



Pharma International Company

Corporate Presentation

January 2017
Version 4.27

Contents

- Company Overview
- Profile and Financial Performance
- MENA Operating Environment
- Plan and Focus Areas
- Key People and Contacts
- Execution Credentials

Pharma International Company

Overview

For the past 22 years, we have dedicated ourselves to helping patients, caregivers, regulators and payers across MEA to improve cost of care and health outcomes by providing affordable, quality generic pharmaceuticals in a broad range of therapeutic areas.

Mission

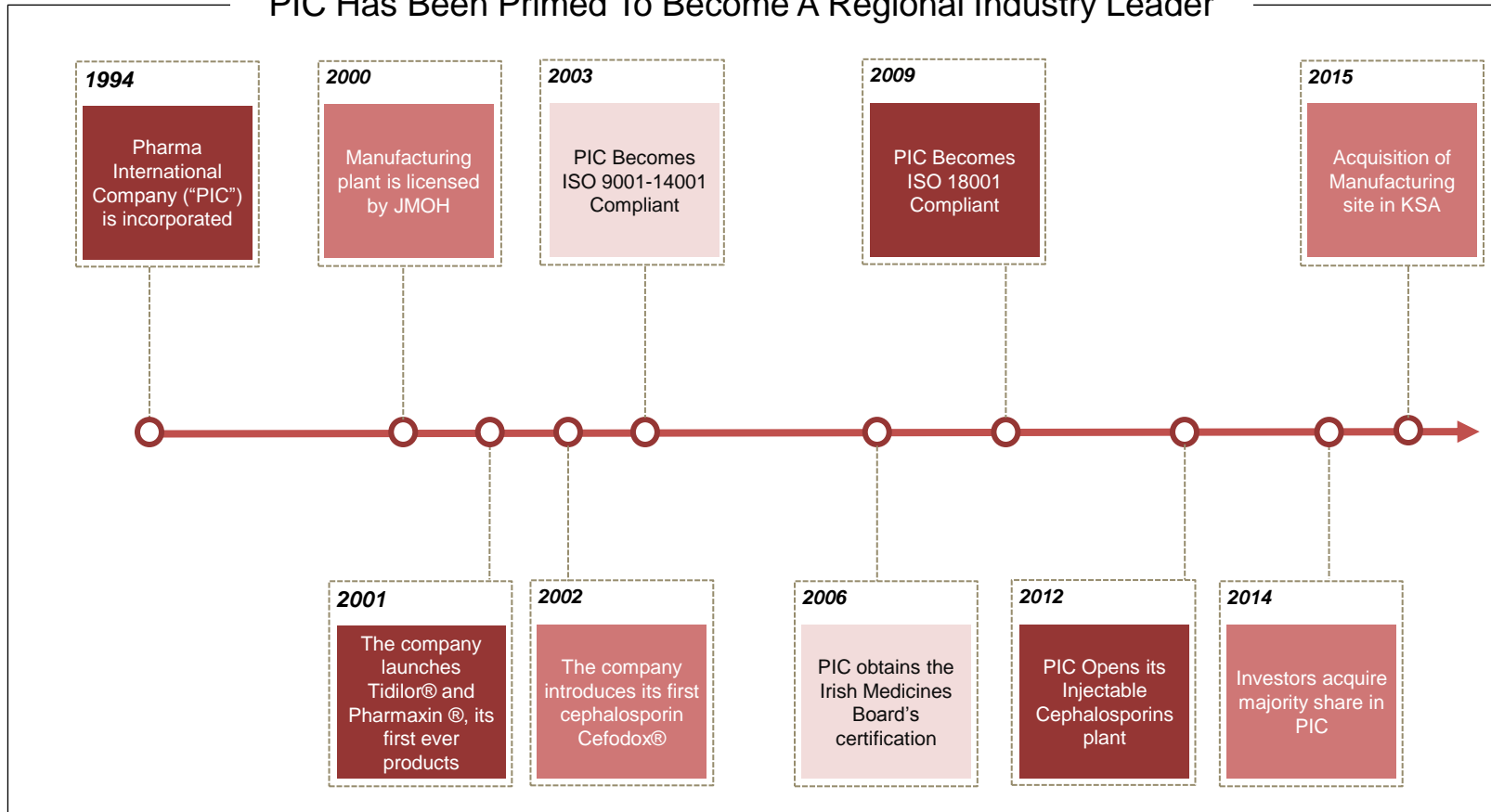
Pharma International Company (PIC) is a biopharmaceuticals company dedicated to serving patients, healthcare professionals and payers across the Middle East and Africa region.

