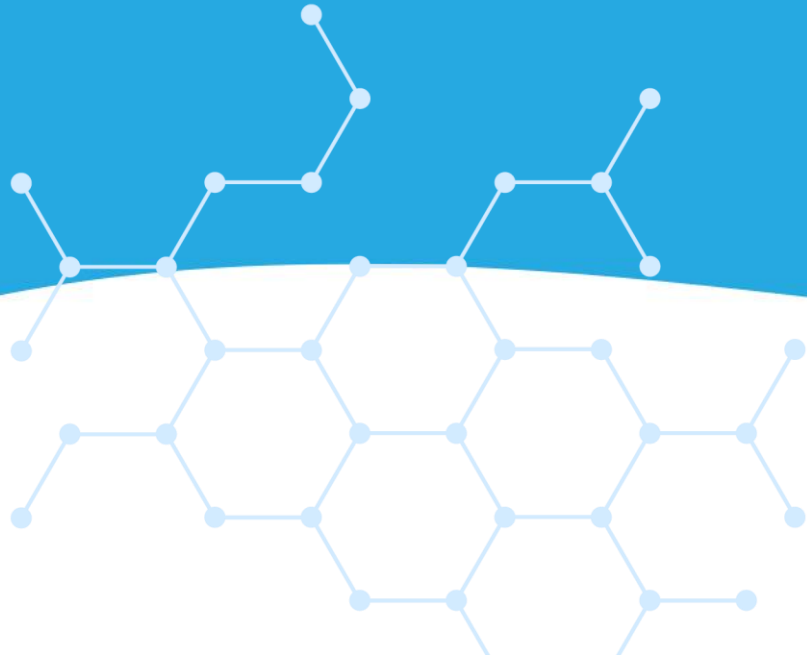




MENA Specialty Biopharma Company 2022



CURELEADS IS A GLOCAL COMPANY

Headquartered in Dubai & Beirut, a local team with global experience and exposure.

CURELEADS in-license medicines locally and operate with global standards: We are starting local to be global.

Established partnerships with many international specialty biomedical companies

Staffed by International Pharma veterans, CURELEADS combine knowledge & ethics, biology & technology, innovation & tradition, quality and affordability.



CURELEADS IS THE “GLOCAL” PARTNER OF CHOICE IN THE MIDDLE EAST AND NORTH AFRICA

Deep market expertise in specialty care, focus in Oncology, coupled with strong local network and global ethical standards and capabilities



Focused on specialty medicines



Deep experience in managing medical experts, scientific advisory boards, patient advocacy groups, & government affairs



Operates in key Middle Eastern and North African markets



Well-established relationships with key stakeholders, decision makers, and payers



Exceptional market access, tender expertise, commercial and regulatory capabilities



Offer world-class distribution and logistics, QA, PV, regulatory, ethics and compliance

CURELEADS PARTNERS

Reputable & Highly Specialized in Hematology & Oncology, Ophthalmology, Women's Health, diagnostics and Nano-technology

Hemex
Health

 **Ziwig**

 **SGN**
NANOPHARMA

 **Wellesta**
A HEALTHCARE COMPANY

 **Kite**^{*}
A GILEAD Company

 **BD**

 **AUROBINDO**

 **Butterfly**[™]

NAARI
Celebrating women

ZENTIVA

Rubicon[™]
RESEARCH

* Consultancy

CURELEADS BIOPHARMA MODEL

Global Capabilities with Local Expertise;

