

# GENPHARM OVERVIEW

## July 2014



## Creating specialty pharmaceuticals leadership in MENA ...

### Overview

- Genpharm is a specialty pharmaceutical marketing and consulting company focused on niche therapeutics and diagnostics for rare disease
- It provides fast and sustainable market access into the MENA (Middle East & North Africa) region to its strategic partners including regulatory and medical
- It provides Business Development and market analysis for companies looking to evaluate the potential of their portfolio in MENA.
- It acts as the representative agent for rare disease, biotech and specialty pharma companies looking to enter or to expand in the MENA

### Specialty Therapeutic Focus



### Geographical Presence



## Mission, Vision & Values

### Our Vision

***“We strive to be the partner of choice for multinational healthcare and pharmaceutical companies expanding into the Middle East and North Africa region.***

***We aim to consistently differentiate ourselves by serving all of our stakeholders through evidence based medicine.”***



### Mission Statement

***To provide healthcare organizations with innovative therapeutic solutions in niche and rare genetic disease areas, market access strategies and sustainable commercial solutions, while improving patient care and quality of life in the Middle East and North Africa.***

## Core Values

### Patient Care



**We are dedicated to patient care and quality of life**

### Innovation



**We offer unique and sustainable solutions**

### Accountability



**We are committed, reliable and results focused**

### Integrity



**We act honestly, with inclusivity and respect**

### Teamwork

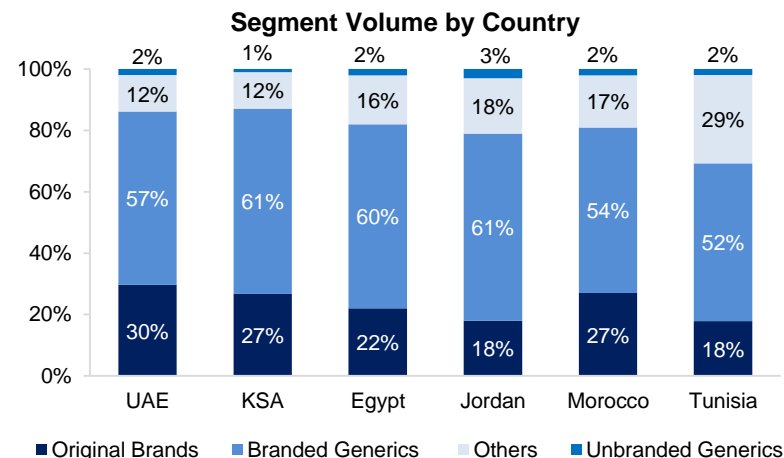
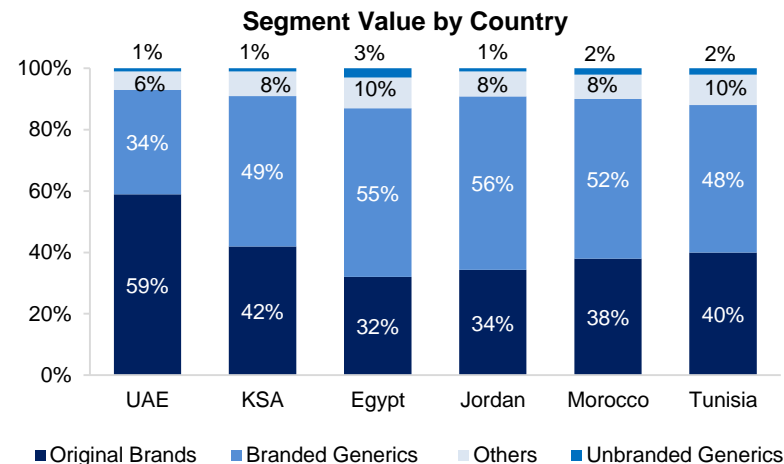
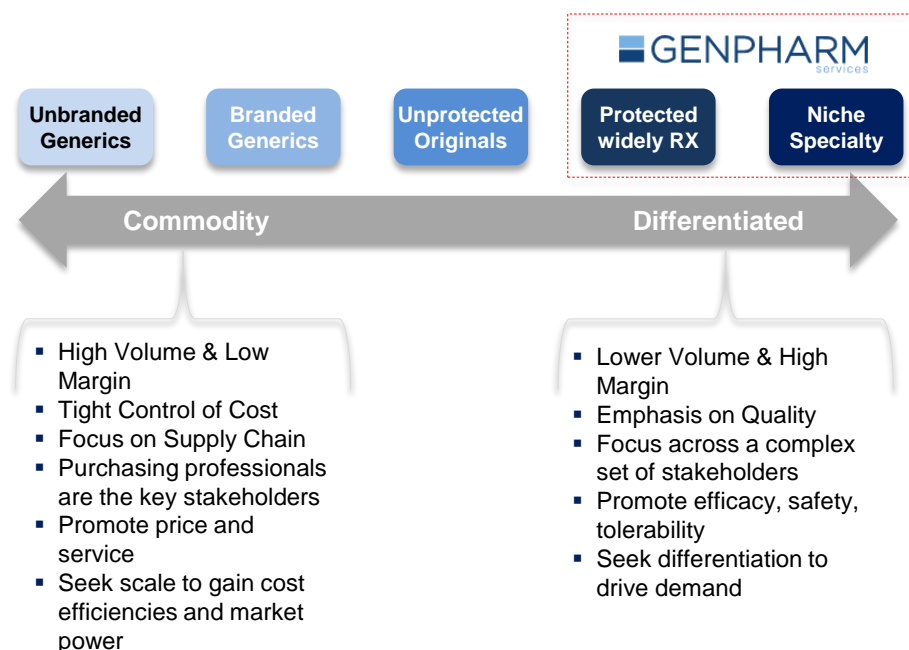


**We are positive, professional and transparent**

# Targeted and Focused Positioning for Genpharm

Genpharm is purposely positioned in the original brands market...