Vision

PIC aspires to become the leading Biopharmaceutical partner for key stakeholders keen on improving health outcomes, cost of care and the wellbeing of patients and their care-givers. PIC aims to achieve \$300mn in annual revenue by 2020 through organic growth.

Milestones and Progress

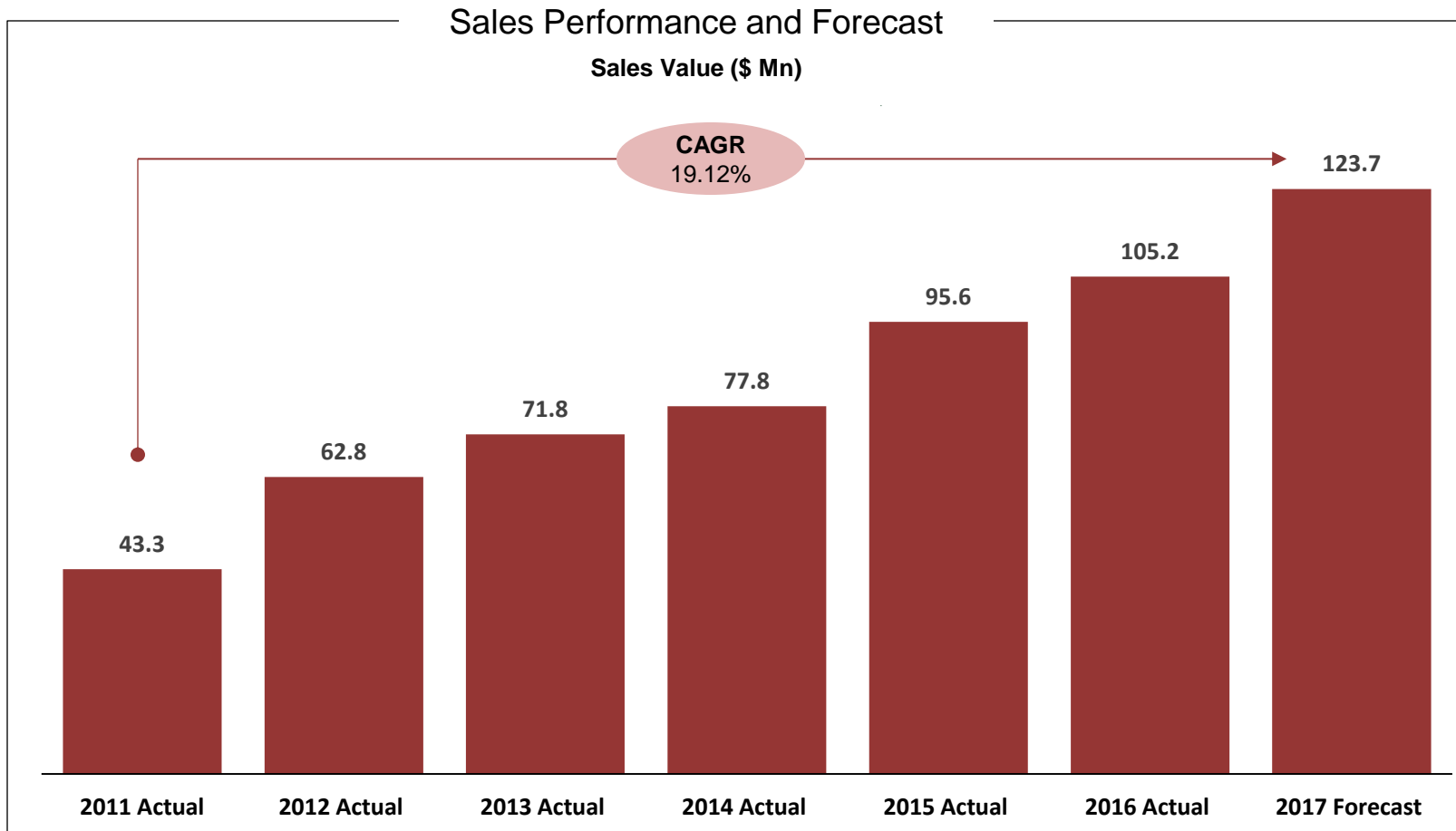
PIC Has Been Primed To Become A Regional Industry Leader