Unique Experience in Oncology &
Other Specialty Medicines across
MENA



In-licensing Innovation & Biosimilars

Regulatory

Promotion

Distribution



Co-Marketing Deals

Promotion



Consultancy Services

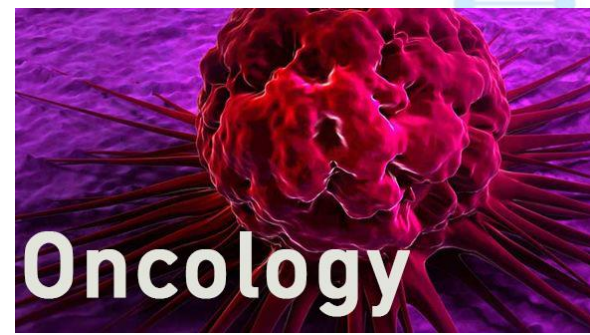
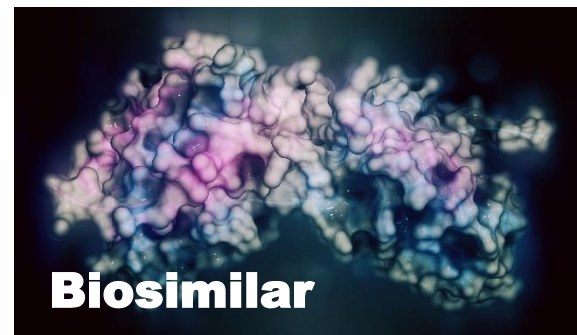
Health care
system/Access