## Business Model Characteristics for different product types

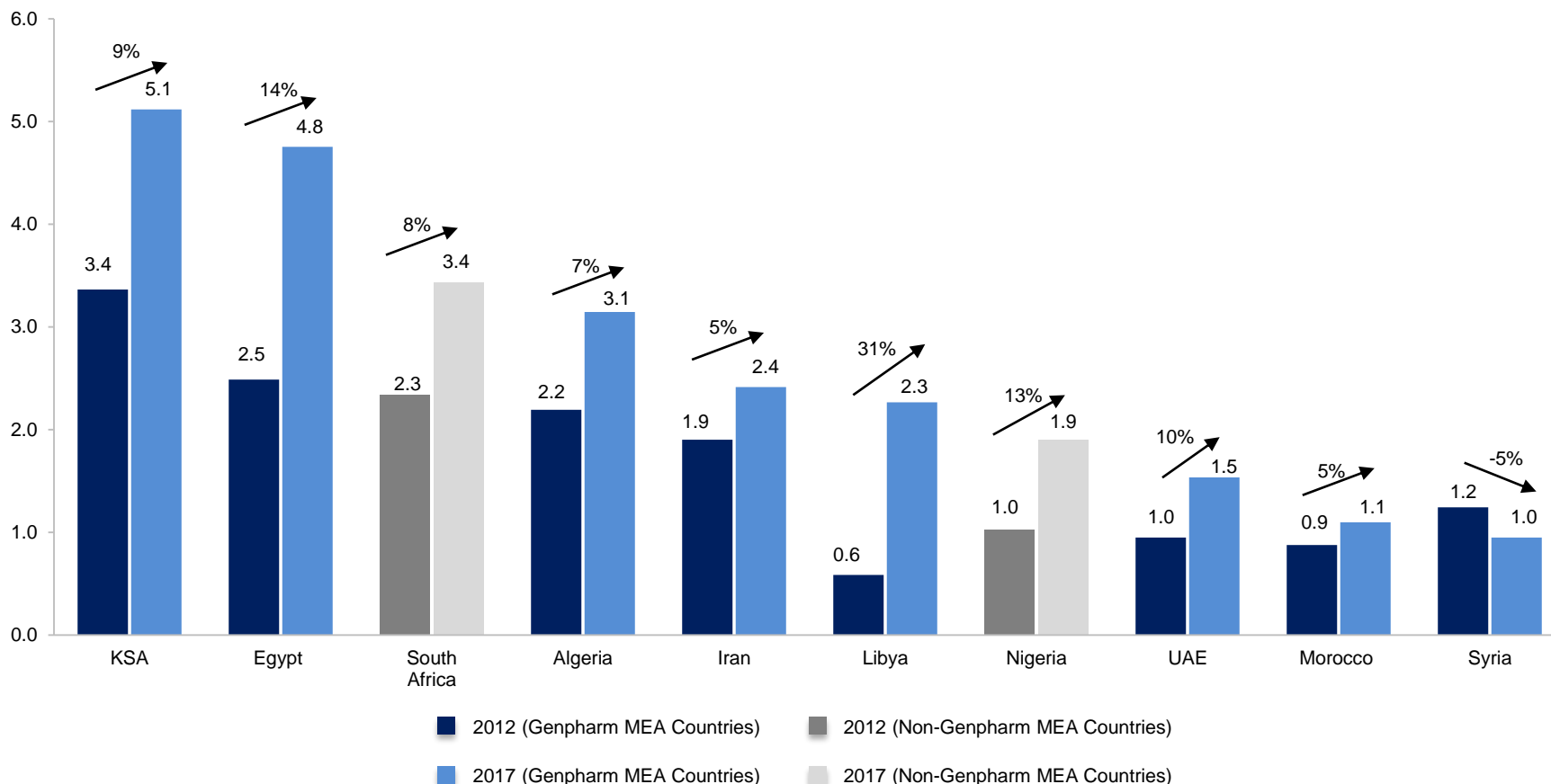


Source: IMS MIDAS June 2012, Licensing Data, Rx bound  
Note: RX = Protected Formula/Product

# Supportive MENA Pharmaceutical Market

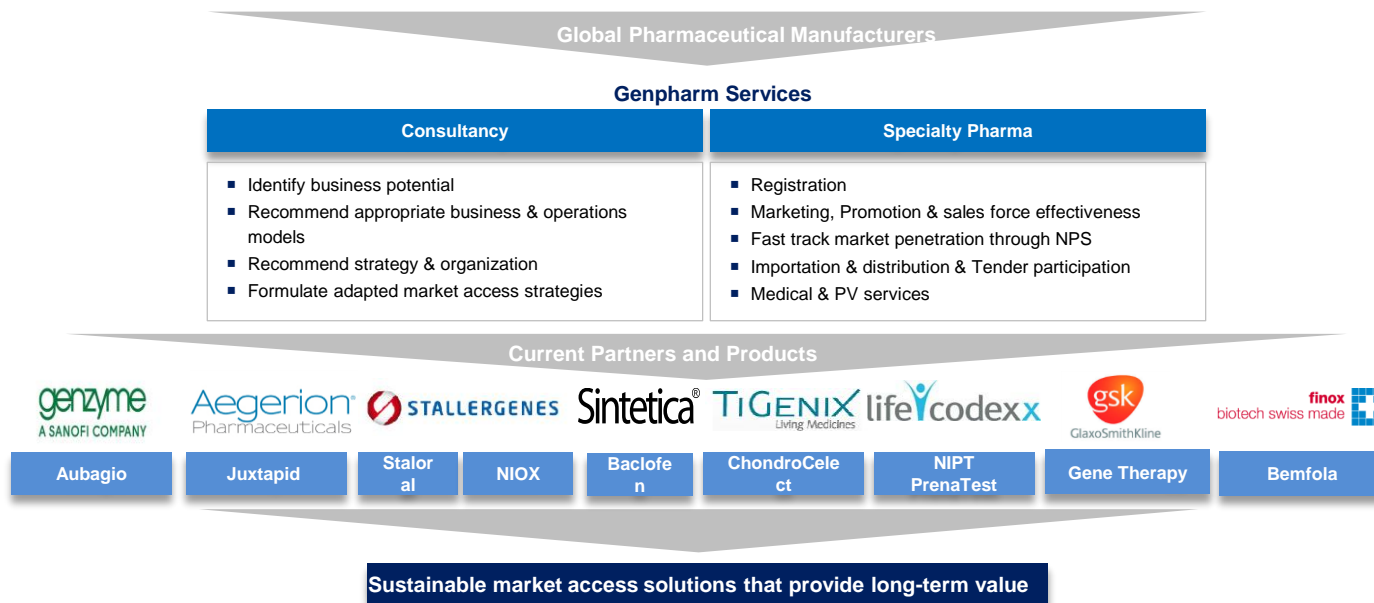
Genpharm operates across the entire MENA region and in 8 countries out of the top 10 MEA countries

MEA Pharmaceuticals Sales (€ bn)  
(Top 10 by 2017 sales)



