

“Leading the path to Cure”

A Middle East & North Africa  
Biopharma/Biotech Company

Commercial Partner

August 2025



## Disclaimer

*Various statements in this deck concerning Cureleads's future expectations, plans and prospects, including without limitation, Cureleads's expectations and timing of product candidates that Cureleads may get to the market, may constitute forward-looking statements for the purposes of the safe harbor provisions and are subject to substantial risks, uncertainties and assumptions.*

*Although Cureleads believes that the expectations reflected in the forward-looking statements are reasonable, Cureleads cannot guarantee such outcomes.*

*Actual results may differ materially from those indicated by these forward-looking statements as a result of various important factors.*

*Accordingly, you should not place undue reliance on these forward-looking statements.*

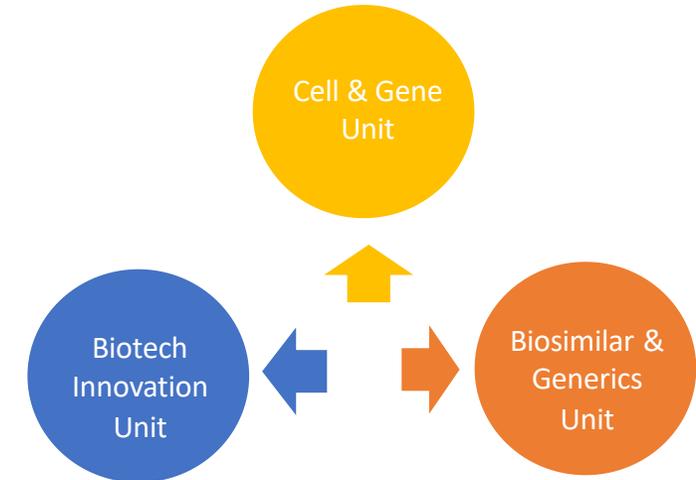
*All information contained in this deck is strictly confidential and not to be disclosed.*

# CureLeads, a Glocal Company



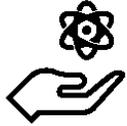
**Founded** in November 2019 and headquartered in Dubai, embodies a **GLOCAL** approach by combining a local team with **extensive global experience** and exposure

**CureLeads** has established partnerships with numerous **International Specialty Biomedical companies** and is staffed by **veterans** of the International Pharmaceutical Industry



**CureLeads** uses 3 vertically integrated units leveraging **Science & Technology, Innovation & Quality, Affordability & Access**

# Vision and Value Proposition



## MISSION

Enabling patient access to **affordable, high quality** and **innovative** medicines and medical diagnostics



## VISION

Leveraging **Science, technology** and affordability to **transform the lives of patients** across Middle East and North Africa



## DIFFERENTIATORS



Extensive expertise in **Specialty Care** areas, including **Hematology/Oncology, Cardiovascular, Neuroscience,** and **Women's Health**



Leading the advancement of **Cell & Gene Therapies** and enhancing patient access across the MENA



Strong **Regional Network** led by **Industry veterans**, in accordance with the **Pharma Code of Ethics**

## In-House capabilities



Focus on  
**Specialty  
Medicine**



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



Operations in key  
**Middle Eastern and  
North African** markets



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

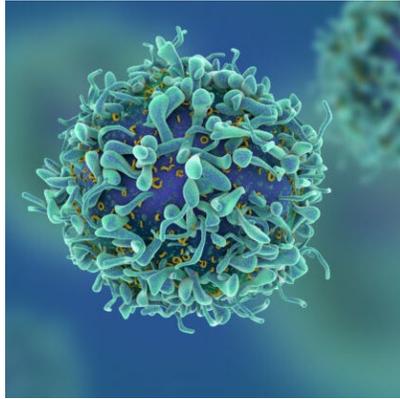


Exceptional **Market Access**,  
**Tender** expertise,  
Commercial and  
Regulatory capabilities

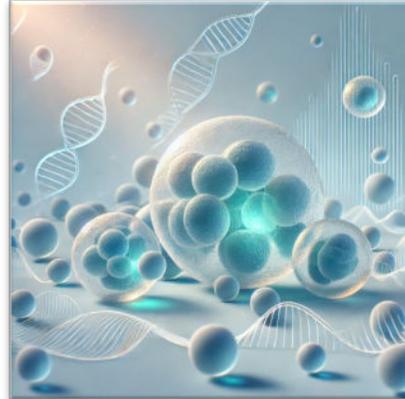


Offer world-class  
**distribution and logistics**,  
QA, PV, Regulatory and  
**Compliance**