Digital Transformation

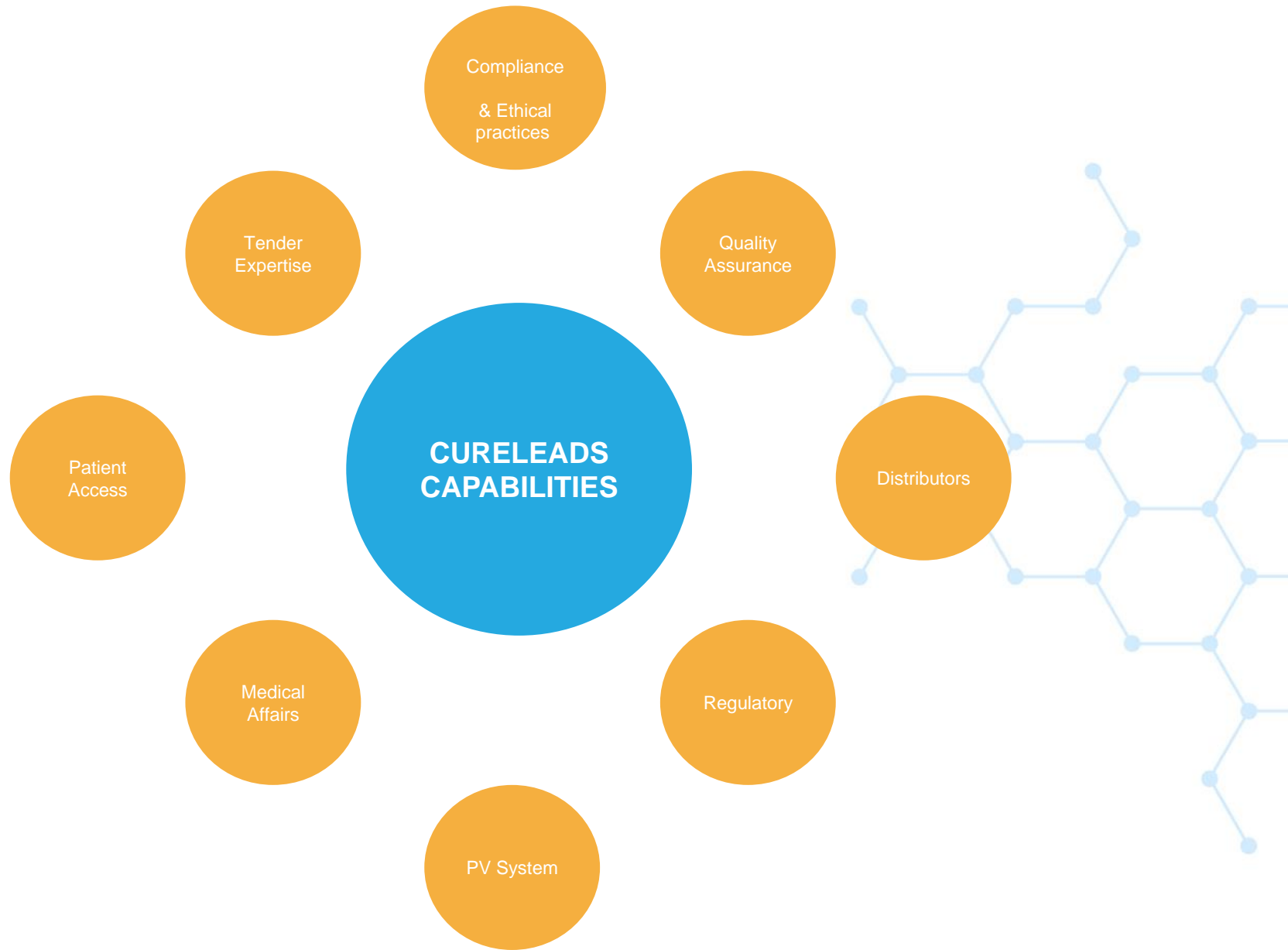


DISEASE AREAS

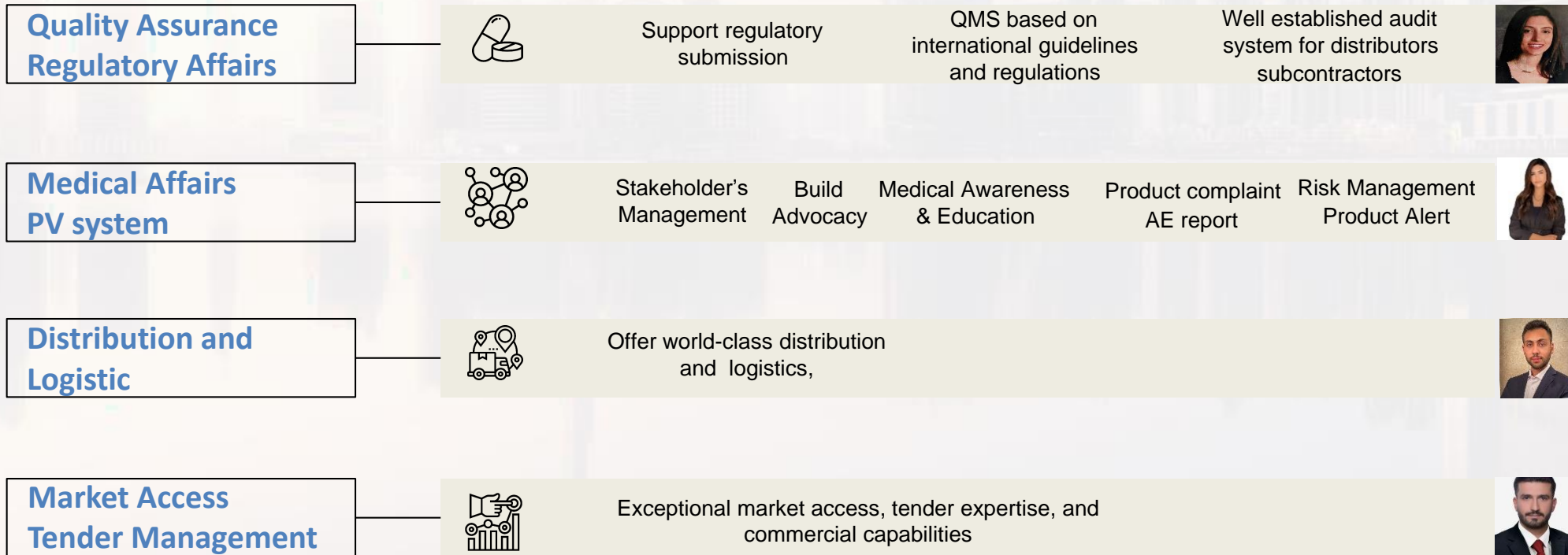
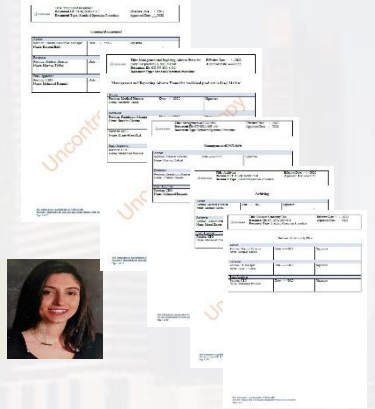
Hematology, Pharma Innovation, Biosimilar, Point of care diagnostics, Oncology, Rare diseases and Other specialties.