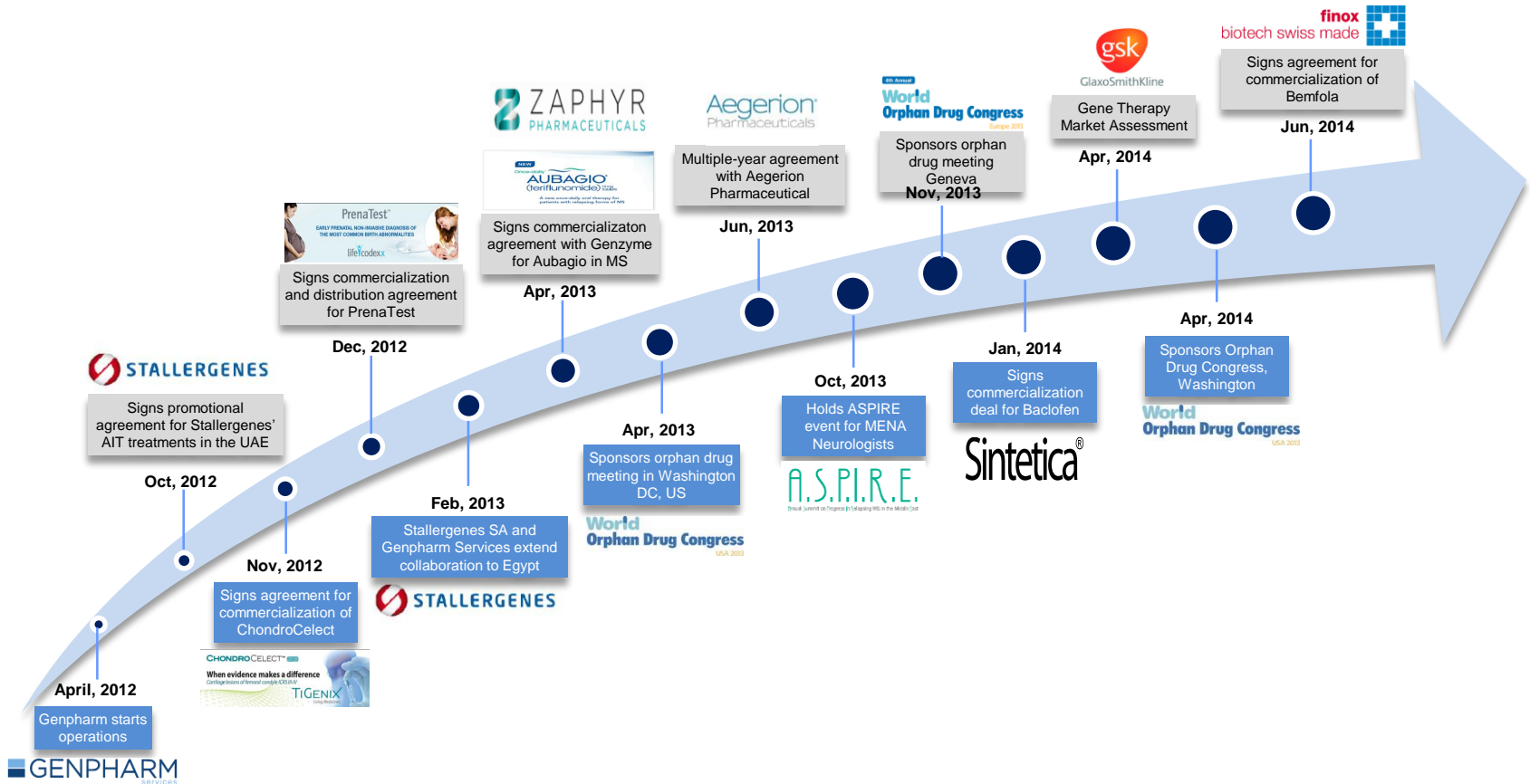
Source: IMS Health Market Prognosis May 2013. Values ex-mfn. at constant exchange rate. Revised Forecast due Sept 30 2013.

## Overview of current Products & Services



# Company Milestones

In 24 months



	<ul style="list-style-type: none"> <li>Bemfola® is the first Swiss biosimilar recombinant FSH, approved by the EMA for the treatment of couples suffering from Infertility</li> </ul>
<h2>Baclofen</h2>	<ul style="list-style-type: none"> <li>Baclofen® Sintetica Intrathecal is indicated severe chronic spasticity originating from Multiple Sclerosis, Trauma or other spinal cord disorders unresponsive to other orally administered antispastic agents and/or for patients that experience serious adverse events from orally administered doses.</li> </ul>
	<ul style="list-style-type: none"> <li>Aubagio is an FDA &amp; EMA approved once-daily oral tablet, developed by Genzyme, A Sanofi Company, that offers an effective alternative for patients suffering from Relapsing Multiple Sclerosis (RMS)</li> <li>Genzyme has partnered with Genpharm to commercialize Aubagio in the MENA region</li> </ul>
	<ul style="list-style-type: none"> <li>Juxtapid is an oral inhibitor of the microsomal triglyceride transfer protein (MTP) and is specifically indicated as an adjunct to a low-fat diet and other lipid-lowering treatments</li> <li>Aegerion Pharmaceuticals partnered with Genpharm to commercialize Juxtapid (Lomitapide) in the Levant region</li> </ul>
	<ul style="list-style-type: none"> <li>Staloral is a sublingual product for patients suffering from moderate to severe allergic rhinitis and/or mild to moderate allergic asthma</li> <li>Stallergenes has partnered with Genpharm to commercialize Staloral in U.A.E and Egypt</li> </ul>
	<ul style="list-style-type: none"> <li>NIOX, developed and distributed by Aerocrine/Stallergenes, is the first point-of-care medical device for measuring Fractional Exhaled Nitric Oxide (FeNO)</li> <li>Stallergenes partnered with Genpharm to commercialize NIOX in the U.A.E</li> </ul>
<p>When evidence makes a difference Cartilage lesions of femoral condyle ICRS III-IV</p>	<ul style="list-style-type: none"> <li>ChondroCelect is the only approved somatic cell therapy product from TiGenix, Belgium for repair of cartilage lesions in the knee using characterized viable autologous cartilage cells</li> <li>TiGenix NV partnered with Genpharm for commercialization of ChondroCelect in the GCC and Levant region</li> </ul>
<p>EARLY PRENATAL NON-INVASIVE DIAGNOSIS OF THE MOST COMMON BIRTH ABNORMALITIES</p>	<ul style="list-style-type: none"> <li>PrenaTest is the first Non Invasive Prenatal Diagnostic (NIPD) developed by LifeCodexx in Germany for the detection of Down's syndrome, Edwards Syndrome and Patau Syndrome</li> <li>LifeCodexx AG partnered with BioGen Medical and Genpharm for the commercialization and distribution of PrenaTest in Turkey, the Middle East and Gulf regions</li> </ul>



# Experienced Management Team

 GENPHARM



**Mr. Karim Smaira**  
Co-founder & CEO

- **14 years of regional experience in Senior Executive roles in the Pharma industry**
- Launched and managed operations for several Biotech and rare disease products including (go to market strategies & funding)
- Wide expertise and network in emerging markets, in particular in the Middle East & North Africa Region as well as in South East Europe and Russia.
- Active member of several industry associations and business councils
- Member of the Diplomatic Circle in Geneva and Public speaker on industry matters

 GENPHARM



**Mr. Kamel Ghammachi**  
Co-founder & Managing Partner

- **More than 25 years of regional Pharma experience in Senior Executive roles within MNCs & Distributors.**
- Established and Managed several regional offices in MENA
- Pharmaceutical entrepreneur with several start ups in the region, active member of several industry associations and business councils
- Honored by Rotary several times as Paul Harris Fellow for meeting outstanding personal, professional standards and charitable work.
- Several awards recognizing successful businesses in MENA

# Senior Non-Executive Board



**Mr. Franck  
Latrille**

- **CEO NextPharma**
- Former Deputy CEO Merck-Serono, Executive Vice President International and emerging markets Merck-Serono
- Former Head of product development at SERONO



