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## NEW CEO TAKES THE HELM AT THE SOUTH AFRICAN NATIONAL BLOOD SERVICE

### FOR IMMEDIATE RELEASE

**3 March 2021, Johannesburg.** The South African National Blood Service (SANBS) has appointed seasoned SANBS company man, Ravi Reddy to head up the organisation as CEO. Reddy's appointment ensures continuity and institutional memory to the organisation's leadership structures.

Reddy has a wealth of institutional experience, having worked for blood transfusion services in South Africa for 36 years. Prior to being appointed Chief Executive at SANBS, he served the organisation as Chief Operations Officer for 15 years. He was President of the International Society for Blood Transfusion (ISBT) from 2016 to 2018. He is also a familiar face to the Board of the African Society for Blood Transfusion having served that organisation for eight years. He is also currently a member of the World Health Organisation (WHO) Expert Committee on Biological Standardisation.

For the new CEO, his focus in this new role will be on implementing the organisation's business strategy and striving for excellence.

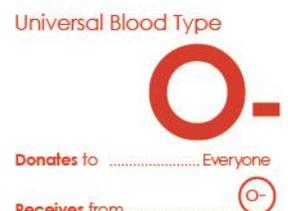
"Our vision for the organisation remains to strive for excellence in everything we do, across all aspects of the business, from our core function of collecting and processing blood products, where we are trusted to save lives, to innovation and research, as well as improving organisational culture and working on the hearts and minds of our employees," said Ravi Reddy, SANBS CEO.

"I am a lifelong product of this organisation, I see its potential and I'm excited about this opportunity to make a positive impact in this organisation that is trusted by thousands of South African's to save lives on a daily basis," added Reddy.

ENDS.

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**Board of Directors: Executives:** V Reddy (CEO), K van den Berg (Medical Director), **Non Executives:** G Simelane (Chairman), F Burn, S Fakie, P Knox, G Leong, P Mthethwa, A Ramalho, R Theunissen, M Voithilingum,  
**Company Secretary:** Siphwe Chisale  
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## About the SANBS

The South African National Blood Service (SANBS) is an independent non-profit organization, and one of the leaders in the discipline of blood transfusion. SANBS operates in eight out of nine provinces in South Africa (with the exception of the Western Cape, which is serviced by the Western Cape Blood Service). It also provides crucial support to countries in the SADC region.

SANBS supplies over one million blood products annually and is rated among the top blood services in the world. This pedigree comes, as a result of world-class testing and collection protocols which ensure that the blood which is transfused is always of top quality.

The blood is processed into its constituent components; red blood cells, plasma and platelets therefore in principle a single blood donation can save up to three lives.

