

B  **R N**
A F R I C A

A PRIVATE SECTOR-LED
INITIATIVE WITH ONE GOAL:
TO END THE TRANSMISSION
OF HIV FROM MOTHERS TO
THEIR CHILDREN BY
DECEMBER 31, 2015

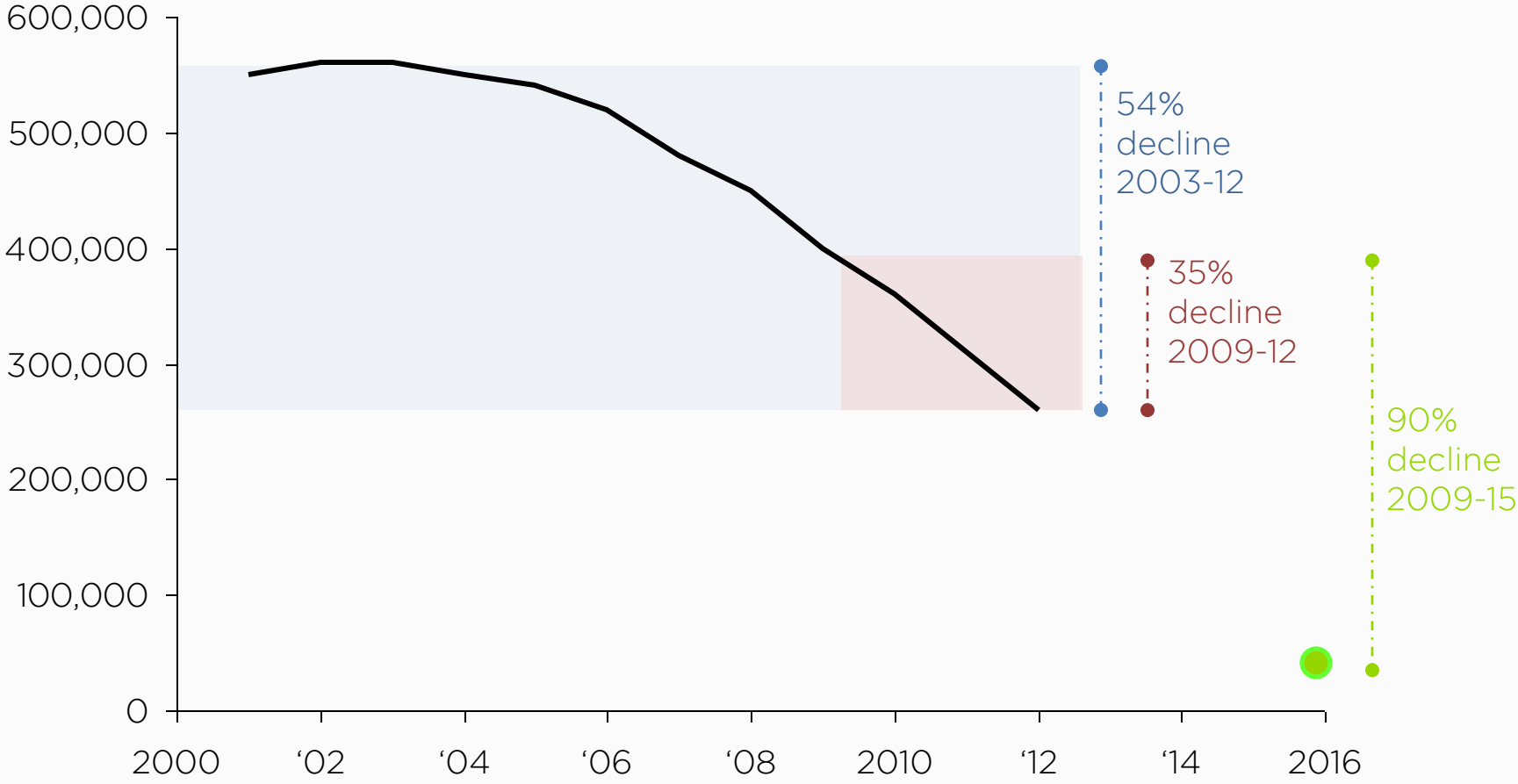


THERE IS GLOBAL
MOMENTUM
DRIVING TOWARD A
WORLD IN WHICH
NO CHILD IS BORN
WITH HIV

A GENERATION
