025 in Dusseldorf

The Great Stories of Little Heroes - Becutan Conference in Honor of World Prematurity Day

Humanitarian Walk in Kamnik, Slovenia Supported by Becutan

Becutan Kids Vits Roundtable - Between the Rise in Childhood Diagnoses and the Search for Balance – Are We Labeling Children More Than Ever Before?

The Macedonian Branch of the American Chamber of Commerce Confirmed Zhivko Mukaetov for Another Board Mandate

Humanitarian Picnic for Alkaloid AD Employees, Their Friends and/or Family Members

/48/ **FOCUS**
Operational Excellence - Alkaloid's Triple-Engine Motor Driving Innovation and Efficiency

/50/ **AWARDS & RECOGNITIONS**
New Milestone in Sustainability – Alkaloid Honored with EcoVadis Bronze Medal

Chess Club Alkaloid Crowned European Vice-Champion for the Third Time

/54/ **INTERVIEW**
From First Job to Leadership: A Journey of Long-Term Commitment Within Slovenia's Pharma Market Alma Bunič Sajović, Director at ALKALOID FARM

/62/ **A WORD WITH**
Parenthood Caught Between 'ChatGPT Knows Best' and 'Grandma Said So': Which Guidance Aligns with Neonatal and Pediatric Standards?

/68/ **COVERAGE - PROCULIN®**
60 Years of Excellence, Innovation, and Clear Vision

/74/ **COLUMN**
The Concept of Free Time

/76/ **COLORING PAGES**

December 2025
№ 04



CORPORATE MAGAZINE
OF ALKALOID AD SKOPJE

Editorial Board
Alkaloid AD Skopje

Graphic design
Concept Marketing

Photography
Archive of Alkaloid AD Skopje

Print
Evropa 92

Circulation:
300 copies

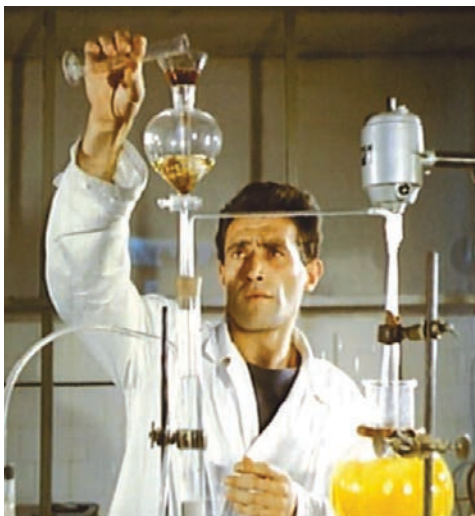
FREE SAMPLE

www.alkaloid.com.mk

HEALTH
above all



alkaloid trivia



A MILESTONE THAT SET ALKALOID ON A NEW COURSE

1957 became more than a point in time for Alkaloid. It became a defining turning point. This chapter marked a new stage in the company's development, driven by the introduction of advanced manufacturing operations and a growing focus on integrating the entire technological process. These changes laid the groundwork for modern pharmaceutical production and set Alkaloid on a path toward national and international recognition.

At the heart of this transformation was the commissioning of the Galenic plant, a new production facility dedicated to finished pharmaceutical forms. Built on the foundation of alkaloid raw materials, the plant began with the production of tablets and liquid preparations, later expanding to include ointments and ampules. This development enabled the creation of some of Alkaloid's earliest flagship products, such as Codeine, Caffetin, Codaffen, and Noscadin, in both tablet and syrup forms.

The rapid growth of the Galenic plant required a significant enhancement of the workforce. Pharmacists, technologists, chemists, and other specialists joined the company to meet the demands of modern pharmaceutical production. Their expertise contributed to the plant's remarkable rise: from contributing just 7% of Alkaloid's revenues in its first year, the Galenic plant grew to account for 70% only a few years later. This increase reflected the plant's critical role in the company's overall production strategy.

the galenic plant

NEW ALKALOID 2026 IMAGE CALENDAR

The new image calendar of Alkaloid for year 2026 is a visual homage to nine decades of vision, innovation, and the dedication of its most valuable asset – its people



The year 2026 marks a historic milestone: 90 years since the establishment of Alkaloid.

To honor this extraordinary jubilee, Alkaloid's special commemorative Image Calendar edition unfolds as a curated artistic journey through the company's most defining moments.

Renowned Macedonian artist Zoran Kardula brings his distinctive visual language to this project, bringing each illustration with symbolism, emotion, and deep respect for Alkaloid's legacy. His works blend heritage and modernity, transforming archival moments into contemporary visual stories.

Each month features a unique full-page illustration that revives a key moment from Alkaloid's history, celebrates the company's growth, innovation, and social responsibility, connects past and present through Kardula's emblematic style, and honors the people whose dedication has shaped Alkaloid's achievements: scientists, workers, partners, and communities.

More than a collection of images, this milestones' edition stands as a visual chronicle, an elegant reminder of the resilience, vision, and commitment that have guided Alkaloid over nine decades.

DEDICATED TO THE 90TH JUBILEE

1936 | Yugoslav Factory for Alkaloids

2026 JAN 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

ALKALOID SKOPJE

1957 | Caffetin

2026 FEB 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

ALKALOID SKOPJE

1965 | PROCELYT

2026 MAR 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

ALKALOID SKOPJE

1966 | Botanical plant launch

2026 APR 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

ALKALOID SKOPJE

1973 | Cosmetics and soaps

2026 MAY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

ALKALOID SKOPJE

1976 | Alkaloid Chess Club was formed

2026 JUN 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

ALKALOID SKOPJE

1978 | BECUTAN

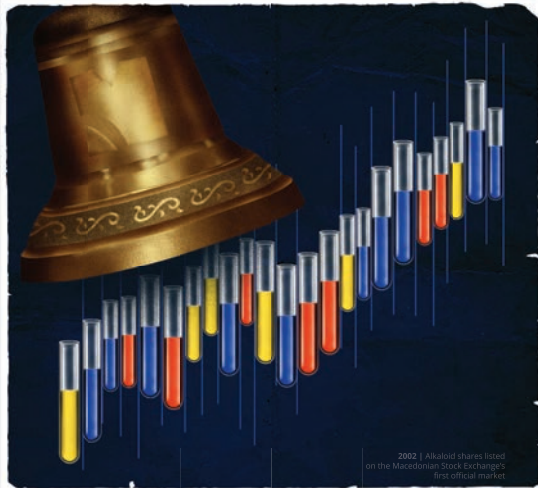
2026 JUL 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

ALKALOID SKOPJE

The design of modern factories for solid dosage forms and sterile ophthalmics

2026 AUG 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

ALKALOID SKOPJE



2002 | Alkaloid shares listed on the Macedonian Stock Exchange's first official market

2026 SEP 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30



ALKALOID
SKOPJE



2007 | Foundation Trajche Mukaetov established

2026 OCT 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



ALKALOID
SKOPJE



2009 | New Institute for Research and Development

2026 NOV 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30



ALKALOID
SKOPJE



2024 | New production facilities for oral dosage forms

2026 DEC 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



ALKALOID
SKOPJE

TENDER AND SWEET DREAMS WITH THE BECUTAN LULLABY BY HANA HULJIĆ GRAŠO

Lullabies offer gentle, soothing moments that strengthen the bond between parent and child. Through simple melodies, they calm, provide a sense of safety, and support emotional and cognitive development. In these tender moments, a baby feels secure, loved, and at peace.



In a relaxing atmosphere in Zagreb, artist and mother of two Hana Huljić Grašo presented her latest creation – the Becutan Lullaby. The event brought together many mothers and babies, and featured Petra Gajšak as moderator, Maša Gavranić as the youngest presenter, and Kata Lojtar, health pedagogue and psychotherapist.

Hana Huljić Grašo, mother of two

“The music for Becutan’s lullaby came about in one breath. My first associations were tenderness, love and the scent of childhood. All those emotions while growing up, which I myself remember from my own childhood and from Becutan, I tried to convey in a song, and that’s how the lullaby ‘Tender and Sweet Dreams with Becutan’ was born. I sing lullabies to my children, so I believe that this one will also find its way into those special moments for the mother and the child.”



Becutan is a brand that has been part of families for almost 50 years, with a tradition and values that are passed down from gener-

ation to generation and with an emphasis on unreserved support for all the challenges of parenting that parents face every day.



Petra Gajšak, Moderator



“The lullaby ‘Tender and Sweet Dreams with Becutan’ is something that all parents needed! A gentle, melodic, easy to remember and, most importantly, beautifully sung lullaby, and there are not many like it. I come from a large musical family, we

are five children, and at home we always sang something, so when I became a mother, it came somehow naturally to me to sing to my children at bedtime, and even though they are now grown up, they sometimes remember our lullaby and ask me to sing it for them. You can only imagine how many times I had to sing it when they were little, since even now at 14 and 10 years old they know it without a mistake. I am sure that the same will be true with this lullaby by Becutan and that children will sing it for generations.”



Kata Lojtar, Health Educator and Psychotherapist

“Being a mother means living in the most intense laboratory of love, patience and growth. From the perspective of a psychotherapist and entrepreneur, I always say: rest is not a luxury, but a prerequisite for presence, creativity and emotional resilience. Our children do not need perfect, but stable, gentle and rested parents. A lullaby like this is not just a moment for the child – it is also a call for us adults to slow down, breathe and allow ourselves to be the most important. When a child falls asleep, we can also find our own little peace. And in a world that celebrates speed, that is the bravest act of love.”



BECUTAN IN BIBI'S WORLD

BECUTAN DELIGHTS YOUNG FANS WITH THE LAUNCH OF ITS LIMITED-EDITION "BECUTAN - BIBI'S WORLD" COLLECTION

Bringing joy to little ones and parents alike, Becutan proudly unveils its new limited-edition collection, "Becutan in Bibi's World," inspired by the beloved children's characters Bibi and Bobi. The trusted Becutan quality is now presented in special collector's packaging, available in two playful color editions: a soothing green, celebrating the gentle power of chamomile, and a vibrant pink featuring a delightful bubble-gum aroma.

The collection also introduces an exclusive highlight - the Bubble Gum Toothpaste, a must-have item that adds extra fun to children's daily routines.



About Bibi and Bobi

Established in 2012, "Bibi's World" has grown from a small digital initiative into a recognized creator of educational content for children. Today, it stands as a multimedia educational brand featuring characters that help young learners develop language skills, understand core values, and build essential early-learning foundations. The platform maintains a strong commitment to social responsibility, placing con-

sumer safety, children's rights, and environmental awareness at the center of its mission.