Contents

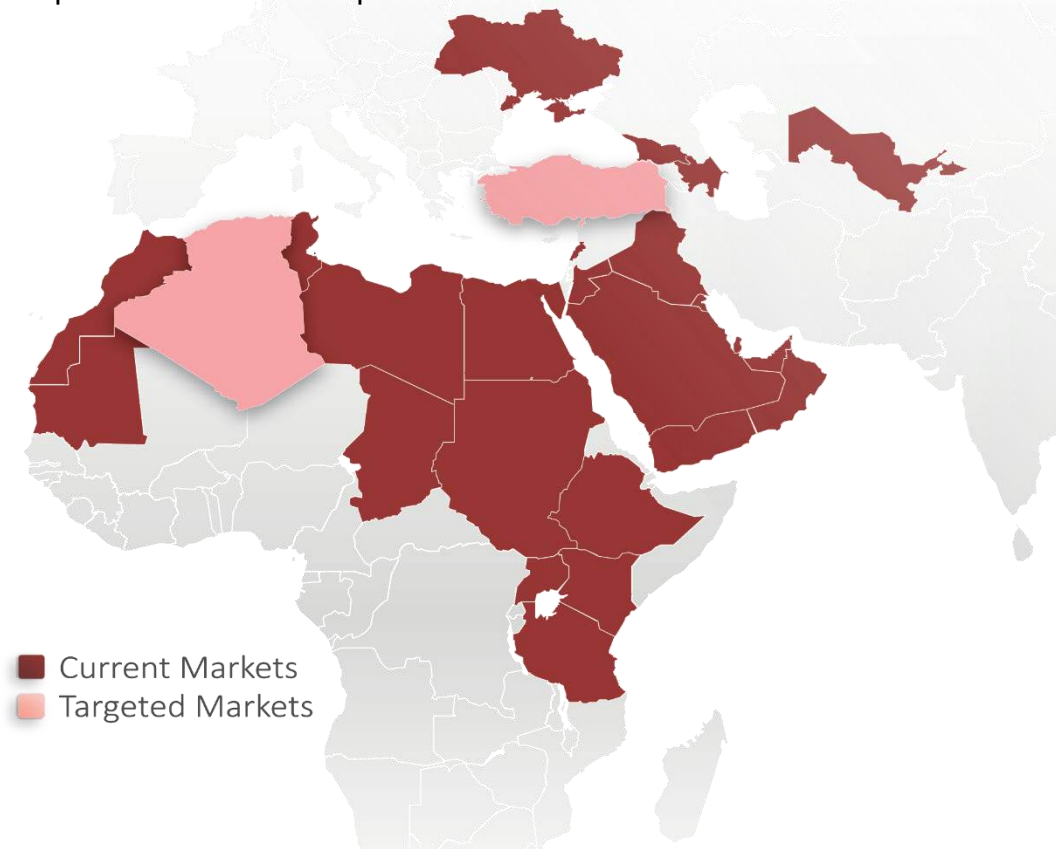
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PIC Current Performance