BORN HIV-FREE

NEW HIV INFECTIONS AMONG CHILDREN ARE DROPPING DRAMATICALLY

ESTIMATED NUMBER OF CHILDREN NEWLY INFECTED WITH HIV GLOBALLY



SOURCE: UNAIDS 2012 estimates

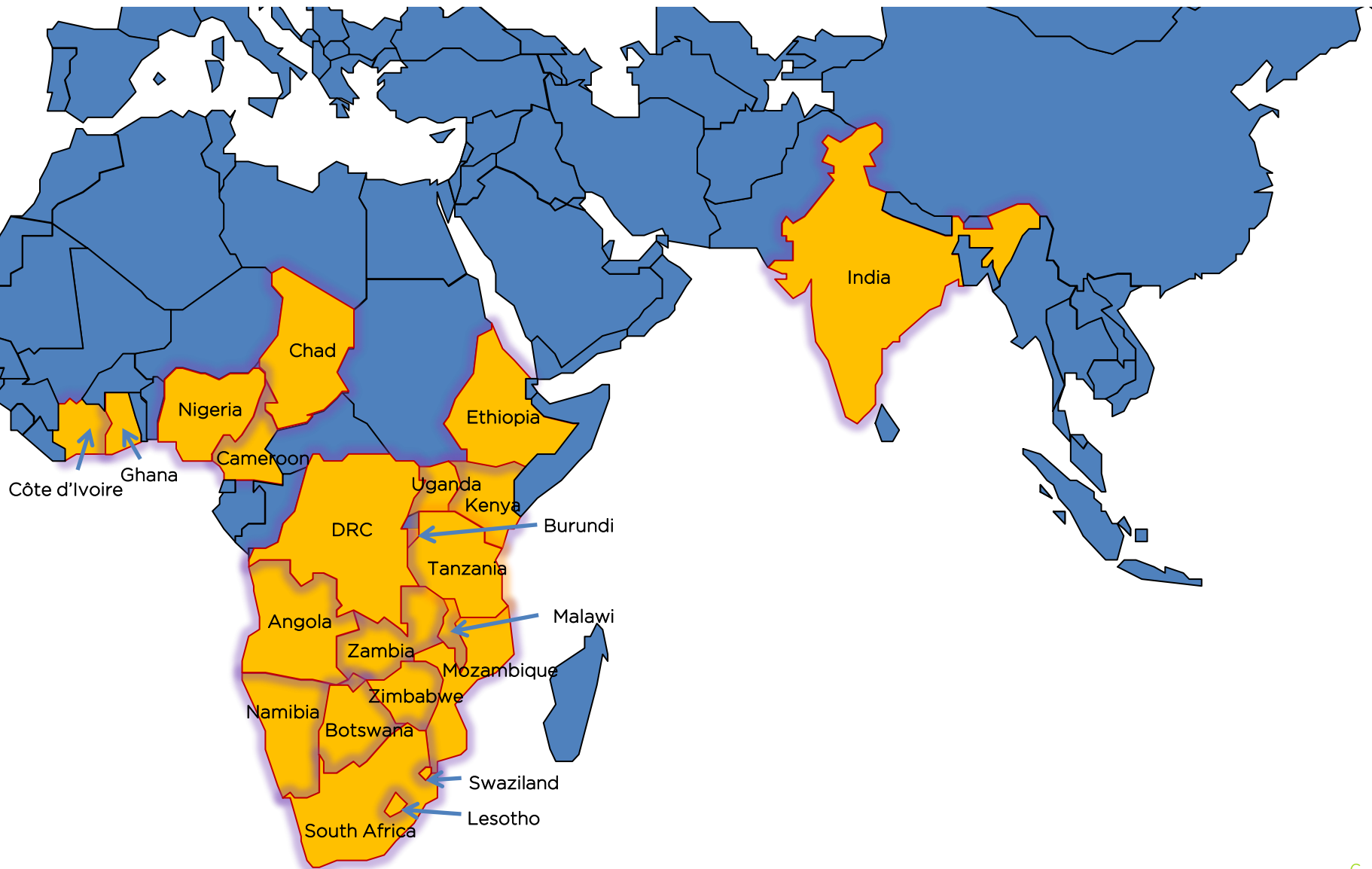
THERE ARE VIRTUALLY
NO CHILDREN BORN
WITH HIV IN THE US,
EUROPE, OR OTHER
WESTERN COUNTRIES