Bibi and Bobi are beloved children's characters celebrated for their playful imagination, cheerful personalities, and heartwarming adventures that captivate young audiences. Their world champions friendship, curiosity, and everyday discoveries, making them ideal companions for inspiring joy, creativity, and learning in children.

GREEN LINE PRODUCTS



Chamomile Wet Wipes 72 pcs - Enriched with hydrating lotion containing chamomile extract, these wet wipes protect the delicate skin from irritations, soothe redness, and prevent further discomfort. They feature a balanced pH level, carefully adjusted to match the natural infant skin pH.



Foaming Hand & Face Wash
- An exceptionally mild liquid soap formula, packed in a special foaming dispenser that creates creamy and airy lather. It gently cleans hands and face, while its active ingredients nourish and protect the sensitive infant skin. Alcohol-free, colorant-free, paraben-free; dermatologically tested and pH balanced.

PINK COLLECTION BUBBLE GUM

Bubble Gum Wet Wipes - 24 pcs - Fun, fresh, and perfect for quick clean-ups. These wipes blend gentle natural surfactants with glycerin, D-panthenol, and chamomile extract to cleanse, soothe, and maintain the skin's natural moisture balance.



Liquid Soap - Bubble Gum Scent - A playful bubble-gum fragrance meets gentle daily care. The formula contains mild, naturally derived surfactants, glycerin, D-panthenol, and chamomile extract ingredients that work together to help maintain the skin's natural moisture balance.

2-IN-1 SHAMPOO & BATH FOAM: THE PERFECT TWO-IN-ONE SOLUTION FOR EASY AND JOYFUL BATH TIME

This dual-purpose formula is enriched with naturally derived ingredients designed for children's delicate skin and hair. Glycerol Oleate, a natural biolipid, helps strengthen the skin's protective barrier, while aloe vera soothes irritation. D-panthenol and wheat germ extract maintain moisture, protect from dryness, and leave hair soft, shiny, and easy to comb.



MUKAETOV AT THE CHALLENGE OF CHANGE CONFERENCE IN ROVINJ: SUSTAINABLE GROWTH IS POSSIBLE ONLY WHEN WE AIM BEYOND BORDERS

“Alkaloid has been operating within the EU for 18 years, yet coming from a non-member country brings its own particular challenges. With a domestic market of just 2 million people compared to Europe’s 448 million, true growth and development are achievable only when business horizons extend beyond national borders.”



Zivko Mukaetov, CEO/MB President of Alkaloid, participated as panelist in the region’s premier financial conference, Challenge of Change, held in October in Rovinj, Croatia, organized by the Zagreb Stock Exchange and the Croatian Association of Pension Fund Management Companies and Pension Insurance Companies.

During the panel discussion titled “Regional Champions: Beyond Borders”, moderated by Ivana Gazić, President of the Management Board of the Zagreb Stock Exchange, Mukaetov reflected on the company’s challenges over the years and during his nearly two-decade leadership:

“Over the past two decades, Alkaloid has seen steady growth, not only in terms of reve-

nue and market value but also in its capacity to confront challenges, make bold strategic decisions, and patiently build trust across international markets. From assuming the company's helm at the age of 32, a challenge in itself, to steering Alkaloid toward global recognition, the process has been one of constant evolution and transformation. Over these twenty years, Alkaloid has achieved remarkable and consistent progress: a sixfold increase in revenues (from EUR 53.1 million in 2005 to an expected over EUR 330 million in 2025) and nearly a sevenfold

rise in the average share price (from EUR 62 to around EUR 416 over the same period). This entire journey has been the result of teamwork, vision, and a clear strategy. We intend to continue along the same path with determination, discipline, quality, and knowledge," said Mukaetov.

In the panel segment focusing on the challenges faced by regional stock exchanges and ways to overcome them, both through regulatory and practical improvements, Mukaetov noted:

"Macedonia is a small yet distinctive market where a handful of blue-chip companies





dominate stock exchange trading, bringing with them high expectations from both the public and investors. However, limited access to financing and low trading liquidity among other listed companies highlight the need for a stronger role of institutional investors and for clear, transparent regulation. Regionally, the

consolidation of stock exchanges into a single platform or entity could bring greater market depth, liquidity, stability, and boost the international visibility of companies.”

Alongside Mukaetov, the panel also featured Gordan Kolak, President of the Management Board of Končar; Michal Kędzia, Partner, Enterprise Investors; and Luka Oresković, Chairman of the Advisory Board of Mplus, Partner at Prosperus Invest.

Since its establishment in 2012, the Challenge of Change conference has become a key meeting point for more than 550 representatives from the domestic, regional, and international financial and business sectors. Alongside discussions on macroeconomic trends, this year’s agenda also explored the role of artificial intelligence in business and modern investment strategies for a sustainable future.

MULTI
ESSENCE



Multi Essence IMMUNO

sticks for direct use,
with lemon flavor

Keep yourself
protected!



Health above all

ALKALOID IN ROMANIA ADVANCING PEDIATRIC GERD CARE THROUGH SCIENCE, INNOVATION, AND CHILD-CENTERED VISION

Pediatric gastroesophageal reflux disease (GERD) remains a significant clinical challenge, requiring ongoing innovation and close collaboration among healthcare professionals. In response, Alkaloid continues to strengthen its support for evidence-based practice and advancements in pediatric care.



On November 1st, in Brașov, Romania, Alkaloid reaffirmed a commitment that sits at the intersection of innovation and responsibility: ensuring that the youngest patients receive therapies that are licensed, age-appropriate, and designed for their specific needs.

Under the auspices of Alkaloid, the company organized the First National Conference on Modern Approaches to the Treatment of Gastroesophageal Reflux Disease (GERD) in Pediatric Patients. We brought together over 100 specialists – pediatric gastroenterologists, hepatologists, and nutrition experts, alongside pediatri-

cians and family physicians - for a concentrated day of scientific exchange, clinical reflection, and forward-looking therapeutic perspectives.

The Brașov event continued Alkaloid's broader regional scientific momentum in pediatric GERD – following the company's earlier international conference concept held in Zagreb – while also shaping a clear local message: Alkaloid is not only delivering products but also investing in the medical community's shared knowledge and in the practical realities of treating infants and young children.

Pediatric GERD needs modern, practical answers

Gastroesophageal reflux disease in infants and young children remains a frequent and sometimes challenging clinical condition. The difference between common reflux and clinically significant GERD can be subtle, symptoms can overlap with other pediatric conditions, and management requires careful decision-making - particularly when pharmacological therapy is considered.

The Braşov conference was designed precisely around those real-life challenges: how clinicians recognize the disease, how and when they confirm it, what the current therapeutic options offer – and where gaps persist in daily practice. In that context, Alkaloid's scientific event created a framework where experts could compare perspectives, align on good clinical principles, and explore solutions in a setting tailored to the needs of pediatric patients.

The value of “the right form” for the right patient

A key theme aligned with Alkaloid's strategic direction in value-added medicines: correct administration starts with the correct formulation especially in pediatrics, where swallowing difficulties and dosing precision can make or break adherence and outcomes.

Alkaloid is the holder of the first international patent for a value-added medicine in this category: ready-to-use liquid omeprazole developed to address practical barriers encountered with traditional formulations. The agenda materials emphasize this positioning clearly, highlighting the idea of innovation built around patient reality and administration needs.

This is more than a formulation story. It is a statement of direction: Alkaloid's innovation is purpose-driven, rooted in clinical relevance and in the details that matter most for vulnerable populations.



A full scientific day in Braşov

The Braşov conference delivered a structured, clinically grounded program that moved seamlessly from diagnosis and investigations to therapeutic strategies and real-life case discussions. It underscored Alkaloid's close collaboration with Romania's medical community, strengthened by the participation of the Presidents of SRGHNP and AREPMF, whose opening remarks emphasized a shared commitment to advancing pediatric GERD care through scientific dialogue and patient-centered practice.

A major highlight was the emphasis on case-based learning, which brought guidelines into real-world clinical context. Through two interactive sessions, participants examined the full diagnostic and therapeutic pathway across diverse presentations—including infant GERD, eosinophilic esophagitis, GERD with respiratory symptoms, and reflux esophagitis—reinforcing the principle that effective management depends on individualized clinical judgment rather than a uniform approach.

Science with purpose - because every child deserves the right medicine

At its heart, this conference was about much more than a single disease area. It reflected Alkaloid's belief that innovation in healthcare must reach the place where it matters most: everyday clinical practice, real families, and patients who cannot advocate for themselves.

By convening over 100 specialists and building a full scientific program – from diagnostic pathways to case-based decision-making.

Alkaloid helped strengthen professional alignment on modern pediatric GERD management. And by continuing to develop value-added solutions such as ready-to-use liquid omeprazole, the company reinforces a principle that should guide pediatric pharmacotherapy everywhere: **every child deserves medicines that are licensed, age-appropriate, and designed for their specific needs.**



Becutan KIDS VITS Multiomega-3 is a food supplement with tropical fruit flavor, which contains fish oils rich in omega-3 fatty acids (DHA and EPA), combined with vitamins and minerals. The purpose of Becutan KIDS VITS Multiomega-3 is to enrich children's nutrition with omega-3 fatty acids and essential vitamins and minerals that support the cognitive development of children.



I am **OGGY!**
: Member of the
Becutan KIDS VITS
Happy Squad and
I make sure **WE**
GROW SMART
TOGETHER! :



ALKALOID: 22 YEARS AT CPhI THE LEADING GLOBAL PHARMACEUTICAL EVENT

A team of 35 professionals from across Alkaloid's organizational sectors, represented the company at the 36th edition of CPhI, holding over 400 business meetings across three intensive days with existing partners, suppliers, and potential new collaborators.



As the world's leading networking platform for pharmaceutical professionals, CPhI Frankfurt 2025 gathers over 62,000 visitors and 2,400 exhibitors from around the globe. Over the past three and a half decades, CPhI has grown into the largest international pharmaceutical community, connecting hundreds of thousands of experts and companies committed to driving innovation and progress across the dynamic global pharmaceutical supply chain.

Held under the theme "At the Heart of Pharma," the event took place from October 28 to 30 in Frankfurt, Germany. Once again, Alkaloid's

team presented a modern, visually engaging stand that reflected the company's guiding principle **Health above all!**



ZHIVKO MUKAETOV

Alkaloid's CEO and President of the Management Board



“For Alkaloid, CPhI is a vital global platform for tracking the latest scientific and technological breakthroughs in the pharmaceutical sector. We recognized the potential of this global gathering early in the 2000s - both as an opportunity to build valuable business connections and partnerships, and to stay aligned with key transformations and innovations within the generic pharmaceutical industry”.