**Mr. Rick  
Pudner**

- **CEO of Emirates NBD; the largest regional bank by Assets**
- Board Director Emirates Islamic Bank
- Head of Corporate Banking HSBC Middle East; President and CEO of HSBC Korea
- Director in Emirates Fund Managers (Jersey) Limited, and a founder member of Visa CEMEA Advisory Forum



**Sheikh Yasser  
Naghi**

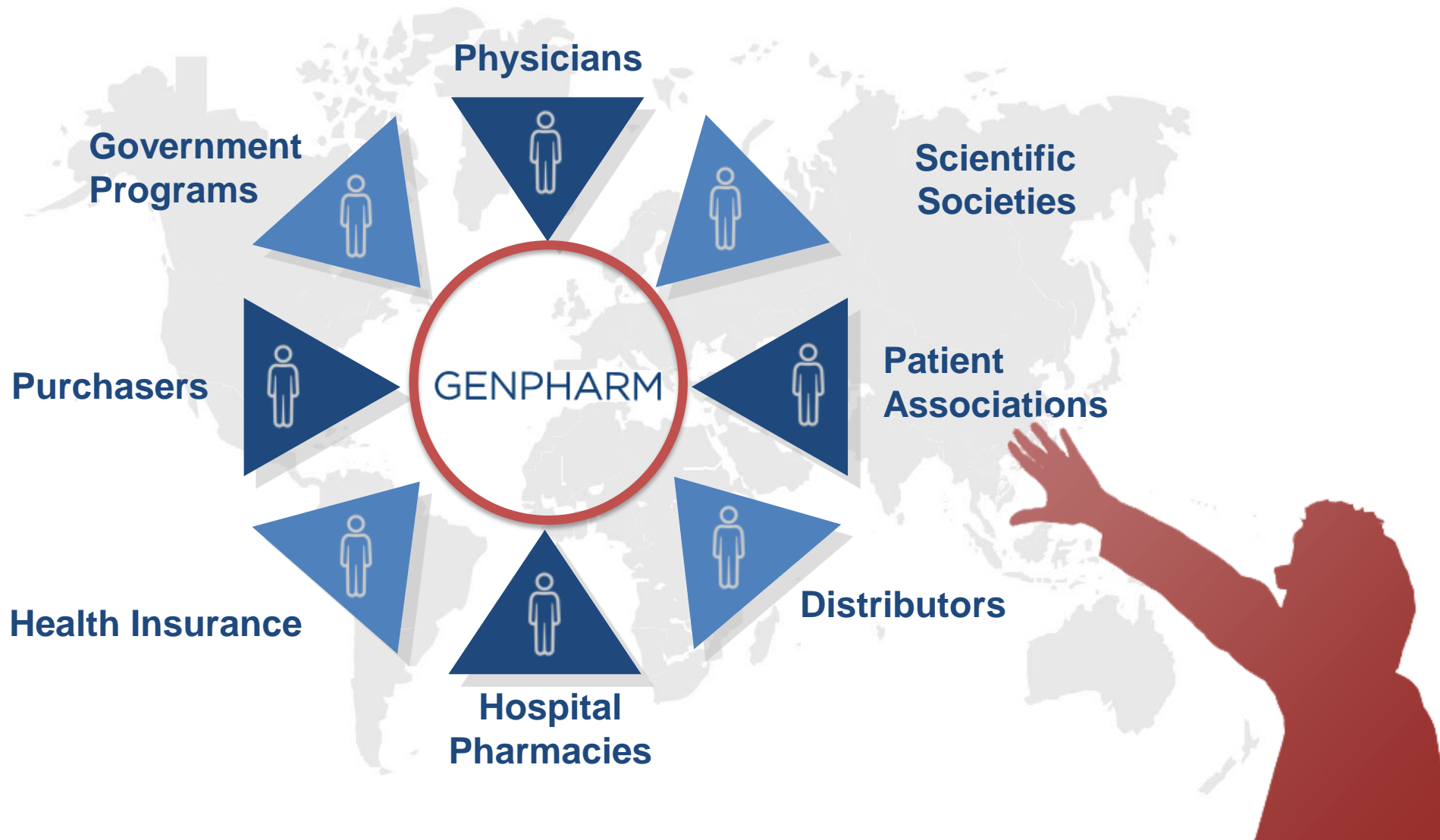
- **Chairman of the Cigalah group**, a leading pharmaceutical company and distributor in KSA & part of the Naghi holding
- Founding member of the Swiss Arab Postgraduate Clinical Academy (SAPCA in 2010)
- Board Member of several industrial and business groups in KSA



**Mr. Dave  
Dimmell**

- **Founding Partner & Managing Director of Genyx LLC consultancy**, specializing in management consulting, staff engagement and alignment, employee assessment, senior executive coaching in several industries including Pharma.
- Former Vice President of Pearson Higher Education, UK
- Former Vice President of Nelsom Education, Canada

# Holistic Market Approach



# Delivering new drugs to MENA markets

## Genpharm masters product registration and commercialization across MENA

### Registration: Background and Insights

Social Sec.			Algeria			
Some Govt.				Jordan KSA Yemen	Lebanon	Bahrain Kuwait
		Iran	Egypt Morocco	Iraq	UAE Qatar	
Private			Tunisia	Libya		
Slow Reg. ~3 years			Avg. ~15-18months		Rapid Reg ~12month	

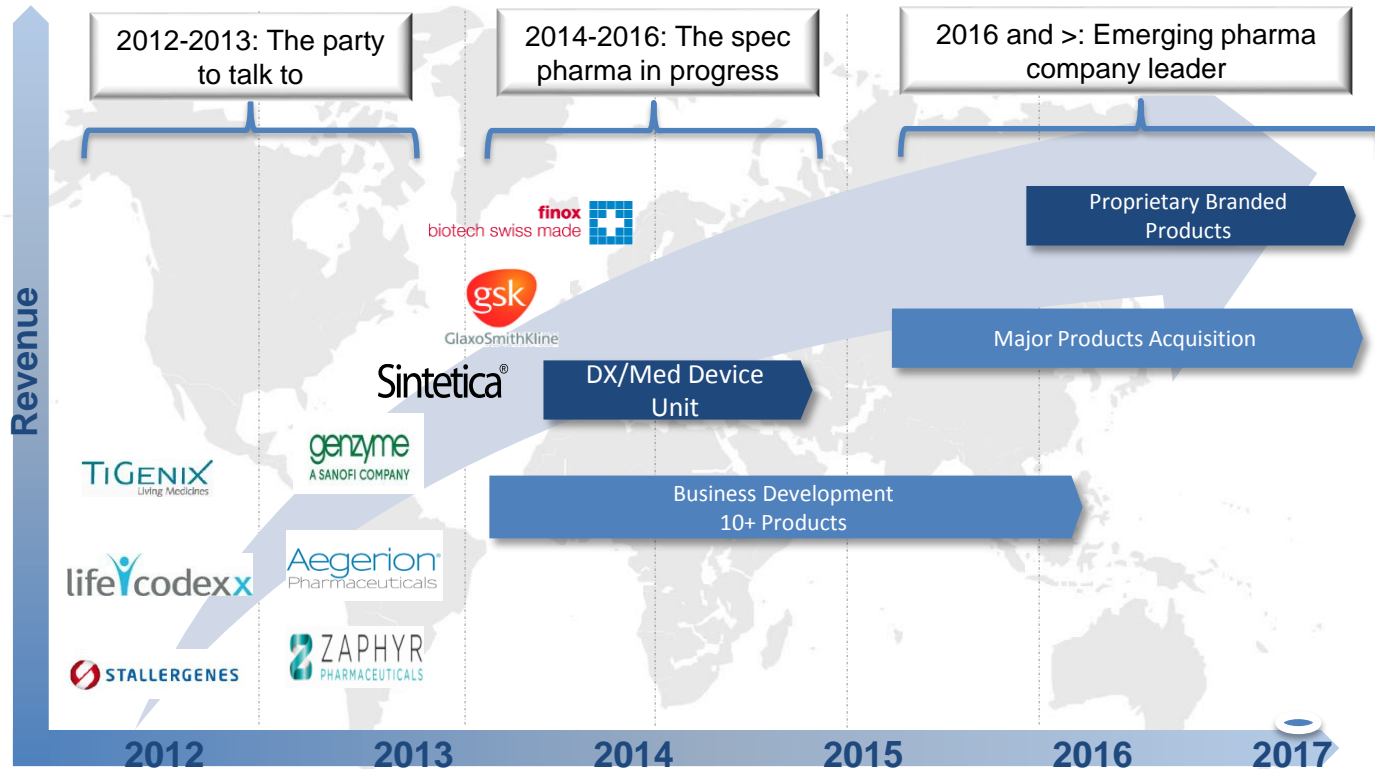
- Pre-registration sales for early returns
- Registration friendly environment in GCC
- Possibility for centralized registration procedure & fast track
- Pricing Harmonization & International referencing system
- Government coverage for nationals and privatization trend