THE VAST MAJORITY
OF AFFECTED
CHILDREN ARE BORN
IN SUB-SAHARAN
AFRICA



THE GLOBAL PLAN
LAYS OUT THE PATH
TO ELIMINATION

22 COUNTRIES FORM THE FOCUS OF THE GLOBAL PLAN, ACCOUNTING FOR MORE THAN 80% OF THE GLOBAL BURDEN



- MORE THAN 90% OF NEW HIV INFECTIONS IN CHILDREN RESULT FROM MOTHER TO CHILD TRANSMISSION DURING PREGNANCY, CHILDBIRTH, OR BREASTFEEDING
- WITHOUT TREATMENT, THERE IS A 35-45% RATE OF TRANSMISSION FROM AN HIV POSITIVE MOTHER TO HER CHILD
- 50% OF CHILDREN BORN WITH HIV WILL DIE BEFORE THEIR 2ND BIRTHDAY IF NOT TREATED

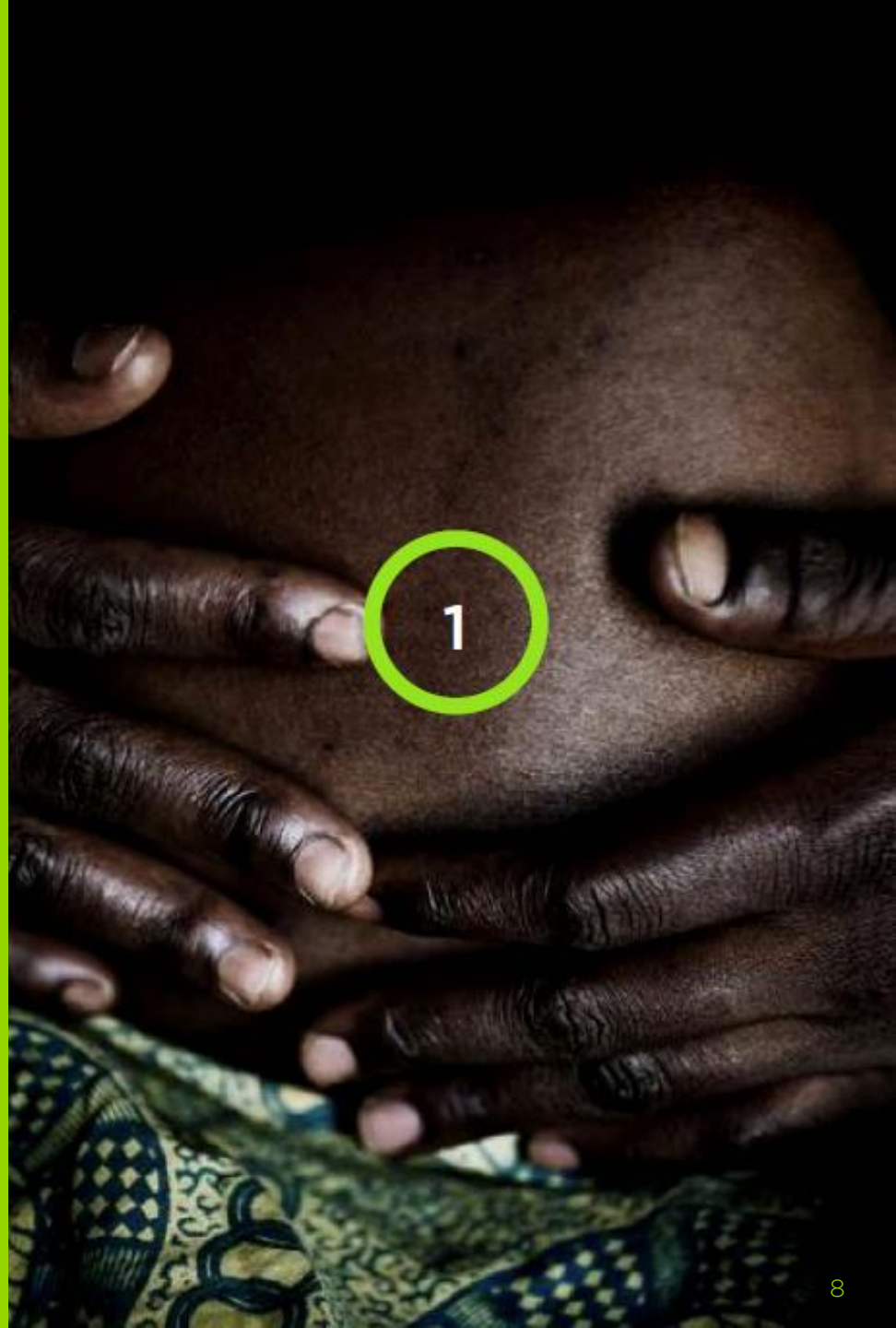


98%

**ARE TOTALLY
PREVENTABLE
RIGHT NOW.**

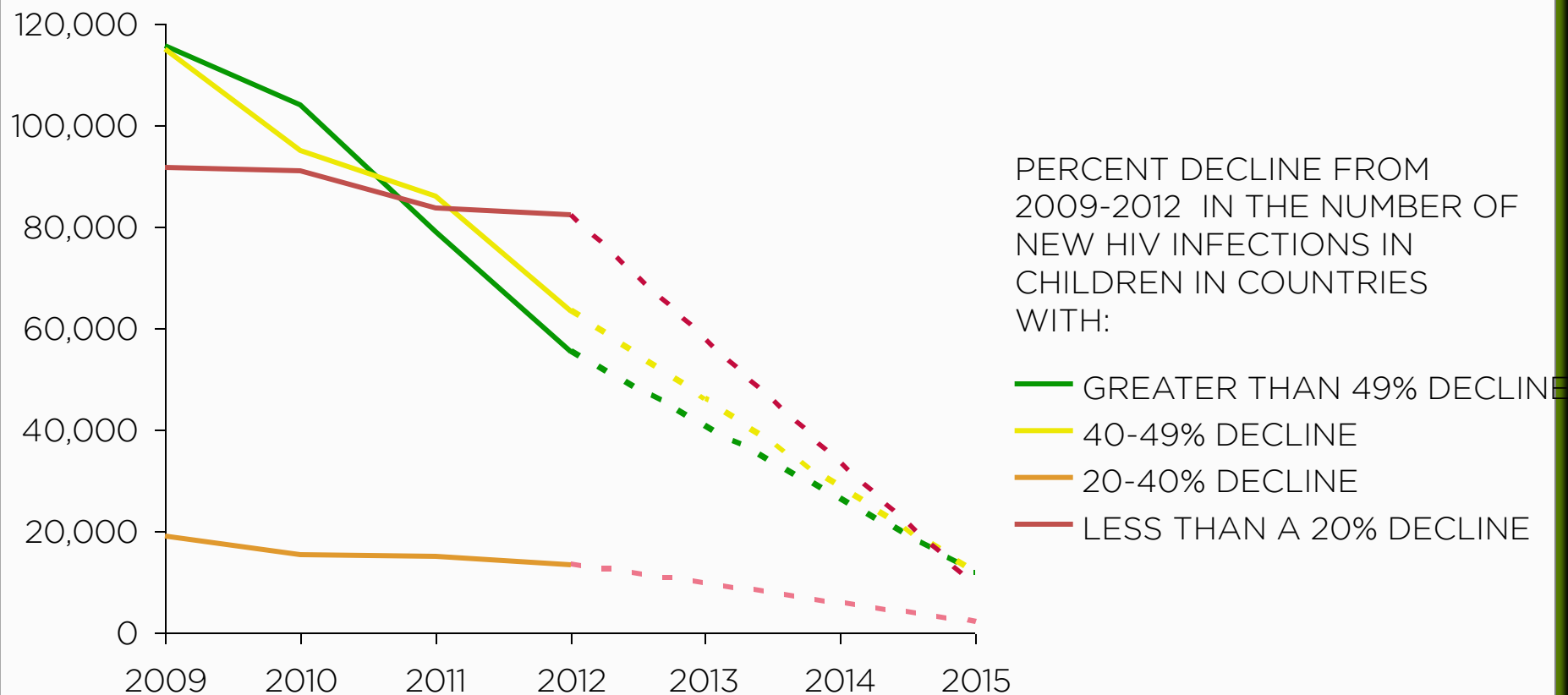
THE SCIENCE IS
CLEAR:

1 PILL ONCE A DAY
SAVES A CHILD
FROM HIV



WE HAVE SEEN IT IS POSSIBLE FOR COUNTRIES TO SIGNIFICANTLY ACCELERATE THEIR PATHS TOWARD VIRTUAL ELIMINATION

NUMBER OF NEW HIV INFECTIONS IN KIDS AMONG 21 SUB-SAHARAN AFRICAN GLOBAL PLAN COUNTRIES



YET IN 2012 THERE WERE STILL MORE THAN 700 CHILDREN
NEWLY INFECTED WITH HIV EACH DAY

260,000 CHILDREN WERE INFECTED WITH HIV IN 2012



MORE THAN 700 CHILDREN PER DAY

12 / 31 / 2015

IS OUR DEADLINE FOR THE ELIMINATION
OF MOTHER TO CHILD TRANSMISSION OF
HIV

THE WORLD HAS EXPERIENCED MORE THAN A **50% DECLINE IN NEW HIV INFECTIONS IN CHILDREN SINCE 2003**, WHEN MOTHER TO CHILD TRANSMISSION OF HIV WAS AT ITS PEAK. THIS **INCREDIBLE MOMENTUM** TOWARD OUR TARGET OF A GENERATION BORN HIV FREE BY THE END OF 2015 IS A TESTAMENT TO THE WORK OF ALL THE **COUNTRIES AND PARTNERS** THAT ARE MAKING THESE GAINS.

WE MUST MAINTAIN OUR SENSE OF **URGENCY** AND ACT TO SUSTAIN THIS PACE TO REACH OUR DEADLINE. IN AN ENVIRONMENT WHERE COUNTRY LEADERS, COMMUNITIES, IMPLEMENTING PARTNERS, DONORS, AND POLICY MAKERS ARE ALREADY RUNNING AS FAST AS THEY CAN, WHAT DOES IT TAKE TO ACHIEVE A **STEP CHANGE IN ACCELERATION TOWARD ELIMINATION?**

HOW WE WORK

- WE INVEST **OUR PEOPLE, OUR TIME, AND OUR BUSINESS INSTINCTS** AGAINST LEVERS THAT WILL **ACCELERATE** THE GLOBAL PACE TOWARD ELIMINATION OF MOTHER TO CHILD TRANSMISSION OF HIV
- WE WORK WITH IMPLEMENTING PARTNERS, DONORS, AND POLICY MAKERS
- WE WORK **BEHIND THE SCENES**, CATALYZING ACTION THAT WILL
 - **AMPLIFY THE WORK OF OTHERS:** THE PARTNERS, GOVERNMENTS, DONORS, AND POLICY MAKERS IN THIS SPACE
 - **UNLOCK OBSTACLES** AND OPEN DOORS TO MAXIMIZE THE POTENTIAL OF THE AVAILABLE RESOURCES
 - **DRIVE A STEP CHANGE** IN OUR PACE TOWARD A GENERATION BORN HIV-FREE

WHO ARE WE?

BORN FREE IS PART OF THE BROADER MILLENNIUM DEVELOPMENT GOAL (MDG) HEALTH ALLIANCE THAT RAYMOND C. CHAMBERS, MDG ADVOCATE AND THE UNITED NATIONS SECRETARY GENERAL'S SPECIAL ENVOY FOR FINANCING THE HEALTH MILLENNIUM DEVELOPMENT GOALS AND FOR MALARIA HAS CONVENED TO BRING TO BEAR THE COLLECTIVE WEIGHT OF THE PRIVATE SECTOR ACROSS ALL HEALTH MDGS



THE SECRETARY GENERAL'S SPECIAL ENVOY
FOR FINANCING THE HEALTH MILLENNIUM
DEVELOPMENT GOALS AND FOR MALARIA

THE **M** **D** **G** Health Alliance

OUR ADVISORY BOARD

OUR **ADVISORY BOARD MEMBERS** ARE A GROUP OF LEADERS WHO REPRESENT THE MEDIA, FINANCE, TELECOMMUNICATIONS, HEALTH, TECHNOLOGY, AND RETAIL SECTORS.