MILOS RADULOVIC
 Head of Pharmaceuticals - Alkaloid



“The generics business is changing and I sense a shift in the CPhI offering. Many companies are moving from traditional generics to VAM (value-added medicines), specialty generics, and biosimilars. This transition is crucial at the moment and will drive industry growth in the future, as fewer new molecules are going off patent. At the same time, price pressure from regulatory bodies weighs heavily on our industry, demanding greater efficiency and cost reductions. CPhI is the

place where companies can access innovative solutions beyond the usual procurement, sales, and operational activities. As Alkaloid employees, we also notice that interest in our specialty generics and VAM products is much higher, since everyone is seeking innovation for their portfolios. CPhI also gives us the chance to discuss the future of the business with top industry leaders and to steer our company in the right direction”.

NATASHA NIKOLOVSKA

Deputy director - Business Development - Alkaloid



“CPhI plays a pivotal role in both in-licensing and out-licensing within the pharmaceutical industry, making it the most important event of the year for Alkaloid’s Business Development Department. The team conducts thorough preparations to maximize the opportunities presented during the three event days. In the context of in-licensing, CPhI facilitates the acquisition of pipeline products from other companies, enabling Alkaloid to streamline and

advance ongoing negotiations as well as provides access to new sources and technologies. For out-licensing, CPhI serves as a global marketplace for showcasing Alkaloid’s latest developments and innovations, helping the company expand its reach into new markets, strengthen current and establish new relationships with clients. Despite the rapid evolution of digital tools and technologies that enable online business interactions, face-to-face contact remains essential for discussing sensitive topics, overcoming challenges, and negotiating favorable conditions. Moreover, CPhI fosters networking, collaboration, and strategic partnerships, acting as a catalyst for continued growth and innovation within the pharmaceutical sector”.





JELENA LAZOVA

Deputy director - Global Development, Pharmaceuticals - Alkaloid



“For Alkaloid’s Global Development unit, this year’s event was a testament to the power of strategic partnerships in driving sustainable growth. Interactions with long-standing partners, suppliers, and new collaborators highlighted the importance of agile supply chains, localized production, and technology-driven solutions—key pillars in our mission to expand access to high-quality pharmaceuticals worldwide.

A key takeaway from CPhI 2025 was the growing emphasis on cutting-edge R&D, particularly in small-molecule innovations, and digital health solutions. The event highlighted the need for adaptive regulatory frameworks that balance speed and safety, enabling faster market entry for groundbreaking therapies. For Alkaloid, this aligns with our focus on scaling advanced manufacturing capabilities and navigating complex global regulations to deliver high-quality pharmaceuticals. As we integrate these insights, our priority remains clear: to drive scientific excellence, strengthen regulatory partnerships, and foster collaborations that empower sustainable growth. CPhI 2025 has further inspired us to push boundaries, ensuring our contributions to global health are both impactful and enduring”.



ANA DZALEVA

Senior manager - Procurement (API, excipients, FDF), Pharmaceuticals - Alkaloid



“Attending CPhI Worldwide 2025 was once again a valuable opportunity to strengthen existing partnerships and explore new avenues in the rapidly evolving pharmaceutical landscape. Our focus was on active pharmaceutical ingredients (APIs) and finished dosage forms (FDFs), with the goal of securing reliable, high-quality sources that align with our company’s growth strategy and commitment to excellence. Throughout the exhibition, we engaged in

constructive discussions with long-term partners and potential new suppliers from across Europe and Asia. These face-to-face meetings provided the perfect platform to address ongoing projects, clarify technical topics, and set the direction for upcoming product launches. Beyond commercial talks, the event offered valuable insights into current market dynamics, from API pricing trends and supply chain resilience to sustainability initiatives that are reshaping the industry. In summary, the visit was not only professionally productive but also personally rewarding, a reminder that behind every molecule and product stand strong relationships built on trust and shared purpose. We return from CPhI with renewed energy and optimism for the projects ahead and with gratitude for all the partners who continue to support our mutual success”.

Becutan KIDS VITS Multi-immuno is a food supplement in the form of a powder for solution, with a pleasant orange flavor that contains a combination of vitamins, minerals and the *Lactobacillus rhamnosus* (LGG) probiotic.

Becutan KIDS VITS Multi-immuno is used to improve and maintain children's immunity, protect cells from oxidative stress, reduce fatigue and exhaustion, as well as maintain intestinal microflora balance.



I am **ARCHIE!**
Member of the Becutan
Kids Vits Happy Squad
and I fight for
BETTER IMMUNITY!



ALKALOID AT EXPOPHARM 2025 IN DUSSELDORF

Participation at this prestigious event, brings multiple benefits for Alkaloid including the opportunity to present its innovative products to a wide professional audience, primarily in Germany but also across the broader region.



Alkaloid once again took part in one of Europe's most prestigious pharmaceutical fairs, Expopharm 2025, held in Düsseldorf, Germany. The three-day program brought together key stakeholders from the global pharmaceutical and healthcare industries.

"As a company with nearly nine decades of tradition and a strong international presence, Alkaloid participated in the fair with the aim of

presenting its latest innovations, as well as its current portfolio of high-quality pharmaceutical, OTC products, and dietary supplements, while also creating new opportunities for development and cooperation", stated representatives from Alkaloid's Business Development Department.

Expopharm serves as a central meeting point for manufacturers, distributors, pharma-

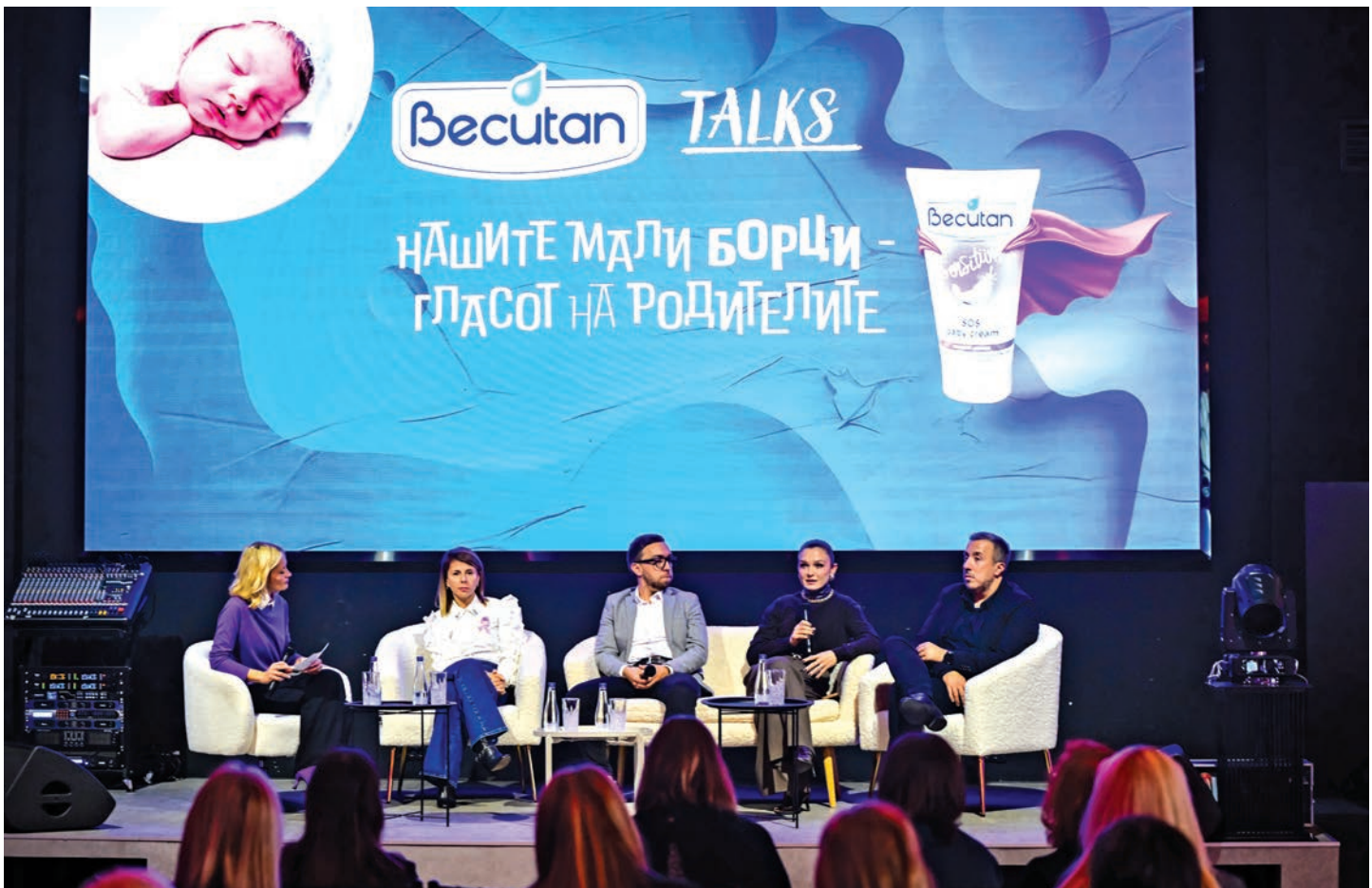
cists, and healthcare professionals, providing an ideal platform for networking, knowledge exchange, and monitoring the latest industry trends. It is designed to showcase innovation, support professional development, and

strengthen connections across all segments of the pharmaceutical and healthcare industries. The 2025 edition featured around 500 exhibitors and hosted nearly 25,000 professional visitors from around the globe.



THE GREAT STORIES OF LITTLE HEROES BECUTAN CONFERENCE IN HONOR OF WORLD PREMATURITY DAY

Caring for premature babies is not just a medical challenge - it is a lifelong mission powered by courage, tenderness, and unwavering hope.



In a room filled with emotion, compassion, and quiet strength, experts, parents, and public figures gathered for the second Becutan Conference entitled “The Great Stories of Little Heroes”, dedicated to honoring World Prematurity Day. What unfolded was more than a professional forum; it was a heartfelt tribute to the tiniest warriors among us and the families who love them fiercely.

From the opening remarks to the closing heartfelt testimonies, the conference reaffirmed Becutan’s enduring commitment to supporting the smallest and most vulnerable members of the community. With decades of trust established in households across the region, the brand continues to stand alongside parents and healthcare professionals from the very first day-and from the very first touch.