GLOCAL CAPABILITIES WITH LOCAL EXPERTISE



GLOBAL STANDARDS WITH LOCAL EXPERTISE



GLOBAL STANDARDS WITH LOCAL EXPERTISE

Quality Management Assurance



A documented Quality Management System (QMS) established in compliance with local regulations, ISO and GxP requirements

Due Diligence and Audit



Distributor and subcontractors undergo:
1- Due diligence 2- Audits as per a risk based approach

Pharmacovigilance and Regulatory



Strict Safety reporting system with Continuous reconciliation. Compliance with country specific regulations and timelines for PV

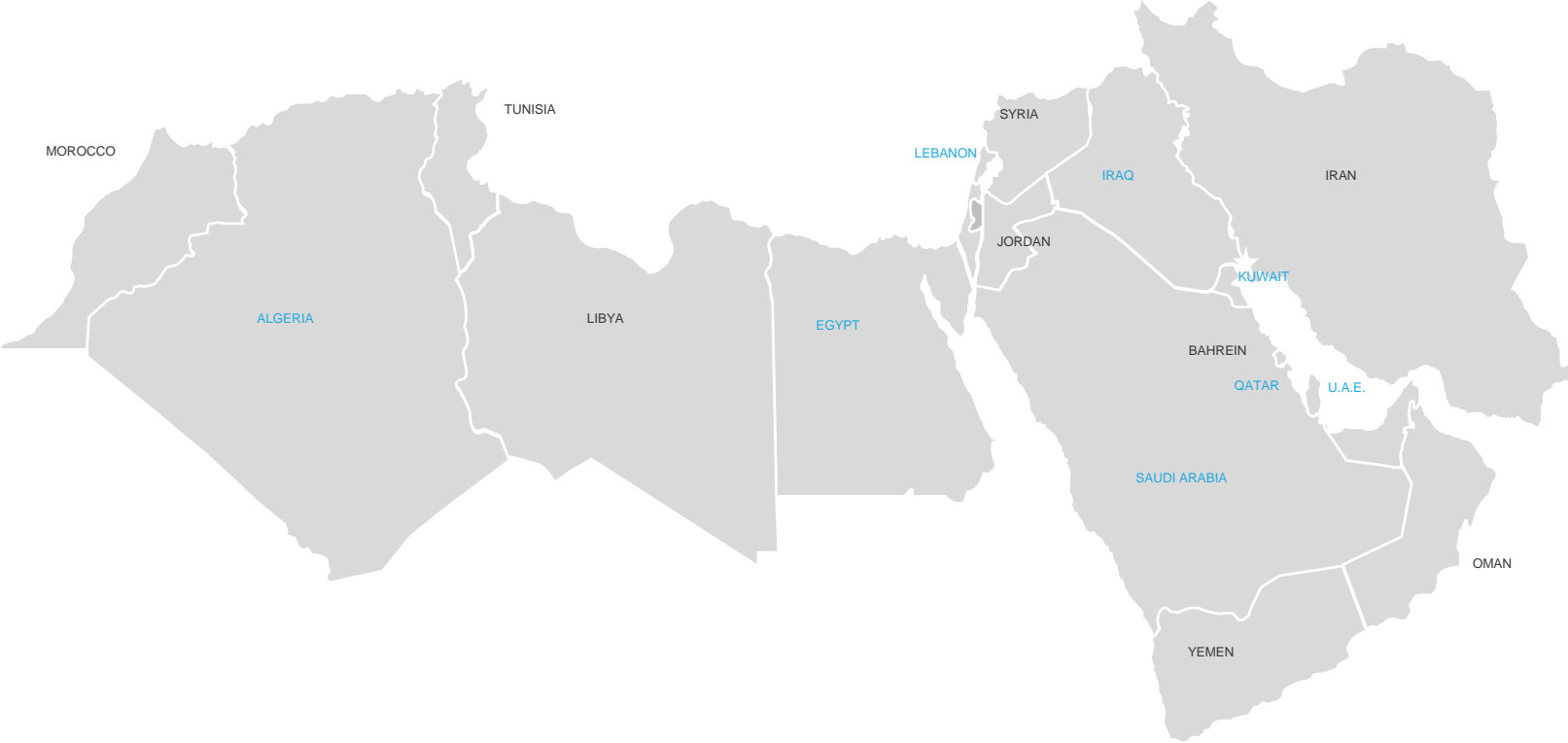
Team Training



Yearly mandatory compliance training including Code of Ethics, Anti-bribery and Anti-Corruption is provided to all Cureleads Team members

CURELEADS LEADERSHIP

Commercial Footprint in Key MENA countries – Best in Class Commercial leaders with deep market expertise and unique stakeholder relations