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HEATHER BRESCH CEO, MYLAN

BRIAN BRINK CHIEF MEDICAL OFFICER, ANGLO AMERICAN

STEVEN BURKE CEO, NBCUNIVERSAL

MARY CALLAHAN ERDOES CEO, J.P. MORGAN ASSET MANAGEMENT

JAMIE COOPER-HOHN CO-FOUNDER, CHILDREN'S INVESTMENT FUND FOUNDATION

JOHN DINEEN PRESIDENT AND CEO, GE HEALTHCARE

AEDHMAR HYNES CEO, TEXT100

NATHAN KIRSH CEO, JETRO

TREY LAIRD CHIEF EXECUTIVE AND CREATIVE OFFICER, LAIRD + PARTNERS

NORMAN PAYSON, M.D. FORMER PRESIDENT, APRIA HEALTHCARE GROUP

MICHAEL SNEED VP OF GLOBAL CORPORATE AFFAIRS, JOHNSON & JOHNSON

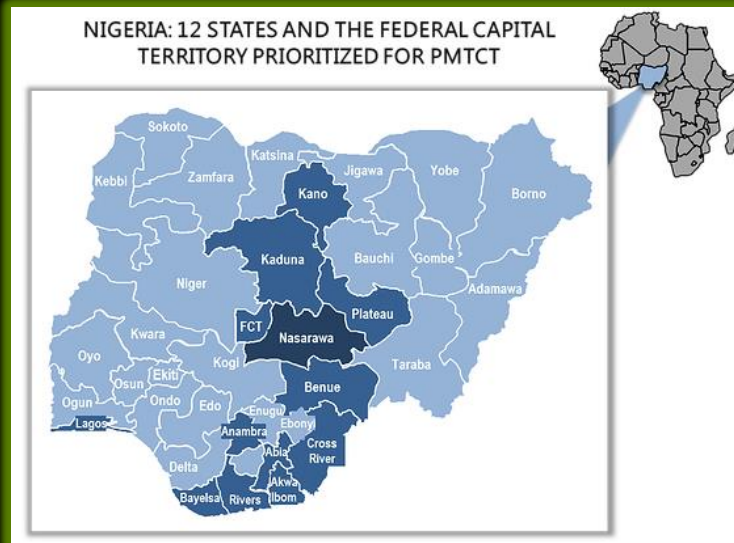
SIR MARTIN SORRELL CHIEF EXECUTIVE, WPP

CHRISTOPHER STADLER MANAGING PARTNER, CVC CAPITAL PARTNERS

RANDI ZUCKERBERG FOUNDER, R TO Z MEDIA

RHONDA I. ZYGOCKI EXECUTIVE VP, POLICY AND PLANNING, CHEVRON

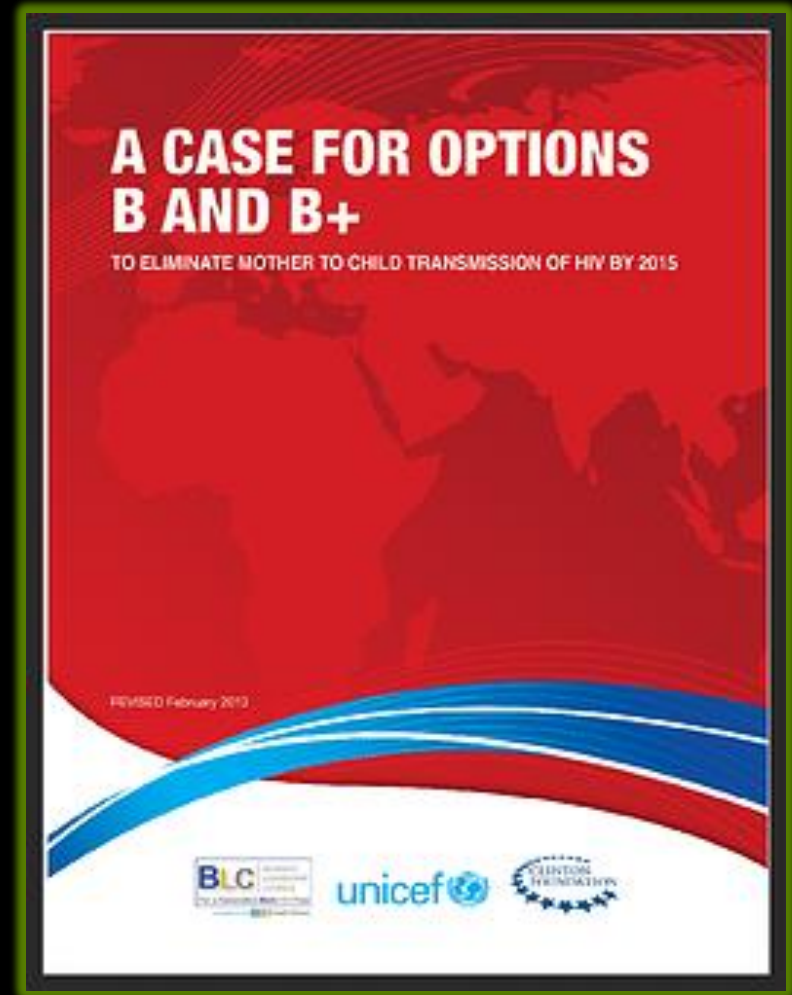
EXAMPLE INVESTMENT: IN-COUNTRY CATALYTIC TALENT IN NIGERIA



- NIGERIA ACCOUNTS FOR MORE THAN 25% OF CHILDREN NEWLY INFECTED WITH HIV GLOBALLY EACH YEAR AND IS A COMPLEX ECOSYSTEM IN WHICH TO MAKE CHANGE
- WITH CO-INVESTMENT FROM MANY PRIVATE DONORS, WE SUPPORT A TEAM OF TALENTED MANAGERS WHO WORK BEHIND THE SCENES WITHIN THE NIGERIAN GOVERNMENT TO CATALYZE ACCELERATED PROGRESS TOWARD ELIMINATION OF MOTHER TO CHILD TRANSMISSION OF HIV