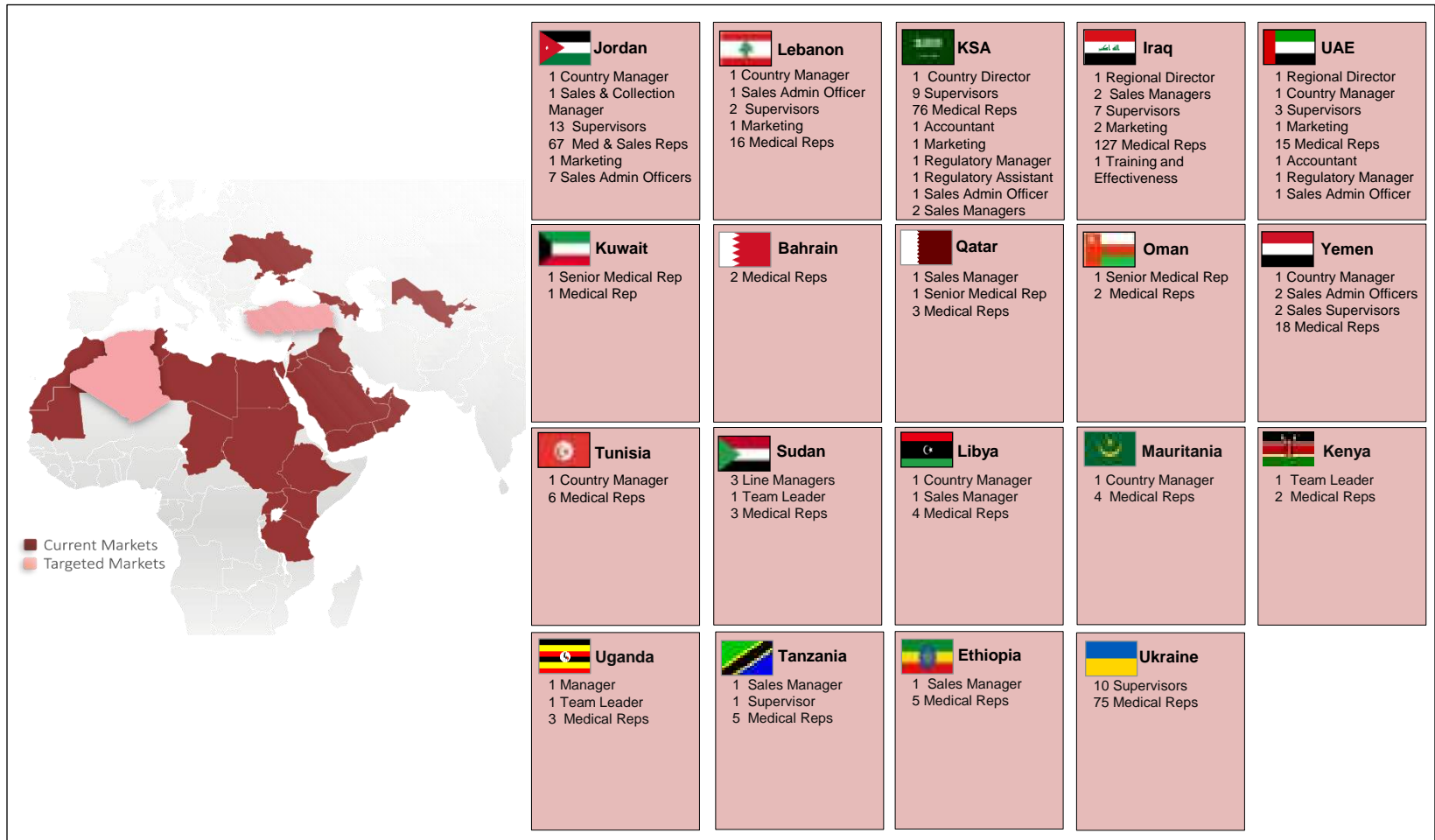


PIC's Regional Footprint

Our relentless focus on quality and the wellbeing of patients allowed us to emerge as one of the fastest growing companies in Saudi Arabia, Iraq and Jordan, with market presence in over 25 markets across the Levant, the GCC, Africa and parts of Eastern Europe.