### Commercial and supply chain: Channels and networks

- Direct management of a network of distributors chosen over more than 40 years of experience
- Logistics and distribution managed through well established sub-distributors with solid financials
- Direct relationship with purchasing departments of major hospitals across MENA
- Scrip generation through KOL management and strong network with major institutions
- Active role in Pharma forums in the region.
- Established reputation of Genpharm management in the Pharma industry

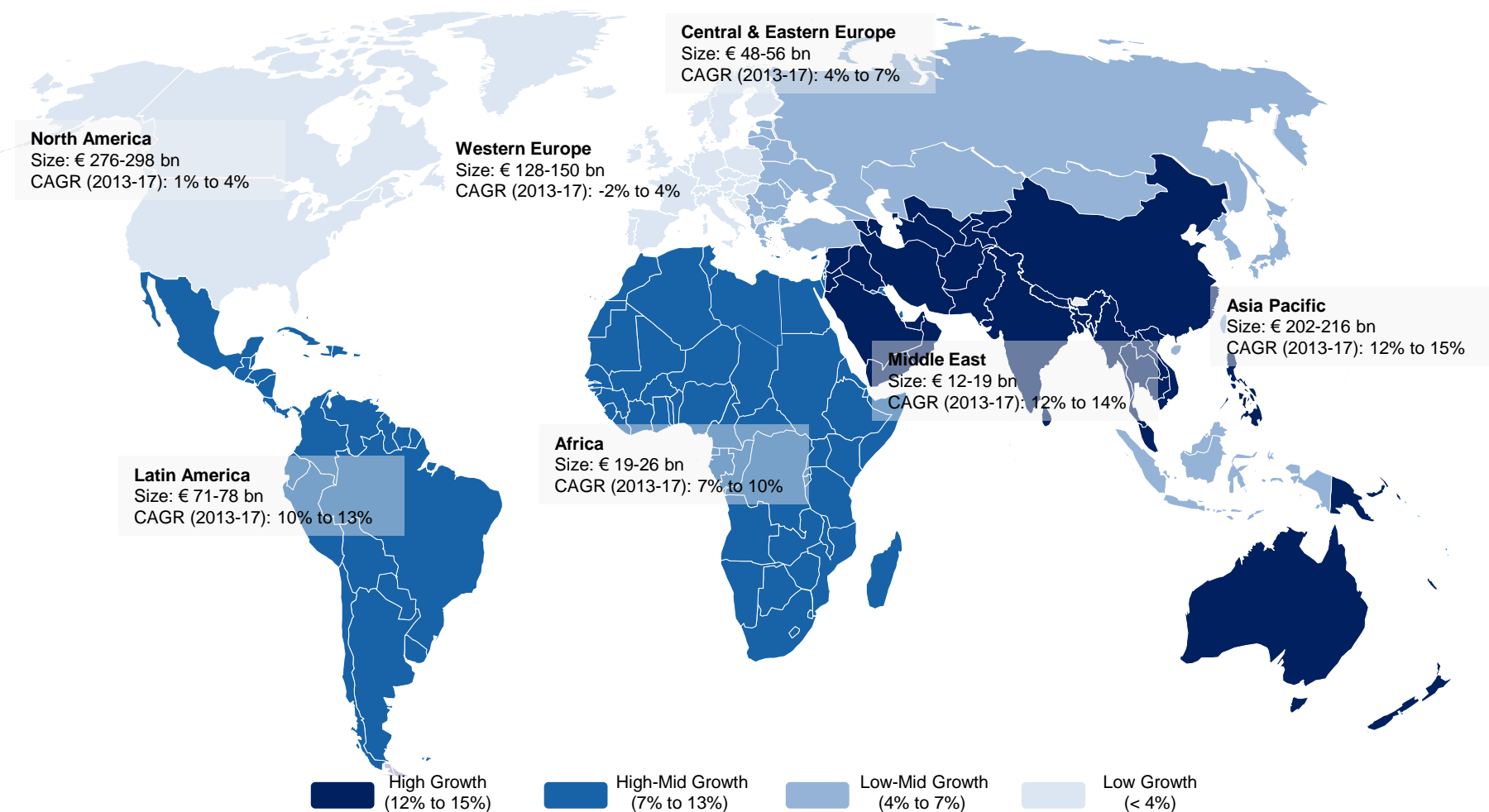
# Which Path to Maximal Strategic Value ?