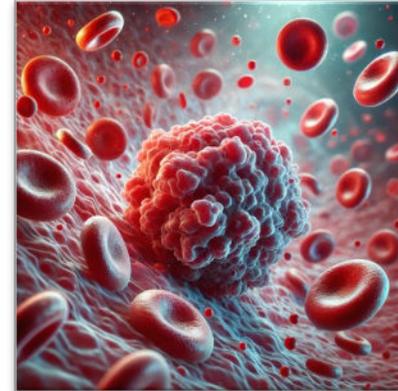
# Disease Focus



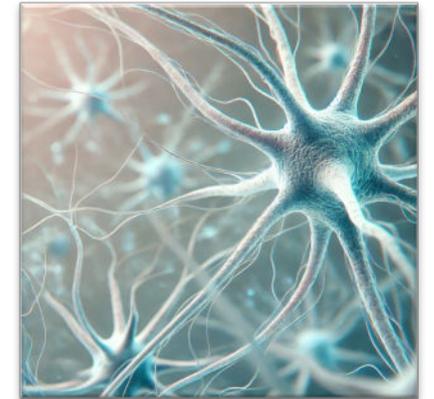
**Rare Disease**



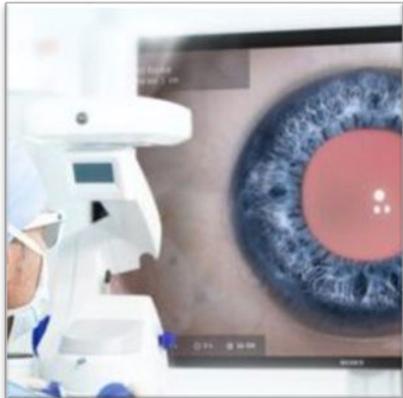
**Innovation  
Cell & Gene Therapy**



**Hematology  
Oncology**



**Neurology**



**Ophthalmology**



**Women's Health**



**Point of care Diagnosis**

# MENA at a glance

## A region with complexity, diversity, and opportunities

A largely untapped yet potentially hugely fruitful part of the world for the pharmaceutical industry, both as a sales region and for the establishment of manufacturing facilities.



**381 Mio** inhabitants in  
2 continents  
& 18 countries



**60%** of the world's  
oil reserves



**1,300 – 124,500**  
GDP/capita (USD)



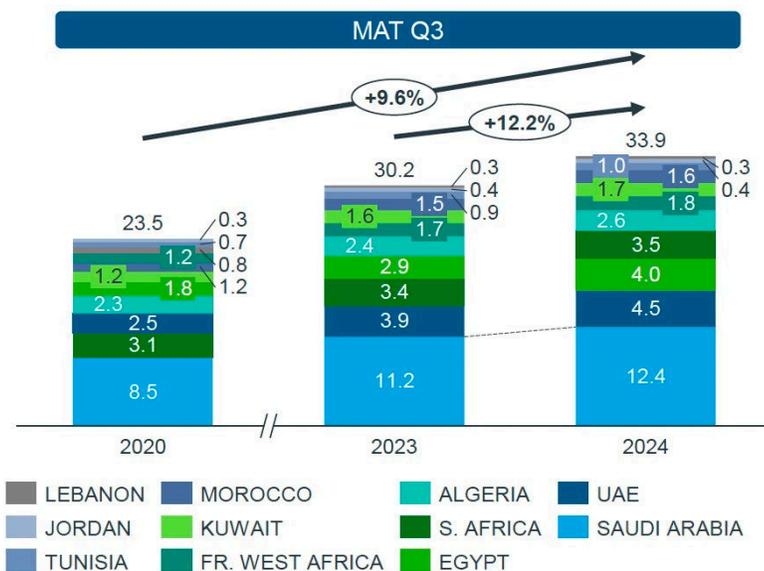
**USD 32.6 bn.**  
**2% of the Global Market**  
Pharmaceutical Market (USD)



By 2028, Global pharma business is expected to reach **US\$ 2.27 T**; Middle East & Africa pharma business collectively to be **US\$ 63.3 B**.

# MENA at a glance

## MENA Pharma market is a sizable and fast-growing market



- Saudi Arabia leads the MEA region at **\$12.4B** in value, expanded at **11.1% PPG** in value terms
- UAE follows as the 2<sup>nd</sup> largest, with **\$4.5 B** in value has seen a growth of **17.5% PPG and 15.8% CAGR<sup>2</sup>**



- Overall, MEA Pharmaceutical Business has reached **\$33.9 B value** and **8.7 B Units**
- Value sales growth has been at **12.2% PPG<sup>1</sup> (Previous Period Growth)** and **9.6% CAGR<sup>2</sup>** while Volume sales has declined at **-0.7% PPG** & increased at **1.6% CAGR<sup>2</sup>**