Heroes of Neonatal Care: A Story of Science, Strength, and Heart

Moderated by **Prim. Dr. Marina Pop Lazarova**, the first panel shed light on modern neonatal practices and the remarkable advancements that give preterm babies a stronger chance at life. Renowned experts - **Prof. Dr. Katerina Damevska**, **Dr. Simonida Spaseska**, and **Prof. Dr. Silvana Naunova Timovska** - were united

in their view that while medicine has made tremendous strides, nothing compares to the healing power of a mother's touch.

The experts' professional reflections, offered insights into the delicate balance between medical expertise and emotional support – both essential ingredients in the care of premature infants.



Prof. Dr. Silvana Naunova Timovska

“Skin-to-skin contact stabilizes baby’s vital parameters and strengthens the mother-child bond. A mother’s love is a true remedy.”



When Love Leads the Way: Stories From Parents and Preterm Heroes

The second panel, moderated by actress **Sanja Arsovska**, shifted the spotlight to the lived experiences of parents. The stories shared

by **Maja Kikiritkova**, **Goran Papaz**, **Dr. Stanka Tancheva Krstevska**, and **Asst. Prof. Dr. Igor Isjanovski** brought raw honesty, vulnerability, and deep resilience to the room.

Maja Kikiritkova, fashion designer, recounted the emotional weight of leaving the hospital empty-handed while other mothers carried their newborns home - a moment that remains etched in her memory. Her son spent 40 days in an incubator; her daughter, eight days under observation.



Maja Kikiritkova



“These little fighters battle every single second. I believe this fight will make them resilient in life,”



Father of four, **Goran Papaz**, Professional Saxophone Player, emphasized the vital presence of fathers in the journey of preterm care.



Goran Papaz

“Fathers should take equal part in raising their children. It is not ‘help’; it is a responsibility.”



Together, these stories formed a tapestry of love, faith, and perseverance - proof that every small milestone is a big victory for a premature infant and their family.

Asst. Prof. Dr. Igor Isjanovski



Equally inspiring was the testimony of Asst. Prof. Dr. Igor Isjanovski, born at just 28 weeks and weighing 900 grams, who now stands as a symbol of what premature babies can achieve when given a chance.



A Celebration of Strength, Hope, and New Beginnings

“The Great Stories of Little Heroes” is more than a conference. It is a reminder that behind every premature baby stands a community of dedicated doctors, brave parents, and compassionate partners like Becutan.



In honoring World Prematurity Day, this conference amplified the voices of those who walk this path daily: the little heroes who fight unimaginable battles, and the families who refuse to give up hope.

This year’s event was a celebration not only of medical excellence but of humanity – a tribute to the fragile yet extraordinary strength of preterm babies, whose first breaths redefine the meaning of courage.

HUMANITARIAN WALK IN KAMNIK, SLOVENIA SUPPORTED BY BECUTAN



The 13th Charity Walk to St. Primoz above Kamnik is a traditional event organized by the local media outlet “Modre Novice”, a long-established publication that actively covers and supports the

municipalities of Domzale, Kamnik, Komen-da, Menges, and Trzin.

This year, hundreds of participants once again took to the mountain trail leading to St. Primoz, contributing voluntary donations

that raised a total of EUR 10,120. The funds would be used to provide vacation allowances for children from socially disadvantaged families, as well as direct support for a young girl from Kamnik.

Becutan also took an active part in the program, with its mascots Ogi and Archie entertaining the youngest participants, while the

prize game “Mihche’s Treasure,” organized in cooperation with Becutan Kids Vits, added an extra touch of adventure to the event.

The event once again demonstrated its value as a blend of sport, nature, and humanity, creating an atmosphere filled with smiles, togetherness, and goodwill.



BECUTAN KIDS VITS ROUNDTABLE BETWEEN THE RISE IN CHILDHOOD DIAGNOSES AND THE SEARCH FOR BALANCE - ARE WE LABELING CHILDREN MORE THAN EVER BEFORE?



In recent years, professionals across disciplines have observed a steady increase in childhood diagnoses, reflecting both heightened awareness and evolving expectations within modern society. The event convened distinguished experts from the fields of pediatrics, psychology, and dietetics to address the increasingly complex landscape of children's developmental and behavioral

needs. The roundtable underscored that both parents and professionals are encountering a growing number of behavioral, emotional, and developmental characteristics among children. While this trend enables earlier identification and timely professional support, it also introduces the risk of premature labeling, an outcome that may influence a child's trajectory well into adulthood.





Petra Mohar Bregar, dr. med., spec. ped., Head of the Developmental Clinic BO Šentvid at Stična, emphasized that child development is not a linear process. “Our goal is not perfection, but functionality – enabling a child to communicate, express themselves, and understand the world around them,” she noted.



The panel, together with the moderator—writer, podcast creator, and young infectologist David Zupančič, dr. med., spec. inf.—concluded that a holistic approach is essential when addressing the diverse needs of children, integrating medical, psychological, nutritional, and broader social perspectives.



The rise in diagnoses reflects both greater professional sensitivity and evolving societal dynamics, while at times also contributing to self-diagnosis among adolescents, observed dr. Mateja Hudoklin, spec. klin. psih.,



Director of the Counseling Center for Children, Adolescents, and Parents Ljubljana.



As the event concluded, participants noted the importance of continuing such expert gatherings and expressed hope that similar events involving pediatric professionals will become an annual tradition. Attendees of the event also enjoyed culinary creations by **Luka Pangos**, winner of the 10th season of Master-Chef Slovenia.

Parallel to the roundtable, Alkaloid-Farm implemented a series of marketing activi-

ties related to Becutan Kids Vits food supplements, including giveaways, promotional codes for online pharmacy purchases, in-store discounts, article publications, and active en-

gagement across digital channels. The participation of influencers—both those attending and those sharing the live stream of the roundtable, significantly amplified outreach.



The discussion was further enriched through a live broadcast from Greece by assoc. prof. dr. Evgen Benedik, Clinical Dietitian at the University Medical Center Ljubljana. He underscored the significance of parental nutrition even before conception, as well as the long-term impact of early feeding practices and the introduction of solid foods on a child's relationship with food. He also warned about the risks associated with diet trends promoted by online influencers.

parental nutrition even before conception, as well as the long-term impact of early feeding practices and the introduction of solid foods on a child's relationship with food. He also warned about the risks associated with diet trends promoted by online influencers.



Denis Baš, dr. med., spec. ped., from the Health Center Kamnik, highlighted the importance of trust in collaboration with parents and cautioned against the challenges posed by the surge of unverified information circulating on social media.



In conclusion, Alma Sajovic, Director of Alkaloid-Farm, emphasized:

“This may represent a new reality of our time, or it may simply indicate that, as a society, we have become more willing to speak openly about these issues. What remains essential is that profes-

sionals respond with care—offering children timely expert support, listening to them, understanding them, and ensuring that they are not burdened with unnecessary or excessive labels.”



THE MACEDONIAN BRANCH OF THE AMERICAN CHAMBER OF COMMERCE CONFIRMED ZHIVKO MUKAETOV FOR ANOTHER BOARD MANDATE

The organization held its 25th General Assembly, celebrating a significant milestone – a quarter-century of continuous commitment to strengthening the Macedonian economy, improving the business environment, fostering the exchange of best practices, and advocating for the interests of its members, which today include more than 150 entities across the country.



At this year's General Assembly of the American Chamber of Commerce North Macedonia, Zhivko Mukaetov, CEO and President of the Management Board of Alkaloid AD Skopje, was re-elected for the second time as a member of its Board of Directors, once again reaffirming both his personal commitment and the company's long-standing

dedication to transparency, integrity, and active participation in building a more favorable business climate.

Alkaloid has been a proud member of AmCham North Macedonia since its establishment in 2000. Our company actively supports its mission and participates in its initiatives, reflecting our commitment to responsible bu-

siness conduct. AmCham provides a valuable platform for collaboration with leading U.S. and local companies and enables constructive dialogue on policy, competitiveness, and economic development.

In addition to Mukaetov, the newly elected Board of Directors includes Ognjen Lazić (Pivara Skopje), Dragan Davitkov (PwC), Aleksandra Ivanovska (Roche), and Konstantinos Nikolaou (Titan Usje). The Board's work is primarily focused on strengthening regional cooperation and deepening collaboration with key government institutions and the U.S. Embassy. One

of its core objectives is to motivate and unite AmCham members to act as a strong, collective voice for the progressive business community. Today, the AmCham network across Europe brings together 49 chambers.

CEO and MB President Zhivko Mukaetov was elected to the AmCham NMK Board of Directors in November 2023, marking the beginning of his formal engagement with the organization's governance. In August 2025, he advanced to the role of Vice President of the Board, further strengthening his leadership contribution to AmCham's strategic direction.





HUMANITARIAN PICNIC FOR THEIR FRIENDS AND,

The eleventh charity event collected nearly 1.8 million denars donated to the Macedonian Red Cross to support their initiatives intended for the senior citizens.



ALKALOID AND EMPLOYEES, OR FAMILY MEMBERS

Through this initiative, Alkaloid employees, along with their families and friends, raised

AROUND

1.8 MILLION DENARS

The funds will be donated to the Red Cross of the City of Skopje and designated to support social services for senior citizens.



What began in September 2011, on the occasion of Alkaloid's 75th Jubilee, with the very first humanitarian picnic—has grown into a widely anticipated annual tradition that celebrates unity, generosity, and the enduring belief that humanity is a force that lifts people up. This uplifting spirit in 2025, was symbolized by the image of a hot-air balloon, featured on T-shirts specially designed for the event, a reminder that humanity is, indeed, a force that elevates us all.

Upholding the values that shape Alkaloid's corporate culture, rooted in humanity, solidarity, and care for the community, more than 4,000 employees, their family members, and friends of the company, carried forward the humanitarian mission organized for the eleventh time under the auspices of the Trajche Mukaetov Foundation.



“The elderly, whose wisdom and life experience merit respect, recognition, and support, are a vital part of our society,” said Zhivko Mukaetov, CEO/MB President of Alkaloid and President of the Trajche Mukaetov Foundation. “By contributing to the initiatives of the Red Cross

directed toward senior citizens, we hope to help ensure that old age becomes a period marked by dignity, security, and human warmth.”

Suzana Tuneva-Paunovska, Secretary of the Red Cross of the City of Skopje (RCCS), added: “One of our missions at the RCCS is to help elderly individuals live with dignity and security in their late years. Their challenges are considerable – loneliness, reduced mobility, and financial hardship, but that is why we are here. Through home visits, the Emergency Button device, sanitary transport, and day centres for active aging, we provide them with support, security, and adequate care. Yet, this mission would not be possible without strong and committed partners. With Alkaloid, we know that we are not alone, their support strengthens our resolve and enables us to expand our activities, actions, and initiatives. Together, we can accomplish more!”

