

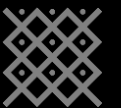
A photograph of two young children, a boy in a blue shirt and a girl in a yellow shirt, playing under a water fountain. They are both smiling and reaching out to touch the water. The background is a blurred outdoor setting with greenery.

Defeating Malaria Together



Through smart investments, Asian countries have reduced the number of malaria cases and deaths by half in less than 15 years.

We are now on our way to eliminating malaria
– the biggest killer disease in history – in Asia.



However...

“Drug-resistant malaria superbugs threaten a global public health disaster unless urgent action is taken to fight their spread in Southeast Asia”

Financial Times

Malaria superbugs threaten global health disaster

***“It's a race against the clock —
we have to eliminate it before
malaria becomes untreatable
again and we see a lot of
deaths”***

Professor Arjen Dondorp, head of the Mahidol-Oxford Tropical Medicine

Research Unit in Bangkok



Malaria elimination in Asia is also a political priority



The background is a dark, out-of-focus scene of a crowded event. In the foreground, the backs of two people are visible: a man on the left wearing a dark cap and a woman on the right wearing a red cap and a light-colored shirt. The background is filled with many small, bright, out-of-focus lights in various colors (yellow, white, blue, red), creating a bokeh effect. The overall atmosphere is that of a lively, nighttime gathering.

**To sustain political commitment,
we need to expand the pool of champions
and engage businesses and consumers**



M2030

Defeating Malaria Together

M2030, a brand to raise awareness...



... and to raise funds

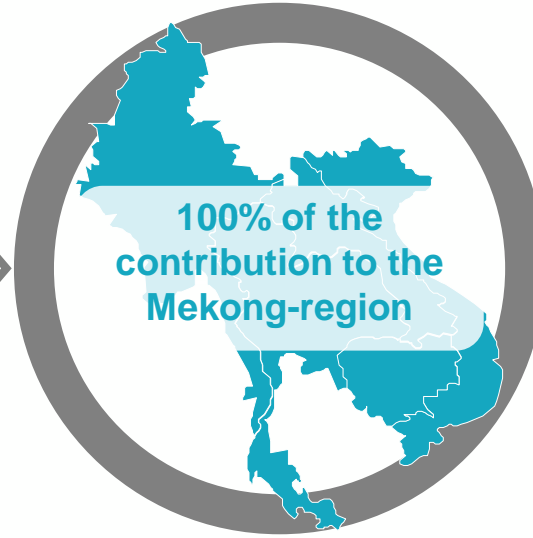


A corporation wants to be part of history and eliminate malaria in Asia by 2030.

The company signs up to M2030 and gains the right to use the logo and trademark for a selection of services or products.



When consumers buy the M2030-branded product, the business sends a contribution to the Global Fund.



The Global Fund uses 100% of the contribution to eliminate malaria.