- SINCE 2012, NIGERIA HAS DRAMATICALLY ACCELERATED ITS PACE TOWARD A GENERATION BORN HIV-FREE WITH LEADERSHIP FROM THE GOVERNMENT AND TREMENDOUS SUPPORT FROM DONORS AND NGO PARTNERS

EXAMPLE INVESTMENT: ANALYZING RETURN ON INVESTMENT FOR A KEY POLICY QUESTION

- PROVOCATIVE DISCUSSION PAPER EXPLORING THE LONG TERM COST-BENEFIT OF THE THREE CLINICAL OPTIONS FOR PREVENTING MOTHER TO CHILD TRANSMISSION OF HIV
- CATALYZED AN ACCELERATED GLOBAL DEBATE THAT RESULTED IN RAPID ADOPTION OF THIS NEW POLICY ACROSS AFRICA, LEADING TO IMPROVED HEALTHCARE FOR HUNDREDS OF THOUSANDS OF FAMILIES



EXAMPLE INVESTMENT: LEVERAGING THE VOICE OF THE FASHION COMMUNITY TO CREATE A HOOK FOR KEY INFLUENCERS



- USING THE VOICE, CREATIVITY, AND REACH OF THE FASHION COMMUNITY, BORN FREE WILL INSPIRE URGENCY, ENERGY, AND ACCOUNTABILITY TOWARD THE ELIMINATION OF MOTHER TO CHILD TRANSMISSION OF HIV FOR AN AIDS-FREE GENERATION BY DECEMBER 31, 2015
- CREATES A SPECIFIC TIME-BOUND HOOK THAT WILL BE USED TO GENERATE AWARENESS AND DRIVE PRESSURE FOR RESULTS
- GOAL IS TO LEVERAGE BORN FREE INTO THE SUB-SAHARAN AFRICAN COUNTRIES WHERE IT MATTERS THE MOST