The humanitarian picnic was organized under the auspices of the Trajche Mukaetov Foundation, attended by the employees of Alkaloid AD, their family members and their friends.



In alignment with the values that underpin Alkaloid’s corporate culture – humanity, solidarity, and care for the community – the company has established a long-standing humanitarian partnership with the Red Cross. Supporting this organization not only in the sphere of social-humanitarian activities and crisis and disaster response, but also in blood donation initiatives.



OPERATIONAL EXCELLENCE - ALKALOID'S TRIPLE-ENGINE MOTOR DRIVING INNOVATION AND EFFICIENCY



Slobodan Vukajlovic
SENIOR MANAGER, PACKAGING DEVELOPMENT AND DATA MANAGEMENT, PHARMACEUTICALS

Looking back, I see Alkaloid as the right place at the right time for me. My professional journey has been anything but linear – shaped by curiosity, adaptability and a penchant for modern technology. Growing up, my fascination with automation and information processing led me to pursue relevant studies, though academia in my country didn't offer everything I craved. After an initial foray into automation and computer technology in secondary school, and a brief stint in theoretical IT studies, I found myself shifting gears toward political science. This turn exposed me to public opinion research and mass communications – fields that would quietly shape my later career.

Following a year abroad in England to hone language skills, I returned home and entered the workforce through marketing and merchandising. Managing clients from diverse sectors taught me crucial lessons about market's pulse, especially when I landed a managerial role at a French agency in Skopje. As the global recession hit, budgets tightened and priorities shifted, pushing me to transfer my skill set to the "client side" of doing business. Thus, in 2009, a recruitment agency connected me with Alkaloid – though I only learned this after passing several selection stages.

I recall three interviews distinctly: the final one with Alkaloid's CEO, Mr. Zhivko Mukaetov,

caught me by surprise. Nervous, yet inspired, I remember ordering Good Nature tea instead of coffee, barely tasting a sip. The warmth and professionalism I encountered left an imprint deeper than the news I received exiting that another company had also extended an offer.

So began my story at Alkaloid Marketing Communications Department, where I was guided by the great mentors like Dushko Markovski and Milos Radulovic. Interestingly, my earliest connection with Alkaloid actually dates back to my youth, when I was a member of their shooting club.

After nearly four dynamic years, a pivotal shift drew me to the newly formed Pharmaceutical Corporate Development sector and subsequently the Packaging Development Department. Here, analytics and international communication formed the backbone of my role, especially around packaging. The company's dedication to modernization and alignment with EU regulations meant we needed to elevate our packaging standards. The establishment of the Packaging Development Department in 2017 dovetailed with the EU's Falsified Medicines Directive (FMD), demanding innovative approaches to packaging. We collaborated with professors from graphic arts faculties in Zagreb and Novi Sad to create the "Book of Standards for Printed Packaging", defining precise measures and tolerances for quality. These standards streamlined supplier relations and minimized production disruptions, ultimately enhancing profitability.

Continuous improvement led to the production of clear documentation for suppliers – the "Minimum Technical Requirements" – defining what every printing house needed to provide to meet our quality standards. Tangible benefits followed: fewer machine stoppages, reduced complaints, and a smoother process overall.

Recognizing the growing importance of structured and reliable data, it became evident that Alkaloid needed to enhance its data man-

agement processes within AlkaSAP. To my great satisfaction, I was once again entrusted by top management, led by the CEO, with the responsibility of establishing what would become the "Data Management Department" in 2021 – now an integral part of "Operational Excellence", together with "Business Process Improvement". Today, our department operates as a triad encompassing "Data Management", "Industrial Design and Packaging" and "Business Process Improvement" – three distinct yet interconnected units, driving innovation and efficiency across Alkaloid.



The ethos of Operational Excellence are simple, yet uncompromising – continuous process improvement to elevate efficiency, quality, and performance. We refine workflows, contribute vital analytics, and nurture an environment steeped in learning and adaptation. From setting packaging standards to optimizing business processes with Lean and Six Sigma methodologies, our department is dedicated to building a sustainable, efficient, and customer-oriented ecosystem.

NEW MILESTONE IN SUSTAINABILITY

ALKALOID HONORED WITH ECOVADIS BRONZE MEDAL

Alkaloid AD Skopje has earned a bronze medal from EcoVadis, a globally renowned sustainability assessment platform. This award represents a significant leap from its 2024 “Committed” rating, which indicated an early-stage alignment with ESG (Environmental, Social, Governance) criteria under EcoVadis’s rigorous evaluation process.

Alkaloid AD Skopje has earned a bronze medal from EcoVadis, a globally renowned sustainability assessment platform. This award represents a significant leap from its 2024 “Committed” rating, which indicated an early-stage alignment with ESG (Environmental, Social, Governance) criteria under EcoVadis’s rigorous evaluation process.

By securing this higher rating, Alkaloid outpaces the average Macedonian company on the EcoVadis scale – most of which are still laying the groundwork for comprehensive ESG strategies. The bronze medal positions the company among the nation’s top performers for its outstanding transparency, systematic approach, and consistent application of sustainable practices throughout its operations.

EcoVadis’s assessment spans four key areas: environment, labor and human rights, ethical business conduct, and sustainable procurement. It is based on a comprehensive evaluation of company policies, practices, and performance across these domains.

Alkaloid’s success in this evaluation underscores its strategic dedication to global sustainability standards and reinforces its broader commitment to socially responsible community engagement. This recognition not only cements Alkaloid’s status as a national leader in sustainability but also enhances its credibility among international partners and stakeholders.

With the bronze medal recognition, Alkaloid now ranks in the top 35% of all companies worldwide assessed by the EcoVadis platform,



which has conducted over 130,000 evaluations globally, including assessments of several Macedonian businesses.

Dedicated to shaping a sustainable and brighter future, Alkaloid remains

committed to advancing its investments and initiatives that promote responsibility, ethical business practices, and sustainability – principles that are fundamental to modern corporate success.



CHESS CLUB ALKALOID CROWNED EUROPEAN VICE-CHAMPION FOR THE THIRD TIME

Chess Club Alkaloid has achieved another remarkable international milestone, finishing as the runner-up at the 2025 European Chess Club Cup—one of the strongest and most prestigious club competitions in the world.



Chess Club Alkaloid has secured the title of European vice-champion at the European Chess Club Cup, marking the third time the Macedonian team has claimed this prestigious achievement. The

tournament was held on the Greek island of Rhodes, where Alkaloid delivered an impressive performance in the final, seventh round, defeating the Israeli team Rishon LeZion with a convincing 4.5–1.5 score.

Although Alkaloid faced strong opposition on the top four boards, the decisive breakthrough came from the lower boards, where Aleksandar Indjić and Abhimanyu Puranik scored crucial victories. Their performance secured the team's rise to second place in the overall standings.

This result continues Alkaloid's long-standing tradition of excellence.

The club previously won the title of European Club Champion in 2016, and finished as runner-up in 2017, 2024, and now again in 2025. With a history spanning almost 50 years, Alkaloid remains one of the most successful and influential chess clubs in the region, consistently competing at the highest European level.

Alkaloid's latest success once again highlights the strength, stability, and international competitiveness of Macedonian chess.



FROM FIRST JOB TO LEADERSHIP:
A JOURNEY OF LONG-TERM COMMITMENT
WITHIN SLOVENIA'S PHARMA
MARKET ALMA BUNIČ SAJOVIĆ,
DIRECTOR AT ALKALOID FARM



Alma Bunič Sajović brings two decades of experience within Alkaloid, having begun her professional journey at Alkaloid twenty years ago in Ljubljana and steadily advancing through roles that reflect her dedication, expertise, and strong professional competence. Over the past 20 years, she has contributed significantly to the company's development and long-term goals, embodying its focus on responsibility, continuity, and steady advancement.

You have been part of the Alkaloid team for two decades. What does being a member of this international corporate family mean to you personally?

Being part of Alkaloid for 20 years means trust, continuity and of course a shared goal. The company has grown from a strong regional pharmaceutical company into an international corporate entity, which has also shaped my professional path. It means working in an environment that values responsibility, long-term relationships, and gradual, stable growth. Personally, I am proud that for 20 years I have been able to contribute to the growth and development of our company, which strives to improve people's health and quality of life.

Reflecting on the past two decades, how did your journey at Alkaloid begin, and what were your initial responsibilities?

I am proud to say that Alkaloid is my first employer. I started in the commercial field, specifically in the sales and marketing of pharmaceuticals. My tasks included presenting products, col-

Being part of Alkaloid for two decades means trust, continuity and a shared goal.

laborating with healthcare professionals and expanding Alkaloid's medicine portfolio on the Slovenian market. This early phase gave me insight into the functioning of the entire pharmaceutical chain, which later proved essential when taking on broader operational responsibilities.

Although North Macedonia and Slovenia share similar environments as small national economies, Ljubljana offers greater potential for market expansion. Would you say this is your key business advantage in the overall strategic development of Alkaloid?

Slovenia provides access not only to the local market but also to the broader EU area, where regulations, quality standards, and business practices are aligned with the European environment. Our presence in Slovenia places us closer to Euro-

pean supply chains, regulatory bodies, and strategic partners. This enables easier expansion, stronger brand recognition, and more efficient integration into European business flows.

In your role as director of Alkaloid Farm, what are the key professional challenges you face in your daily work?

The main challenge is to maintain growth in an environment that is rapidly changing both in terms of regulatory requirements and competitive conditions. This includes adapting to pharmaceutical standards, managing market access, strengthening relationships with healthcare institutions, and responding to changing consumer expectations. A constant task is also expanding the portfolio with cost efficiency while simultaneously maintaining quality and trust in the brand.





Which products and brands make up Alkaloid's portfolio in Slovenia today?

Alkaloid's pharmaceutical portfolio in Slovenia is very diverse and continues to grow each year. We cover a wide range of products for almost all therapeutic areas, from well-known and popular analgetics such as Analgin® and Caffetin® to specialized over-the-counter and food-supplement products that support a higher-quality and more active life.

Which Alkaloid brands are the most recognized on the Slovenian market?

Among the most recognizable brands, I would highlight Analgin®, which in Slovenia has almost

achieved iconic status. It is a medicine that has been present for many years and is very well known not only to doctors and pharmacists in pharmacies, but I could say to the general public as well. Over the years, Analgin® has established itself as a reliable choice for effective pain relief. In addition to Analgin®, other Alkaloid products also hold an important place, valued for their quality, therapeutic reliability, and long-standing presence on the market.