### Key Developments & Trends 2022 – 2026



- Increased need for transformative technologies (Cell and Gene therapies)
- Advancement in the Use of Generics and Biosimilars
- Enhancements in Regulatory Frameworks to manage CAR-T and Biotech
- Transition Towards a Value-Based Healthcare Model
- Expansion of Local Pharmaceutical Manufacturing
- Centralization of Medicine Procurement Processes

1. PPG: Previous Period Growth: MAT Q3 2024 vs. MAT Q3 2023 growth

2. CAGR: Compound Annual Growth Rate for the period MAT Q3 2020 to MAT Q3 2024;

Source: IQVIA Audited Data, MAT Q3 2024, includes IQVIA private, LPO, Institutional data where available;

Value sales at ex-factory price level without discount; All sales are at constant exchange rate and don't account for any currency fluctuation or devaluation

# Established Business Models & Opportunities YTD

## Strategic Partnerships

### Regional CDMO



With exclusive territorial rights across MENA, CURELEADS has **proactively** secured **CDMO partnerships** in **Saudi Arabia**, **Algeria**, and **Lebanon** to enable localized manufacturing and supply of advanced therapies.

This approach directly aligns with GCC and MENA **Vision 2030** agendas, which prioritize **biopharmaceutical localization**, technology transfer, and industrial self-reliance.

### Global Partnerships



Teucer Biotech



**CURELEADS** has established a strategic **global alliance** with **Wellesta (Asia)** and **Nassa Partners (Latin America)**, forming an intercontinental network across **Southeast Asia**, **Latin America**, and **MENA**.

While structurally independent, the partners operate synergistically to unlock **cross-regional growth**, with an **MoU** scheduled for signing on **June 25** to expand licensing agreements into new territories.

Complementing this, the strategic deal with **U.S.-based Teucer Biotech**, the developer of **a novel biomarker** for early detection of vascular dysfunction, to bring cutting-edge diagnostics to the MENA region.

# CureLeads Sub-Distributors

## Saudi Arabia

- OMC
- International Teriaqi for Trading



## UAE

- MPC Healthcare
- Aurora



## Iraq

- Al Thuraya



## Lebanon

- Holmed



## Kuwait

- Al Mojil Drug Co.



## Egypt

- Healthmatics



## Qatar

- Aurora



## Algeria

- Biopharm



## Morocco

- Zenith Pharma



# Meet the Team – The Board

## Board of Directors



**Walid Kattouha**  
Chairman of the Board  
30+ years of Industry  
Experience  
Global, MENA



**Kassem Harb**  
Managing partner  
30+ years of Industry  
Experience



**Mohamad Rammal**  
CEO, Co-Founder  
28+ years of Industry  
Experience  
Global, MENA



**Dr. Marielouise Abi Hanna**  
Board Member  
Corporate Strategy & Market Access  
25+ years of Industry Experience  
Global, MENA



## Scientific & Business Advisory Board



**Dr. John Ketchum**  
International Business  
Advisor, USA,  
Deep experience in  
hemoglobinopathies



**Pr. Ali Taher**  
Professor of Medicine, Hematology  
& Oncology and Director of  
Basile Cancer Institute American  
University of Beirut



**Krista Mckerracher**  
International Business  
Advisor, USA  
Deep experience in  
hemoglobinopathies  
and rare anemia



**Dr. Farhatullah Syed**  
Senior Scientist  
(Autologous, Allogenic CAR-T, CD34  
Head of Advance Cell & Gene  
Therapy, King Faisal Specialist  
Hospital & Research Centre



## Meet the Team – The Executive Committee



**Dr. Marwan Tabbal**  
**Head of Quality,**  
**Medical & Regulatory Affairs**

20+ years of  
 experience in  
 medical affairs  
 MENA



**Dr. Bahr Joujou**  
**Head of Business**  
**Development**

20+ years of healthcare  
 management on OTC and Rx  
 Middle East, Emerging markets



**Mohammad Rawwas**  
**Logistics & Supply**  
**Chain Manager**

15+ years of experience  
 in diverse fields of  
 Pharma Operations



**Sameh Emara**  
**Commercial Head**

30+ years of Industry  
 Experience  
 Global, MENA



**George Varghese**  
**Head of Finance**

35+ years of experience in  
 finance, various senior  
 management roles



**Dania Qreyeah**  
**Regional Regulatory**  
**Manager**

15+ years of experience in  
 regulatory affair in fields of Pharma  
 and Medical Device in MENA



# Culture of Agility, Collaboration and Entrepreneurship

**TOGETHER  
WE  
ACHIEVE  
MORE**



## CONTACT

### ADDRESS

Dubai Science Park South 704s,  
7th floor, Dubai  
United Arab Emirates

### EMAIL

[info@cureleads.com](mailto:info@cureleads.com)