Long term ambitions : Growth and Sustainability



# Supportive MENA Pharmaceutical Market

## Middle East is one of the fastest growing pharma markets



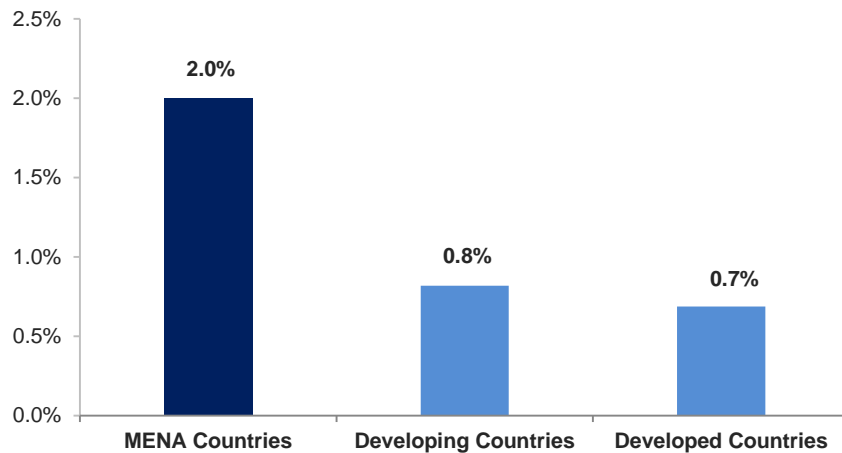
Source: IMS Market Prognosis, Apr 2013

Note: Western Europe includes EU5 and rest of Western Europe; Size: 2013-2017, CAGR is between 2013-2017

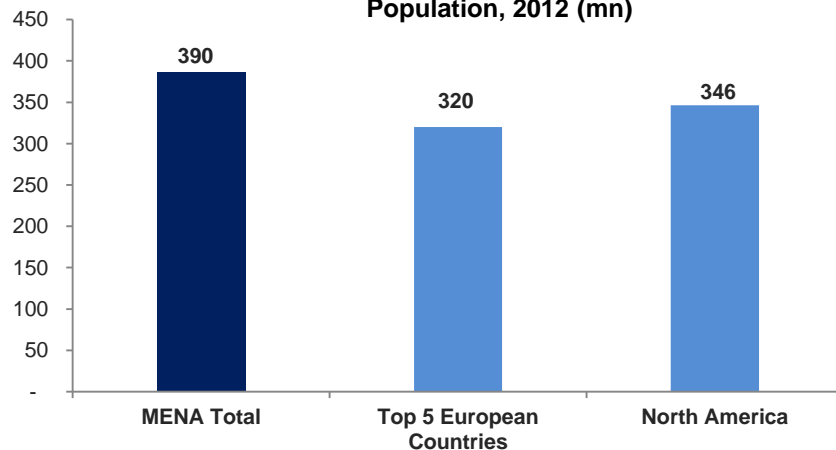
# Strong MENA Macro Background

## MENA population growth to outpace other economic groups

Population Growth (CAGR 2013-2018)

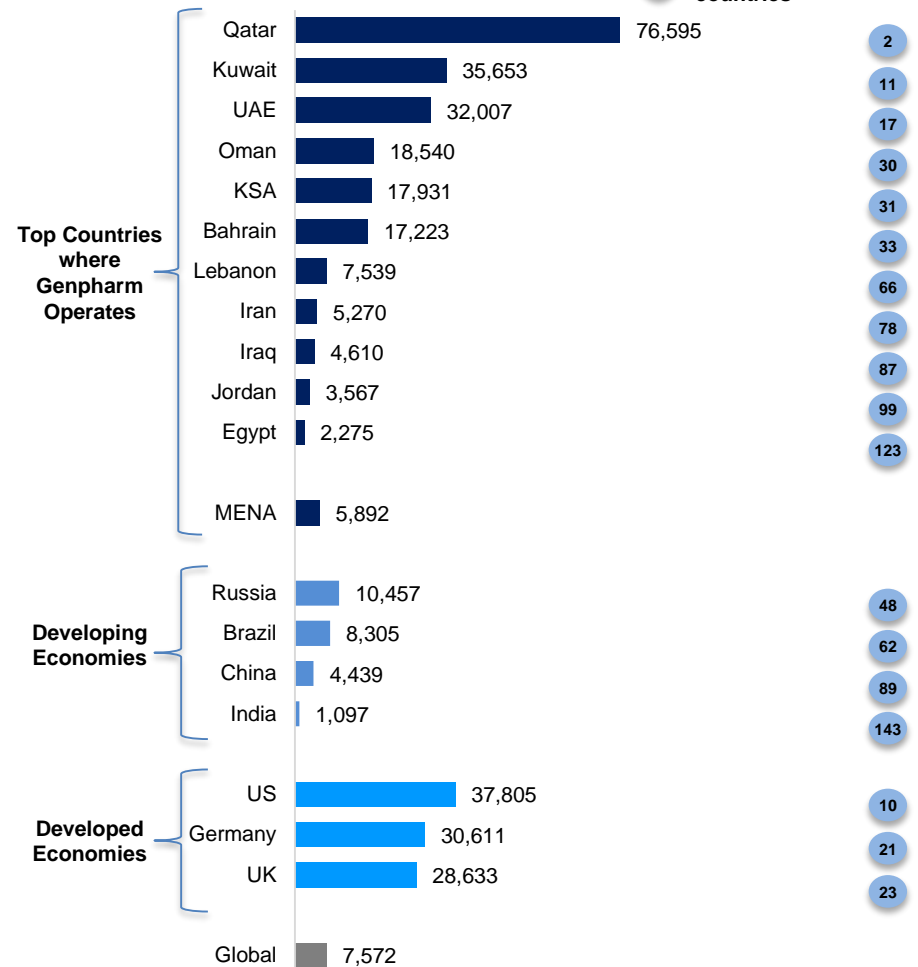


Population, 2012 (mn)



GDP per capita €, 2012

# Rank out of 188 countries



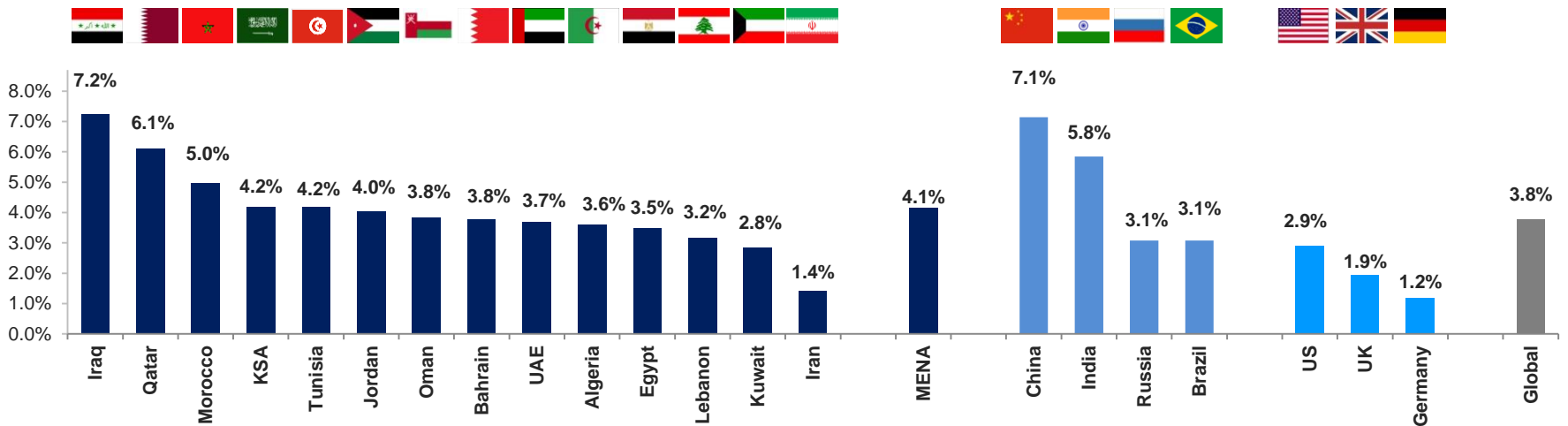
Source: IMF Data

Note: Developing Countries - China, India, Brazil & Russia; Developed Countries - US, Germany, UK & Canada; North America - US & Canada; KSA stands for Saudi Arabia; Top 5 European Countries - UK, Germany, France, Italy, Spain; MENA Countries - Algeria, Bahrain, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Qatar, Saudi Arabia, Syria, Tunisia, UAE & Yemen; Conversion rate used across slides: 1 US\$ = € 0.73118