Which product from Alkaloid's portfolio is your personal favorite?

It is difficult to highlight just one, as throughout all these years I have been involved in positioning numerous products. However, with great pride, I can place Analgin® first, as it was also the very first medicine I worked with in sales, and today Analgin® traditionally enjoys a high level of professional trust. In the consumer segment, the brands closest to me personally are Caffetin® and Becutan, which clearly represent a blend of tradition, quality and recognition that patients have appreciated for decades.



“Analgin has achieved iconic status in Slovenia: trusted by both, healthcare professionals and the public in general.”

Your work involves fairly frequent visits to the Skopje site. Would you say that the corporate culture, which is a hallmark here, is also reflected in your team in Ljubljana?

Absolutely! With every visit to Skopje, one can clearly feel a strong and positive corporate culture based on professionalism, consistency, open communication, and mutual respect. I am truly pleased that these values are so strongly reflected in our team in Slovenia. Field work requires a high level of independence and responsibility, yet at the same time a great deal of support and collaboration among all colleagues, and this is



“Corporate culture built in Skopje is deeply rooted in our team in Slovenia.”

exactly what connects and motivates us. I can say that the culture Alkaloid builds in Skopje is also very well rooted here in Slovenia, which enables us to have a stable, constructive, and efficient working environment.

What is currently the biggest professional challenge for Alkaloid in the Slovenian market?

The biggest challenge is maintaining competitiveness in an environment where regulatory procedures, medicine prices, and market expectations are constantly changing.

The pharmaceutical sector in Slovenia is highly regulated, making effective price management, market access, and product inclusion essential. At the same time, it is important to further strengthen brand recognition and ensure a consistent presence in segments where patient and healthcare needs continue to evolve.

The greatest current professional challenge for Alkaloid on the Slovenian market is the high

saturation and unpredictability of the market, where we face strong competition from both, domestic generic manufacturers, as well as global multinationals.

At Alkaloid Slovenia, we address these challenges with a strong and stable team that is highly professional and reliable. With its expertise, partnerships, and continuity, the team makes a difference where it truly matters – and this is our key advantage. It is precisely this professionalism, the quality of our relationships, and our long-term presence that enable us to successfully navigate a demanding competitive environment and maintain the trust of the professional community and patients.

“A strong, professional team is our greatest competitive advantage.”

PreMama^{duo} knows what future mothers need

100% active folic acid



FOR PREGNANT WOMEN,
BREASTFEEDING WOMEN
AND WOMEN WHO ARE
PLANNING PREGNANCY



ALKALOID
SKOPJE

Health above all

**GOOD
NATURE**

WARM UP YOUR **WINTER** WITH **GINGER TEAS**

As the days grow shorter and the air turns chilly, every cup of tea becomes a little ritual of comfort. It's the season of wool blankets, soft lights, and slow mornings – the perfect time to savor the gentle warmth of ginger.

Our ginger teas are crafted to bring balance, energy, and a touch of spice to your day. Whether you're looking to warm up after a walk in the cold or simply take a break from your busy routine, these blends invite you to pause, breathe, and enjoy the present moment.



Start with the classic **Ginger Tea** – pure, simple, and full of natural strength. It's a timeless choice for those who appreciate the invigorating taste of real ginger and the comforting warmth it brings.



If you prefer something a bit lighter, try **Ginger & Lemongrass** – a vibrant harmony of zesty citrus and spicy ginger that awakens the senses and brightens even the gloomiest winter day.



And when you want a cup that feels like a holiday embrace, **Ginger & Cinnamon with Orange** is your perfect companion. The sweetness of orange and the gentle spice of cinnamon blend beautifully with ginger's warmth, creating a cozy, festive aroma that fills the room.

Everything in your cup matters!



Health above all

PARENTHOOD CAUGHT BETWEEN ‘CHATGPT KNOWS BEST’ AND ‘GRANDMA SAID SO’: WHICH GUIDANCE ALIGNS WITH NEONATAL AND PEDIATRIC STANDARDS?



Prim. Dr. Besa Islami-Pocesta

Prim. Dr. Iskra Martinovska

Today's parents face an unprecedented generational challenge. On one hand, they are guided by the experiences and advice of older family members; on the other, they have unlimited access to information and the expectation of raising a child "by the book."

Inspired by Beccutan's five-decade commitment to being a symbol of trust and care from the very first touch, we sought expert insights into the most common dilemmas encountered by new mothers and fathers. Through an engaging conversation with leading neonatologists,



we explored how to find balance within this modern tension between lived experience and algorithm-driven guidance.

In this interview with Prim. Dr. Besa Islami Pocesta and Prim. Dr. Iskra Martinovska, we sought answers informed not only by their extensive professional expertise, but also by their personal experiences in family life. The conversation that follows highlights both the differing viewpoints and the shared perspectives that emerged.

Modern parenting often oscillates between following expert guidelines “by the book” and relying on the traditional wisdom passed down by grandmothers. From a neonatological standpoint and from your personal perspective: what is the right approach?

Dr Besa: As harsh as it may sound, life did not begin now with the new mothers. Children have been born and raised for centuries. I - both as a mother and as a doctor - have nothing against it that grandmothers present some of their previous experience. However, there must be a balance in that process. Many things have changed and evolved over the years... just as attitudes about raising a child have evolved. My recommendation in this section is not to fixate strictly on a book, nor exclusively on former practices. The simplest advice for new mothers is to share all major dilemmas with a professional instead of getting nervous. Family pediatricians should be available for all questions of this type. It is my belief that a child needs a grandmother in addition to a mother. Whoever has that privilege should experience it.

Global (and often viral) trends increasingly portray independent motherhood as a form of personal achievement. Yet, accepting help and seeking support remain essential to a mother's well-being. How can a healthy balance be found between these two approaches?

Dr. Iskra: Help should be sought, especially if family circumstances allow it. However, based on my personal experience, loads of advices can confuse the inexperienced mothers. Our culture is an excellent environment for cultivating habits. Thus, recommendations passed down from generation to generation are not the best solution. On the other hand, today's parents are even more informed on some topics than they should be. It is desirable to avoid extremes and

In today's digital era, where generational differences are more pronounced than ever, the true challenge lies not in the differences themselves, but in our reluctance to listen to one another.

balance these factors through a natural course. Every future mother should know that every pregnancy, every childbirth and every child are absolutely individual and incomparable! Empathizing with other people's experiences and reading Google and various forums is, for the most part, really unnecessary.

What are the most important considerations for parents after leaving the maternity ward, particularly during the transition to home and the process of early adaptation?

Dr Besa: The relationships and closeness between a newborn and both parents, which are created in the first month of life, are irre-

placeable! That process begins very simply: with skin-to-skin contact. This initial period is also particularly important in building healthy emotional relationships between the baby and the father, considering that the connection with the mother is in some way already established in the prenatal period. Believe me, despite the list of purchases and preparations, every newborn needs only two things: a full stomach and to feel loved. Everything else should be put in the second plane.

What recommendations would you offer to new mothers to help them experience their new role as positively and comfortably as possible from the very first day?

Dr. Iskra: The biggest concern for mothers, which arises even during pregnancy, is how they will cope and whether they will succeed in their new life role. They encounter the first more concrete dilemmas only after leaving the maternity ward: the baby's first baths at home, treating the umbilical cord, the correct position while the baby is in their arms, while sleeping, how to deal with crying... and of course, breastfeeding and the challenges that come with it. For all these questions and dilemmas, the common answer is to be as calm as possible and to accept all challenges as the most normal occurrence. Finally, there is no better treatment for a newborn than cuddling with the parents. The mother's psychological moment is very important, and even crucial for normal growth and development from day one!

In recent years, we have been hearing increasingly about extremely sensitive skin in newborns and even a rising incidence of atopic dermatitis. Is this truly a new trend, or has it always been present and simply less recognized in the past due to limited access to information?

Dr Besa: Standard skin problems in newborns have always been present, but they were



not paid as much attention as they are today. I must say that today's parents are too responsible - even more than they should be. Taking too much responsibility can sometimes have a negative effect, especially because it generates stress in parents. And the baby feels all this. The fact is that every baby is born with sensitive skin. But there are no new protocols in terms of standard care. After leaving the maternity ward, the baby should take a mild bath with a balanced pH value. Caring for the baby's skin at home is a daily routine and should be a process of relaxation for both parents and the newborn. From my personal and professional experience, I can give a warm recommendation for the use of the Becutan products, from the first day after birth. I would single out the oil bath and the SOS cream for sensitive baby skin as my Becutan favorites. The ratio of ingredients within the composition of

these products is a winning combination for the baby skin. From the practice so far in our maternity hospital, I would say that the SOS cream alleviates over 80% of the conditions that are treated with it. The use of medical lanolin in this product must be emphasized, which is an exclusive ingredient and cannot be found everywhere in the form in which Becutan uses it in its production process. As for atopic dermatitis, I would heartily recommend these products, as well as the entire Becutan Sensitive line of products. I must emphasize that this condition occurs very rarely in babies who are exclusively breastfed.

Dr. Iskra: Skin changes, eczema and diaper rashes have always existed. Specifically rashes - maybe more so in the past, because nylon panties were used over diapers, and that in itself made it difficult for the skin to breathe and increased the possibility of such skin mani-



festations. However, the number of all those skin changes has increased, as well as allergic manifestations. Allergic rhinitis, pollen or dust allergy, dust mite allergy, asthma... the genetic factor in combination with climatic and environmental factors, do their part. From personal and professional practice, I recommend the Becutan products for the care of the sensitive baby skin. From today's perspective, the cream with zinc oxide is my personal favorite product. I must emphasize that the regular Becutan cream was a present segment in my childhood as well. In addition to care, it was a cure for everything: skin redness, insect bites and the like. I would also mention creams with SPF protection factor, which are recommended from a young age, for long walks in intervals when the baby is exposed to the sun. If there is one thing that has changed the most drastically since before, it is climate factors and UV radiation. Therefore, a cream with a protective factor should be used from an early age and at any time of the year when the sun's rays are at their strongest.

“Time for yourself” - is this a healthy and necessary approach for mothers as they enter a new chapter in life, or is it sometimes perceived as a selfish one?

Dr Besa: When a mother becomes a mother, she should behave completely normally throughout her everyday life and, if circumstances allow, without a twinge of conscience, set aside time for herself and for activities that make her happy. There is one unwritten rule, which I completely stand behind: Only a happy mother raises a happy child!