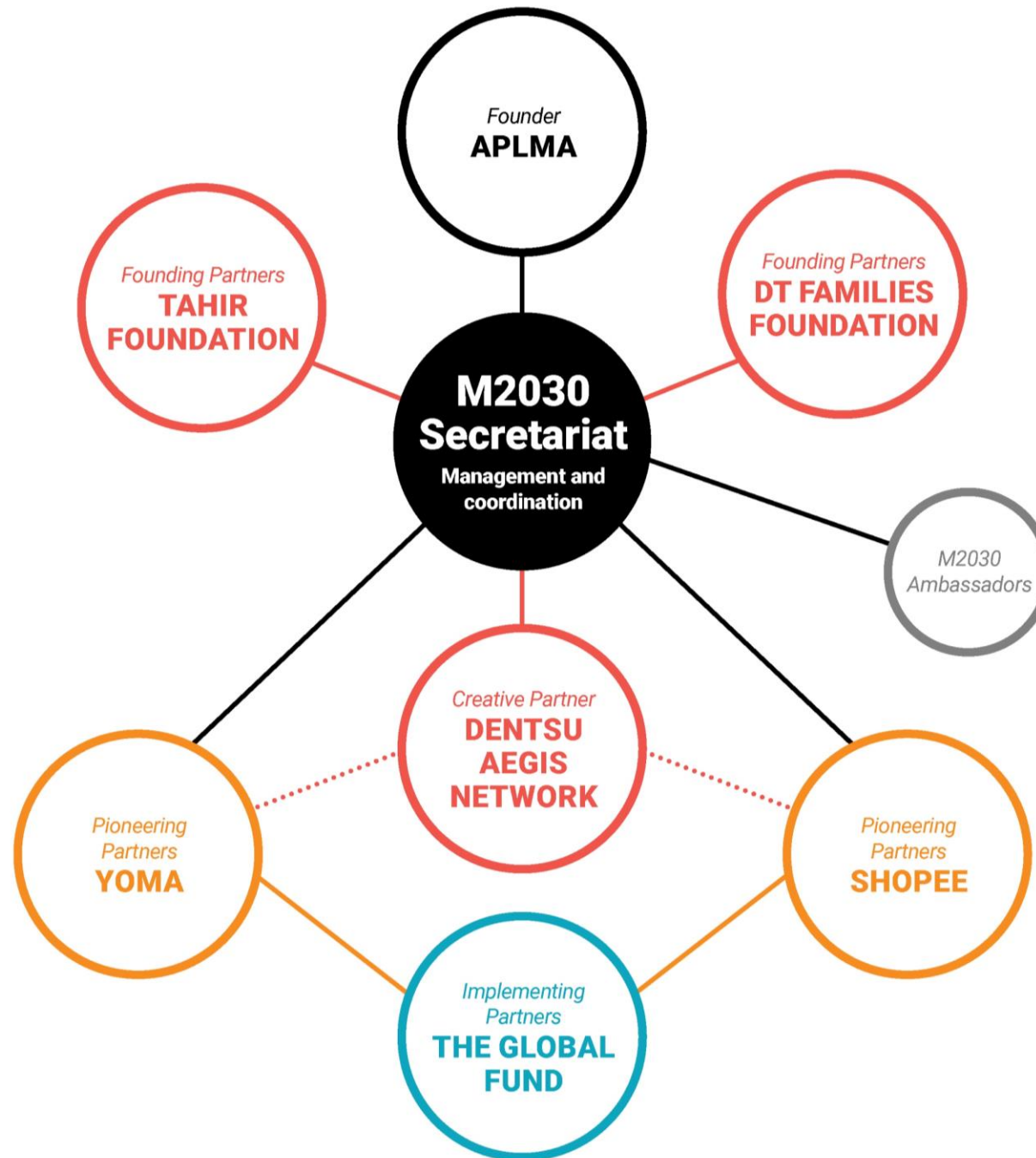


The contribution helps people to prevent, detect and treat malaria. With your help, we will eliminate malaria in the Mekong region.