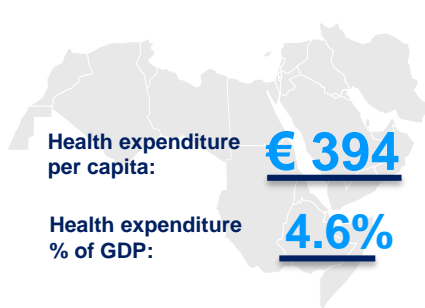
# Strong MENA Macro Background

## Strong GDP growth provides an upside to healthcare spend

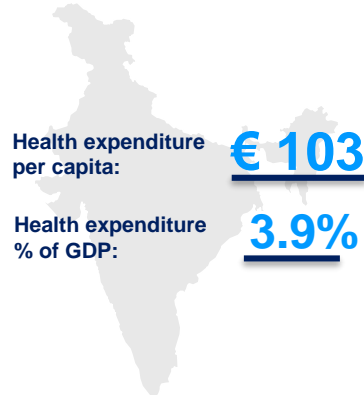
Average GDP Growth (2013-2018)



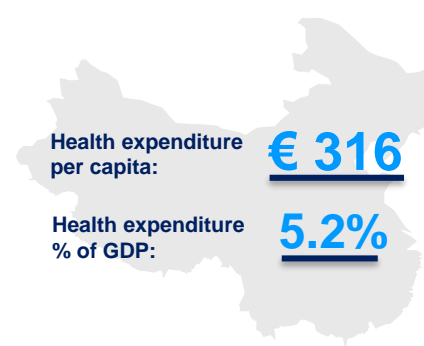
### MENA<sup>1</sup>



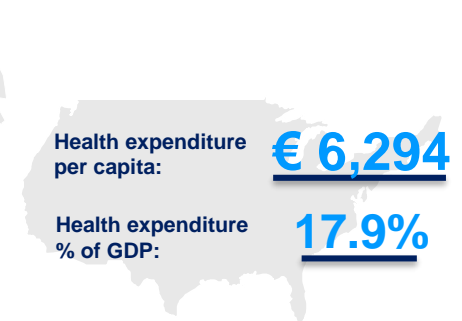
### India



### China



### United States



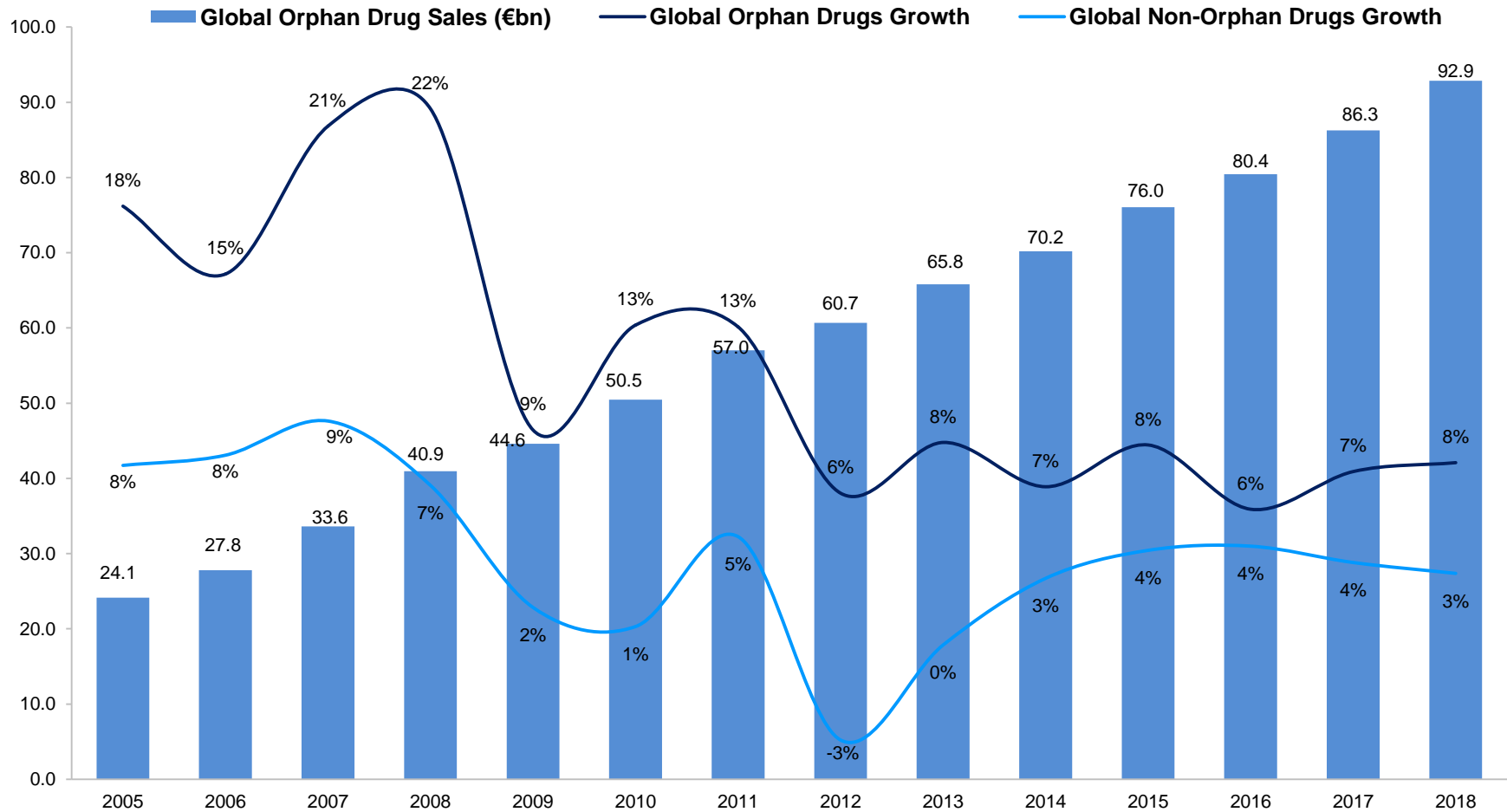
Source: IMF, World Bank

Note: (1) MENA comprises Arab World and Iran; Health Expenditure - Data is for 2011, Healthcare expenditure per capita PPP (constant 2005 international \$ converted to Euro)