Dr. Iskra: The first month after birth is that adaptable period for both the mother and the baby - when they need each other the most. In addition, especially after introducing a non-dairy diet, there is no reason for the mother to abstain from the daily routines that previously made her happy. If there is someone to take care of the baby, there should be no such dilemma at all. When the mother, relatively speaking, recharges her batteries, even if it was a short coffee meeting with her friends, she returns home in a happier, calmer form. The baby feels that too!



SOFT AND GENTLE...
from the **first touch!**



BECUTAN DETERGENTS AND FABRIC SOFTENERS

- ♥ Effectively remove stains and dirt
- ♥ Keep fabrics soft and gentle
- ♥ Protect delicate children's skin with balanced formulations
- ♥ Cherished scent of childhood



60 YEARS OF EXCELLENCE, INNOVATION,

60
years

PROCU



ALKALOID
SKOPJE

Health above all

AND CLEAR VISION

COVERAGE - PROCULIN®



By **Aleksandra Velevska**
Manager of OTC at
ALKALOID AD Skopje and



Ljupcho Shajnovski
Specialist in Medical
Affairs at OTC

What do Doctor Zhivago, the Gemini 4 Mission, and Proculin® have in common?

It's 1965 - a year when the world surges forward. Astronaut Ed White steps outside his capsule for the first American spacewalk, drifting above Earth and expanding the boundaries of human possibility.

The Rolling Stones electrify a generation with "(I Can't Get No) Satisfaction," while Doctor Zhivago sweeps across cinema screens, capturing hearts around the globe.

And as humanity reaches toward the stars, in a small laboratory in Skopje, Macedonia, something quietly begins – the creation of Proculin®, an innovation that will help generations see the world with greater clarity.

About PROCULIN®

Proculin is a long-standing ophthalmic brand known for producing a range of eye-care solutions, most commonly eye drops designed to moisturize, protect, and support eye health.

IN®

COVERAGE - PROCULIN®



60 years

PROCULIN



2022

2024



Originally developed in 1965 by Alkaloid, Proculin® has grown into a trusted regional brand whose products typically address ophthalmic dryness and irritation; redness reduction; allergy symptoms and general eye comfort and hygiene.

Over the decades, Proculin® has become recognized for its focus on safety, innovation, and everyday eye-care needs, offering formulations suitable for different ages, lifestyles, and sensitivities.

60 Years of Trust Don't Happen by Chance

For six decades, Proculin® has stood for quality, safety, and care – a brand that has earned its reputation as a trusted eye-care partner across eight South-east European markets: Macedonia, Kosovo, Serbia, Bosnia and Herzegovina, Croatia, Slovenia (Proalkalin®), Bulgaria (Alkavision®) and Montenegro.

What has kept Proculin strong through the decades?

Continuous self-improvement, scientific advancement, and an unwavering commitment to helping people see better.

Every new product was created not as an addition to a shelf but as an answer to real needs – shaped by research, innovation, and listening to the people who rely on us.

A Journey of Continuous Growth and Innovation

2011 marked the beginning of a new era with **Proculin® Tears**, our first artificial tears with 0.2% hyaluronic acid, followed closely by **Proculin® Lens**, a multipurpose solution for all contact lenses introduced in a practical 400 ml format and later complemented by a compact travel-size version in 2017.

N®

2017 was a milestone year, delivering two major innovations:

- **Proculin® Tears Advance** - an enhanced formula with 0.4% hyaluronic acid and herbal distillates.
- **Proculin® Plus**, our first dietary supplement, designed to nourish eye health from within.

2021 expanded our expertise with **Proculin® Soft Lens**, a specialized solution for soft contact lenses - available in both economical and travel-pack formats.

In 2024, our latest addition arrived: **Proculin® Tears Advance +**, powered by cross-linked 0.4% hyaluronic acid for significantly longer-lasting relief from dry-eye discomfort – a new standard in our pursuit of advanced eye hydration and comfort. It is intended to provide adequate lubrication of the ocular surface, protecting it from friction caused by eye movement, while retaining water on the surface of the ocular epithelium. This restoration of stability of the tear film is most important in cases of dry eye syndrome, and it's used to soothe the eye in cases of redness, discomfort, or fatigue of the eyes or ocular mucosa. Dry eye syndrome can be caused by environmental factors, such as air-conditioned environments, excessive sun exposure, wind, smoke, pollution, contact with seawater, or pool water. Excessive fatigue from prolonged computer work or studying can also cause dryness of the eyes.

The active ingredient of the **Proculin® Tears Advance +** is cross-linked hyaluronic acid. This innovative technology crosslinks hyaluronic acid with urea, enhancing and improving the mechanical properties of natural hyaluronic acid. This results in a longer-lasting and stronger effect of water retention and regeneration of the tear film of the eye, better lubrication of the ocular surface, and greater resistance to degradation by hyaluronidase.

Proculin® Tears Advance + also has an innovative plastic bottle with an OSD cap (ophthalmic dispenser), which ensures microbiological



stability without preservatives up to 3 months after first opening.

Proculin® Plus is a once-a-day formula for supporting normal vision and protecting the eyes from the harmful effects of so-called free radicals. Concern for the health of the eyes is especially important with age-related decline, but also vision declining as a result of blue light from the screens of computers and mobile phones. **Proculin® Plus** is well well-balanced formula that aligns with recommendations from the main scientific and regulatory bodies in Europe and USA.

Proculin® Plus is a once-a-day formula that contains xanthophyll pigments, lutein and zeaxanthin playing an important role in supporting retinal function, DHA omega-3 acid and vitamins, and minerals for antioxidative effect and maintaining normal vision and eye health.



Always Looking Forward

Six decades since its introduction, Proculin® stands not only as a brand, but as a testament to continuous progress.

We evolve. We innovate. We move with the world, and often, just a step ahead. Yet our purpose remains unwavering: to protect vision, support well-being, and help people see life with clarity and confidence.

From our first formulations in the laboratory to becoming a trusted presence in households

across the region, Proculin® has grown through dedication, expertise, and an unrelenting pursuit of better solutions for eye care. Every product, every advancement, and every new idea carries the same promise: to uphold the highest standards of safety, quality, and trust.

As we look toward the future, our commitment only deepens. We will continue to set new benchmarks, explore new possibilities, and lead with innovation, ensuring that clear sight, and the quality of life it brings – remain within reach for generations to come.

THE CONCEPT OF FREE TIME



Ruzica Maksimovska

For as long as I can remember, I've always needed time alone – little rituals that made me happy and calm. Watching a show, having a coffee after cleaning, those long, quiet weekend mornings were my favorite part of the week. But as I grew older, piece by piece, that freedom faded. Weekends were suddenly crammed with university obligations, hangovers from parties I felt I had to attend, and extra work for extra student income. Then came the weekends in the park, walking babies around, painful visits to the zoo, coffees with moms whose kids played with mine in kindergarten.

Every Monday I'd wake up irritated, going to work more exhausted than before the weekend even began.

But nothing prepared me for the weekends with older kids – active little athletes. Saturdays in freezing basketball halls, Sundays at stadiums in every suburban neighborhood. And when their games ended, of course, we had to stay and watch their friends' games, rivals' games, national team games...

So I immediately started planning what could become my outlet, my favorite part of the day, the thing that would make me feel

At some point I realized that parenthood and family roles constantly mobilize us, and that most of the time that's supposed

to be "ours" is spent chasing someone else's agenda. That's when I knew I needed my own hobby - something that would bring me enthusiasm and inner peace.



alive and full of energy. My first choice was hiking. I imagined myself going up Vodno every day, losing weight, breathing fresh air. Then bigger peaks... I could already see myself waving a Macedonian flag from some European summit. But after two failed attempts to even reach Middle Vodno, my hiking career ended abruptly. I realized the process was way too long, and I needed an instant fix – something that would make me feel better now. Next, I decided I would become a photographer. I grabbed the office camera, watched 5–6 YouTube tutorials, and felt ready for my new hobby. But after a few nature shots and a portrait or two of my kids, I quickly realized this wasn't "it" either.

So there I was, nervous, buried under a million obligations, constantly visualizing different activities that I hoped would make me happy, and sinking deeper into frustration.



And then one day, at a completely ordinary football match of my youngest son, I found the answer. His team was playing their biggest rivals – equal in quality, but they somehow never managed to beat them. The kids

had prepared intensely all week, but a few of them caught a stomach virus so the team wasn't complete. To make things worse, their best player got injured at the very start. For us parents, the match already felt lost.

But then something completely unexpected happened – their best performance ever. Their greatest focus. And the sweetest victory. Watching my son and his teammates, so eager to win and so certain that they would win, overwhelmed me with emotion and helped me understand one simple truth.