Moncef Bou Abid
Algeria/North Africa

Sameh Emara
Saudi and Egypt

Ibrahim Younes
Kuwait and Qatar

Kassem R. Harb
Levant

SAAD F. AL-QAYSI
Iraq

Ahmed Fors
UAE

CEO, Co-Founder



MOHAMAD RAMMAL

- 25 years of experience in Pharma Industry covering ME & Africa (MEA), Emerging Markets & Global
- Oncology Cluster Head for Novartis in MEA , Dubai
- Ex-Chairman Pharma Group - IRAQ
- Asia Middle East & Africa Franchise Head for Neuroscience , Basel
- Multiple awards including oncology CEO leadership award, best growth award, innovation award
- 10 years of experience with Merck Sharp & Dohme



KASSEM R. HARB Managing Partner

- + 30 years' experience in the Pharma Industry In covering and managing many portfolios in the Lebanese market related to many multi-national companies
- Successful launching of Novartis products of primary care and oncology , rank 1 among all MNCs
- Fastest growth Award for new launches
- 13 years with Hoechst/Sanofi and Lederle/Pfizer
- Founder and General Manager of Century Pharma / Takeda



SAAD F. AL-QAYSI Commercial Head - IRAQ

- + 10 years' experience in Novartis Oncology, Head of Market Access & Policy And Sales manager, managed all portfolios in Iraq
- Strong network and relation with key oncologists and hematologists across Iraq
- Expertise New products launch & fast market share growth, successful launching of Novartis Oncology products
- Expertise in Kimadia tender business - new product enlisting, tender & private market business of many therapeutic area.
- Regulatory, Pricing, Negotiation, Policy shaping, Market access, People management, Market Intelligence.

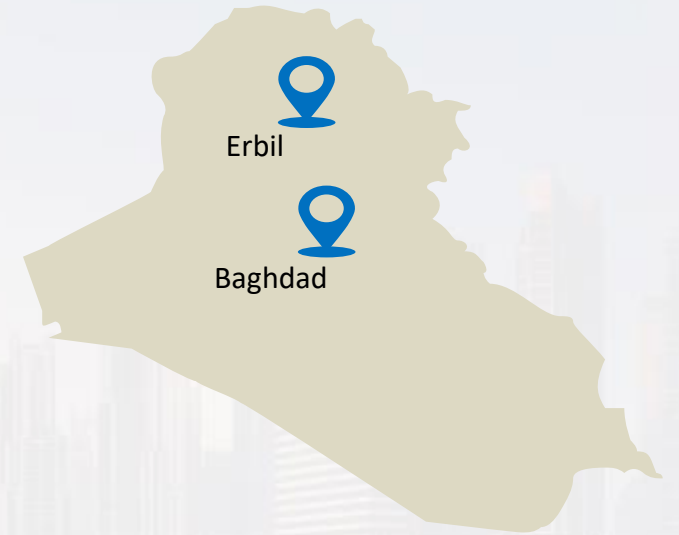


MARWAN TABBAL Medical Director

- 20 years of experience in Medical Affairs launching specialty drugs across MENA (AZ, Sanofi, Grunenthal)
- Marwan was the Medical Director for Sanofi Iraq -2011-2014
- Medical Director Astra Zeneca International heading the medical excellence and medical capabilities



Scientific Bureau - Baghdad



Our Team



Saad F. Al-Qaysi
Commercial Head



Wurood Rapahael
Product Specialist



Mustafa Ahmed
Key Account Manager

Luma Al-Sameraai
Regulatory Affairs

Our Partners





Our Scientific Engagement


20 Onco accounts


12 Hemato accounts

KOL engagement plan includes:

- Promotional activities: Visits, Round tables
- Non promotional activities :Experts meetings; Ad Boards



 Oncology account

 Hematology account



Your partner of choice in Middle East/North Africa

- Staffed by Pharma MNC veterans
- Established partnerships with international biomedical partners
- Operate to global standards of expertise, ethics, quality
- Possess deep knowledge of local markets and longstanding relationships with key local decision makers, including government officials, medical experts specially oncology
- Handle all aspects of commercialization from registration to medical, Tender, market access and promotion



Contact Information

MENA is a fast-growing and lucrative market that represents a significant opportunity for companies interested in expanding their commercial presence.

Cureleads expertise and experience in the region make it a highly reputable partner of choice for MENA.

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*thank
you*