# Targeted and Focused Positioning for Genpharm

...and in the orphan drug market which is consistently outgrowing the non orphan drug market



Source: EvaluatePharma, April 2013

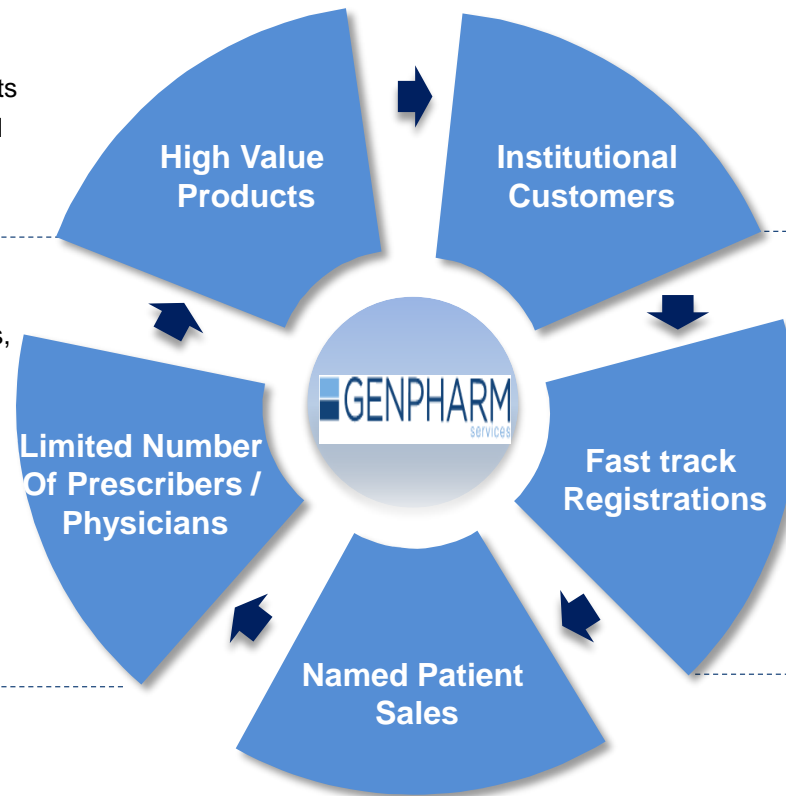
# Targeted and Focused Positioning for Genpharm

Genpharm is well positioned in market segments that offer a number of attractive commercial characteristics:

- Genpharm operates in the niche, rare disease/Orphan Drug markets where the number of patients and prescribing physicians is limited

- Genpharm manages all stakeholders including Physicians, Patient groups, Payers and Distributors

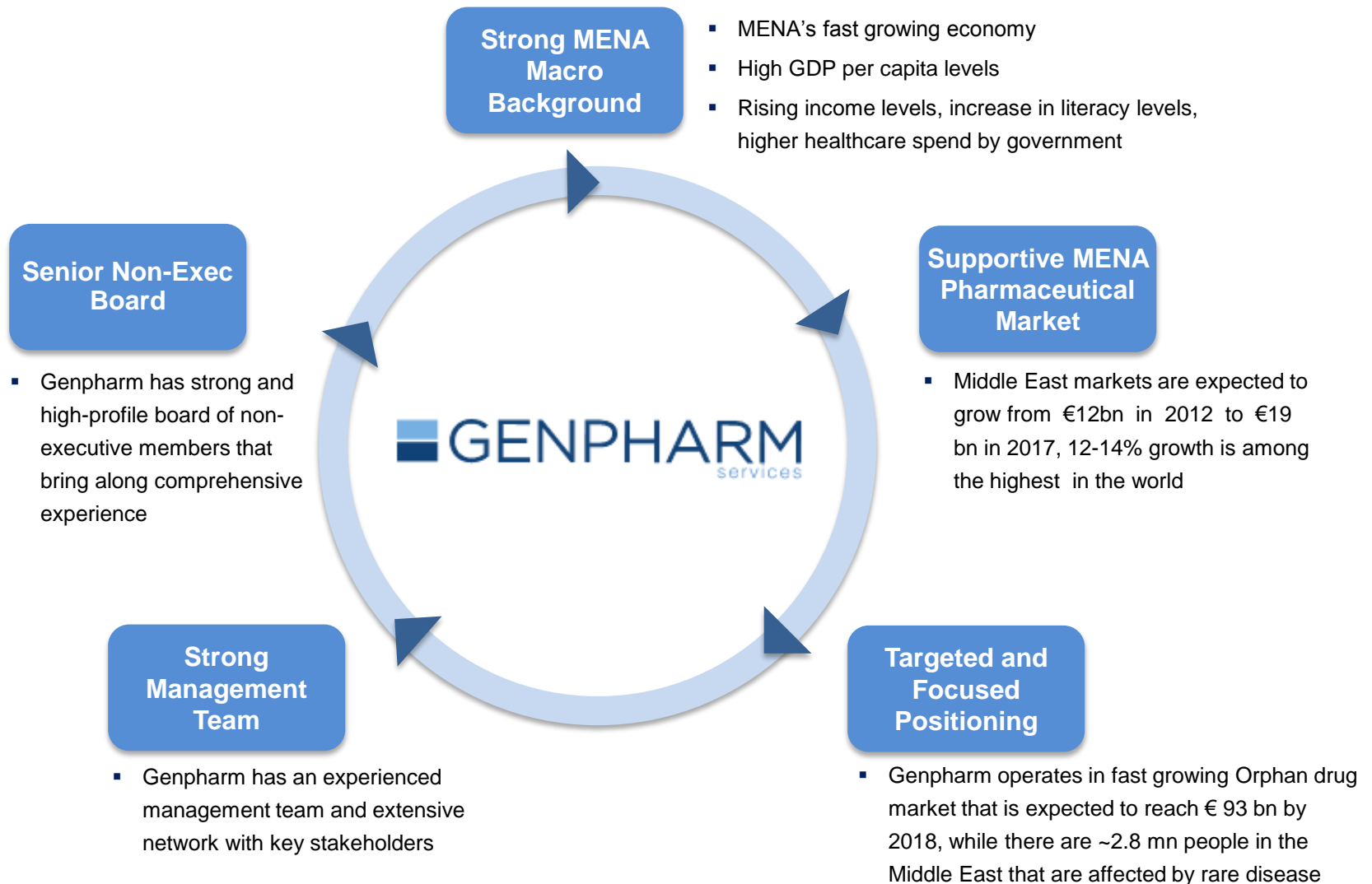
- Need of a highly competent, evidence based selling and promotion approach through a limited number of KAMs/MSLs



- The rare disease drugs are highly priced due to their research and development cost. Customers are typically government hospitals and similar institutions with a substantial budget for their patients.

- Innovative products for unmet medical needs are given fast approval and reimbursement pathway
- Robust local expertise & knowledge of the local processes
- Existing network with key decision maker centers and stakeholders markets further helps to access regional markets and help companies with fast track registrations

- For unmet medical needs and specialty therapeutic, products can be purchased on a Name Patient Sales basis prior to registration.
- Fast track market access and market penetration. Early sales upside



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