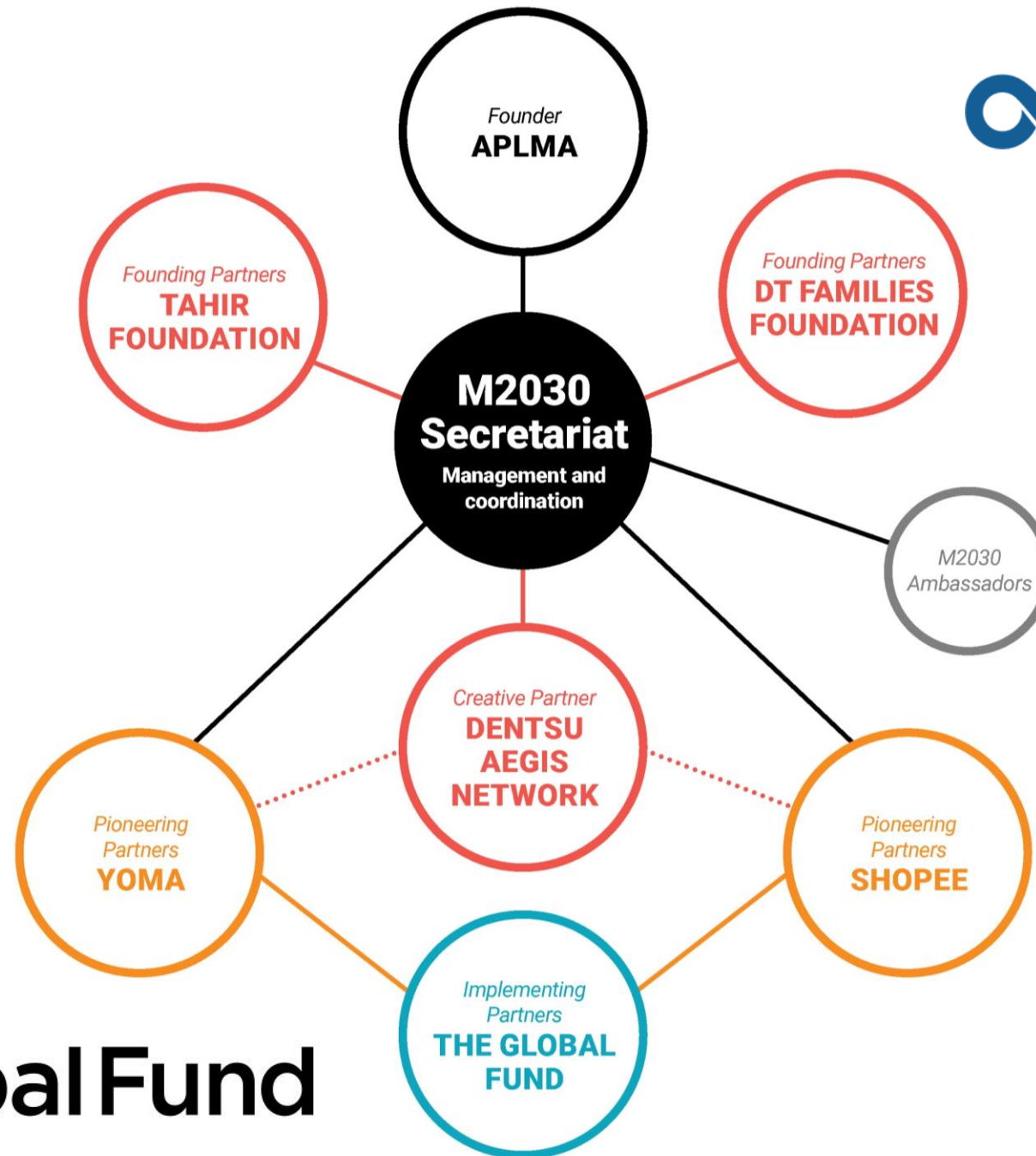
 **The Global Fund**



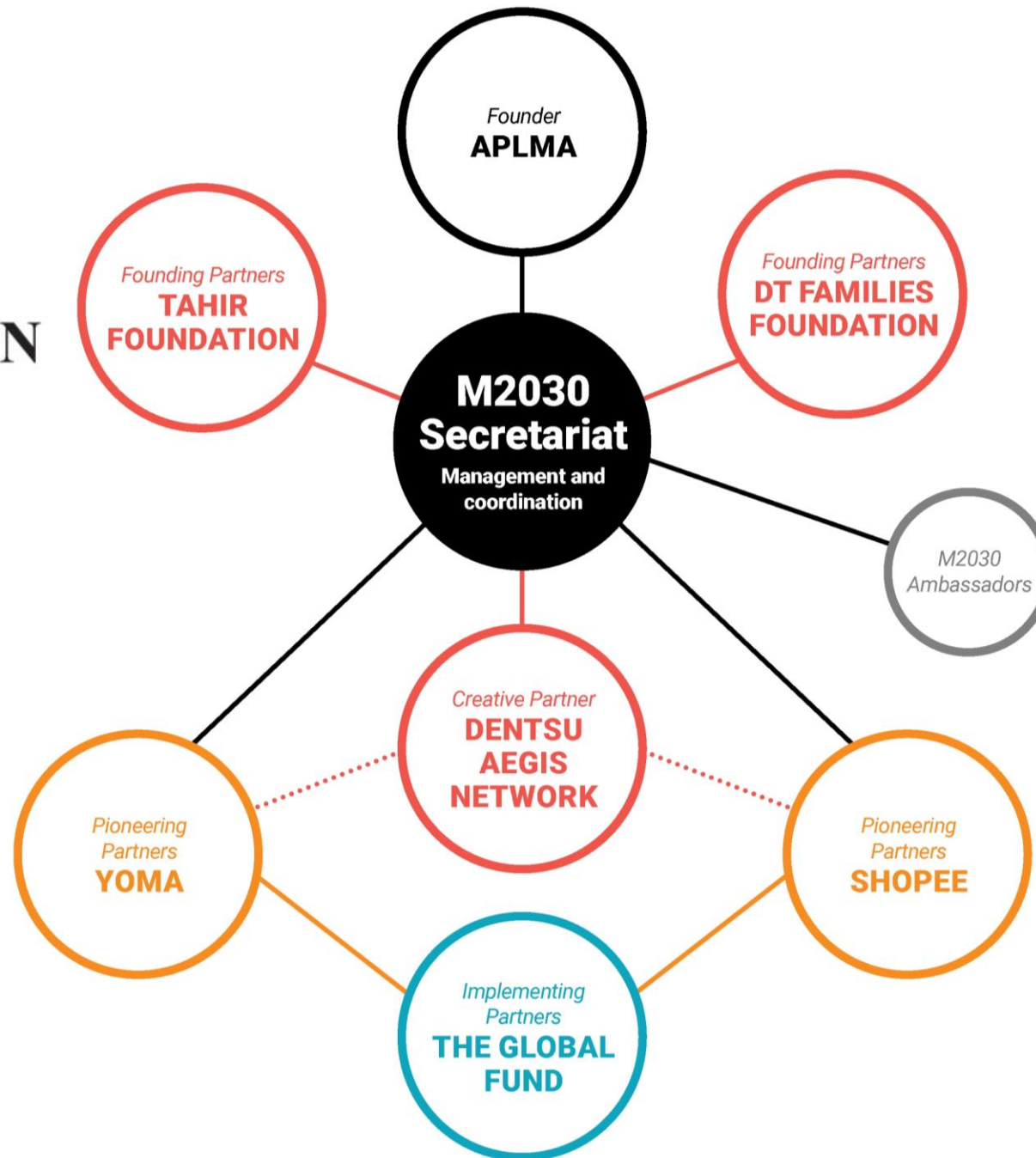
M2030 Partners



M2030 Partners



M2030 Partners



M2030 Partners



World Launch in London



“M2030 is an incredibly exciting initiative, a good example of partnership that helps us do things that we could not do on our own”

Peter Sands, Executive Director



18.04.18
READY
TO BEAT MALARIA

**LONDON
MALARIA
SUMMIT 2018**



First campaign, by Shopee, on World Malaria Day



M2030 Asia Launch in Thailand



"APLMA and DT Families Foundation team up to end malaria in Thailand"

Bangkok Post





Thank you !



M2030

Chung Tay Đánh Bại Sốt Rét



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កម្ពុជាតំជំងឺគ្រុនចាញ់ទាំងអស់គ្នា



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ร่วมใจ หยุดภัย ไข้มาลาเรีย



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Bersama Melawan Malaria

Any questions ?