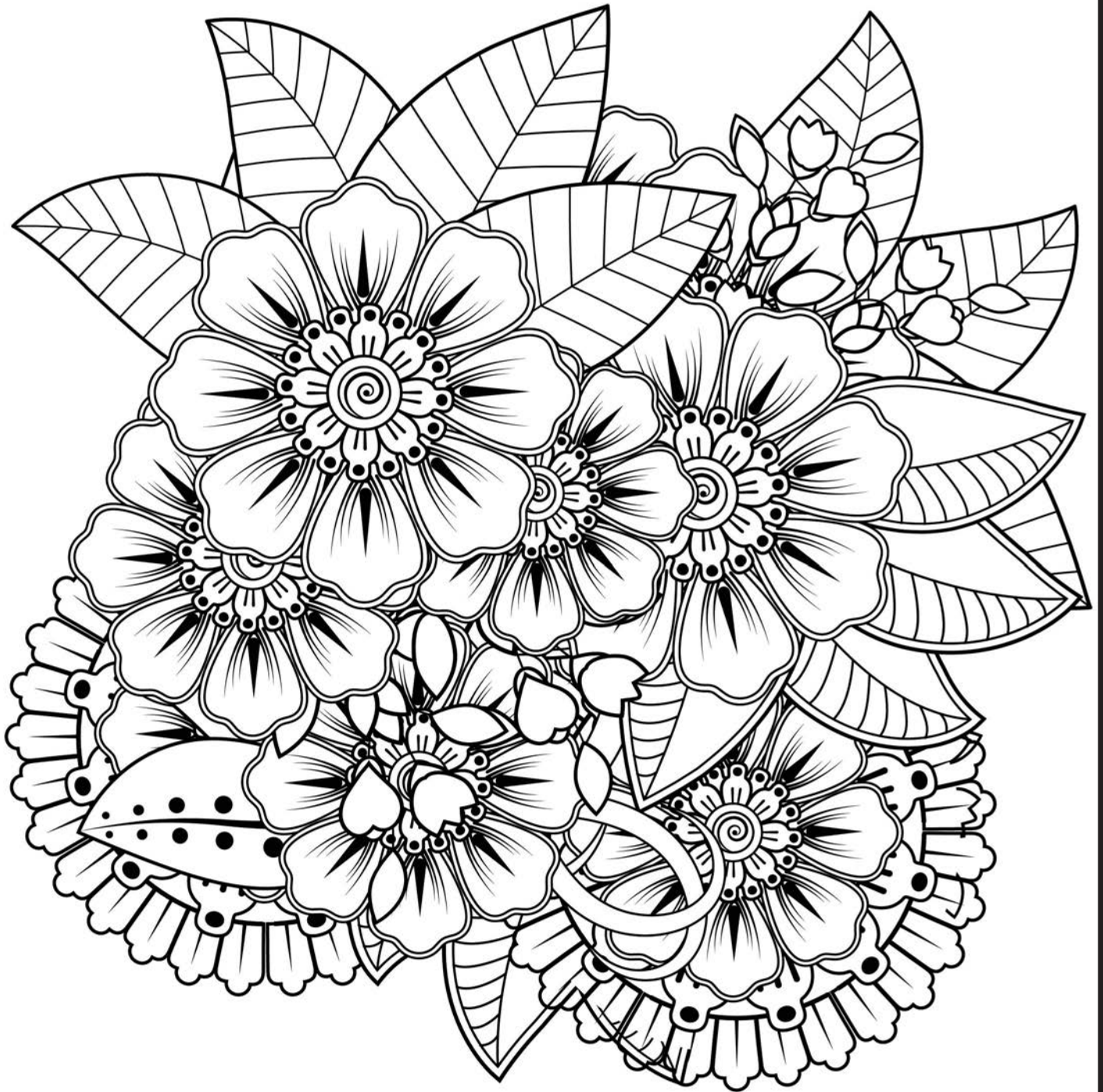
Maybe I haven't found my hobby yet - the one that makes my free time prettier - but when we manage to turn our obligations into joy, we win the most important match of all: the one with ourselves.

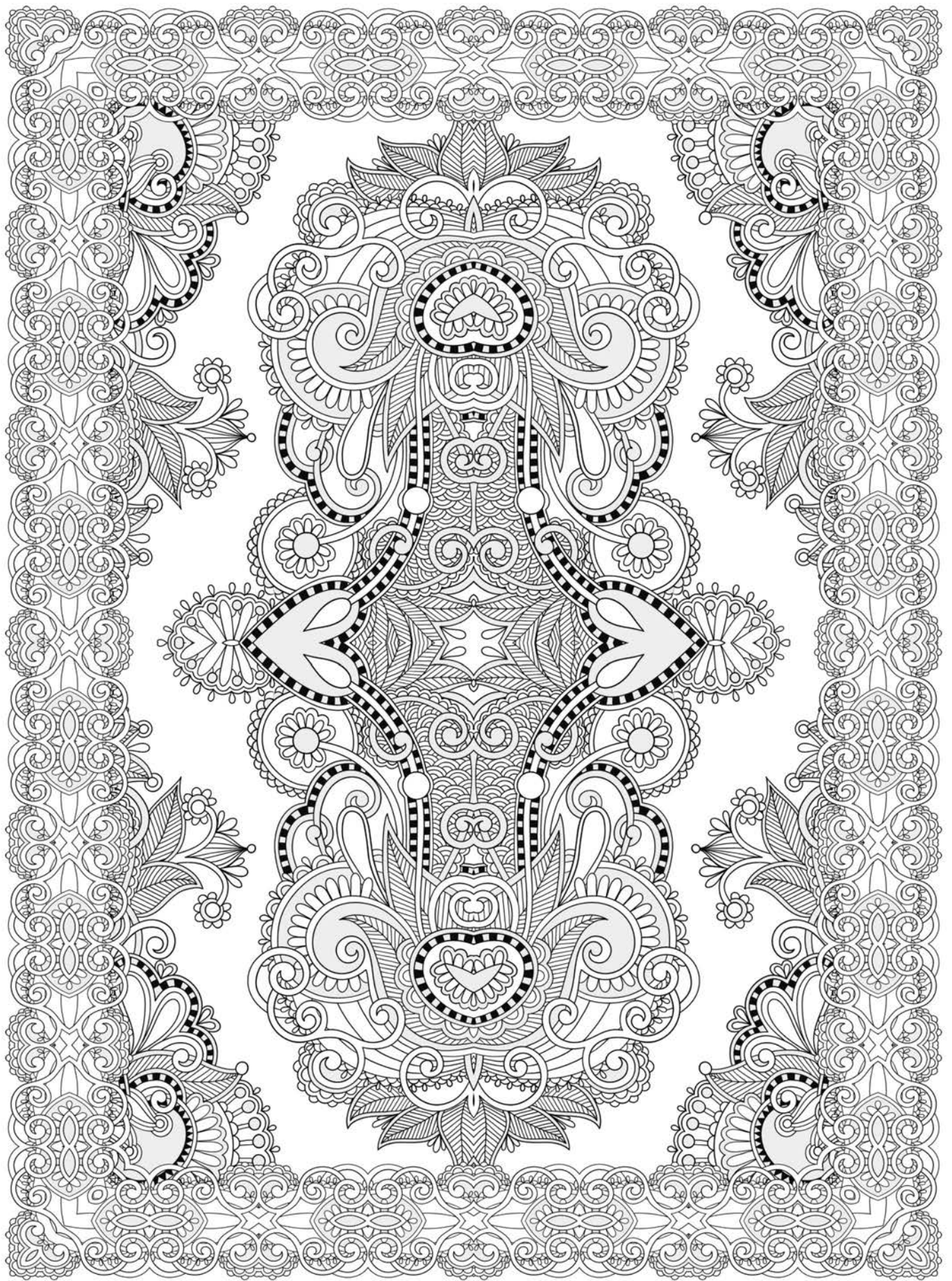


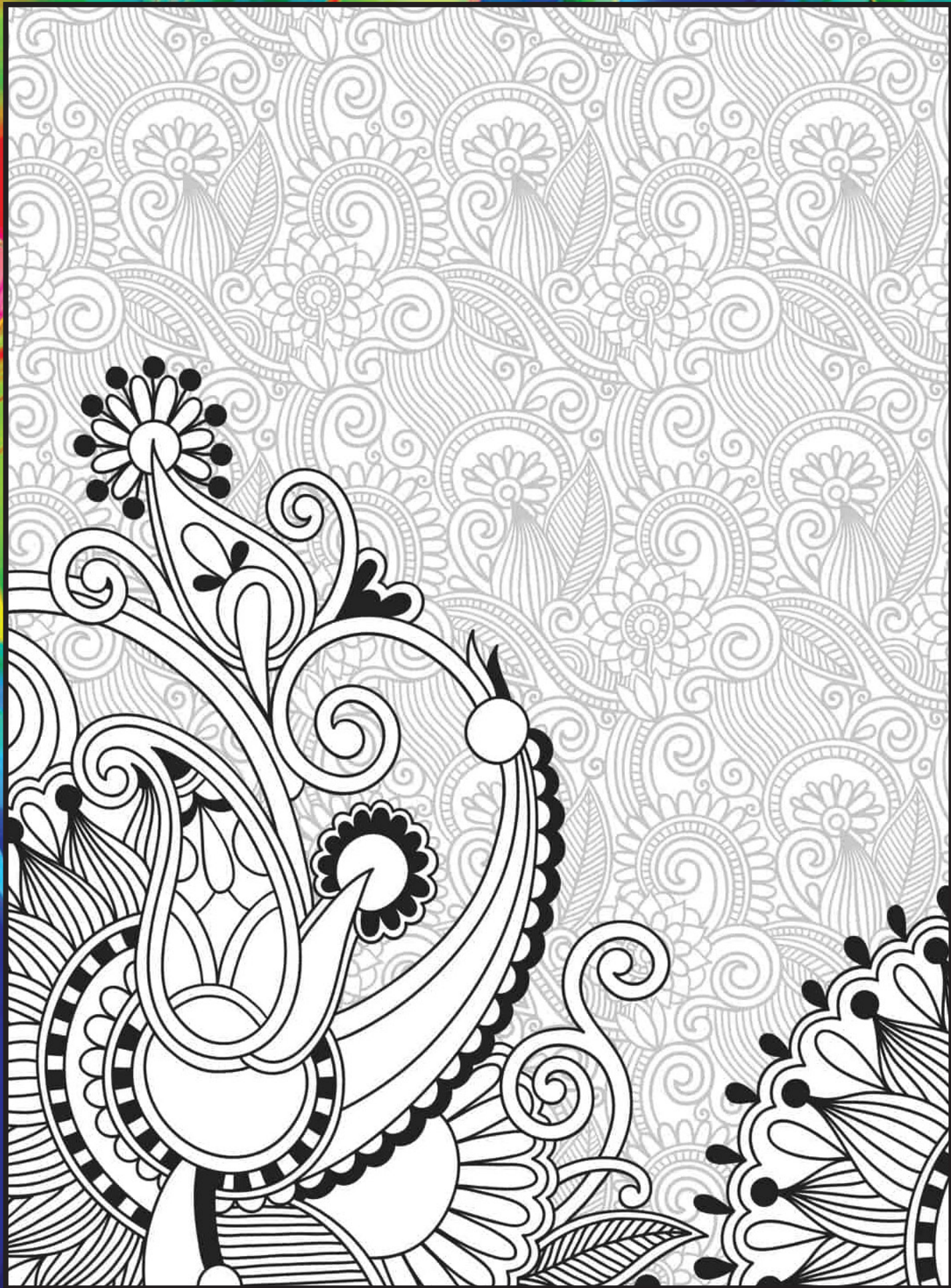
Maybe the biggest freedom isn't freeing our time, but freeing our mind – seeing every moment as a chance for a lesson and a quiet victory. Sometimes the greatest joys hide in the most ordinary days, in a tight score, in a song learned by heart...Life will never give us perfect conditions – but it can give us perfect lessons, if we have the eyes to see them and the heart to accept them.



COLORING PAGES











HEALTH

above all

FOLLOW ALKALOID

-  facebook.com/AlkaloidSkopje/
-  instagram.com/alkaloidskopje/
-  youtube.com/user/alkaloidskopje
-  linkedin.com/company/alkaloid-ad

GET IN TOUCH

e-mail: newsletter@alkaloid.com.mk

Your suggestions are welcome!



ALKALOID
SKOPJE

www.alkaloid.com.mk

Health above all