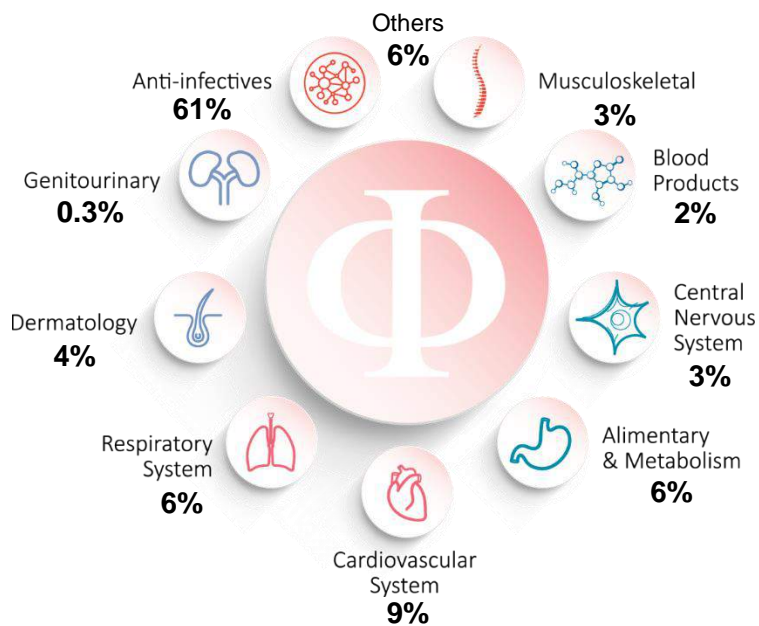
Our Teams



PIC's Therapy Area Presence

Since our establishment in Jordan in 1994, we have cultivated a thriving culture of innovation, amply demonstrated by the depth and breadth of our product portfolio of over 200 products spanning across key therapeutic classes, including Anti-infectives, Nervous System, Respiratory System, Cardio Vascular and Lifestyle conditions.

Revenue by Therapy Area



Top 10 Products 2015

Brand	Generic Name	Class
Cefix[®]	Cefixime	3 rd generation cephalosporin
Cefodox[®]	Cefpodoxime proxetil	3 rd generation cephalosporin
Cefutil[™]	Cefuroxime Axetil	2 nd generation cephalosporin
Diostar[®]	Valsartan	Angiotensin receptor blocker (ARB)
Ciprofarm[®]	Ciprofloxacin	Fluoroquinolone
Nadine[®]	Ranitidine HCl	Histamine H2-receptor antagonist
Platil[®]	Clopidogrel Bisulfate	Inhibitor of ADP-induced platelet aggregation
Clarix[®]	Clarithromycin	Macrolide antibiotic
Voldic[®]	Diclofenac	NSAID
Zega[®]	Pregabalin	Gamma-aminobutyric acid analogue

Our Manufacturing Capabilities And Certification

Main Plant

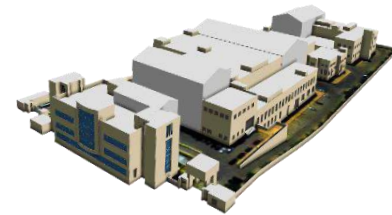
The Main Plant covers a total area of about 9,300 m2 that is equipped to produce the following dosage forms:

- Tablets
- Capsules
- Liquids
- Creams, Ointments and gels
- Suppositories
- Medicated shampoos

Cephalosporins Plant

The Cephalosporin plant covers a total area of 5,000 m2 that is equipped to produce the following dosage forms:

- Tablets
- Capsules
- Dry Suspensions
- Injections



Accreditations in 2015



GMP Certificates

- Jordan
- Saudi Arabia
- Ireland
- GCC
- Iraq
- Sudan
- Yemen
- Tanzania
- Chad

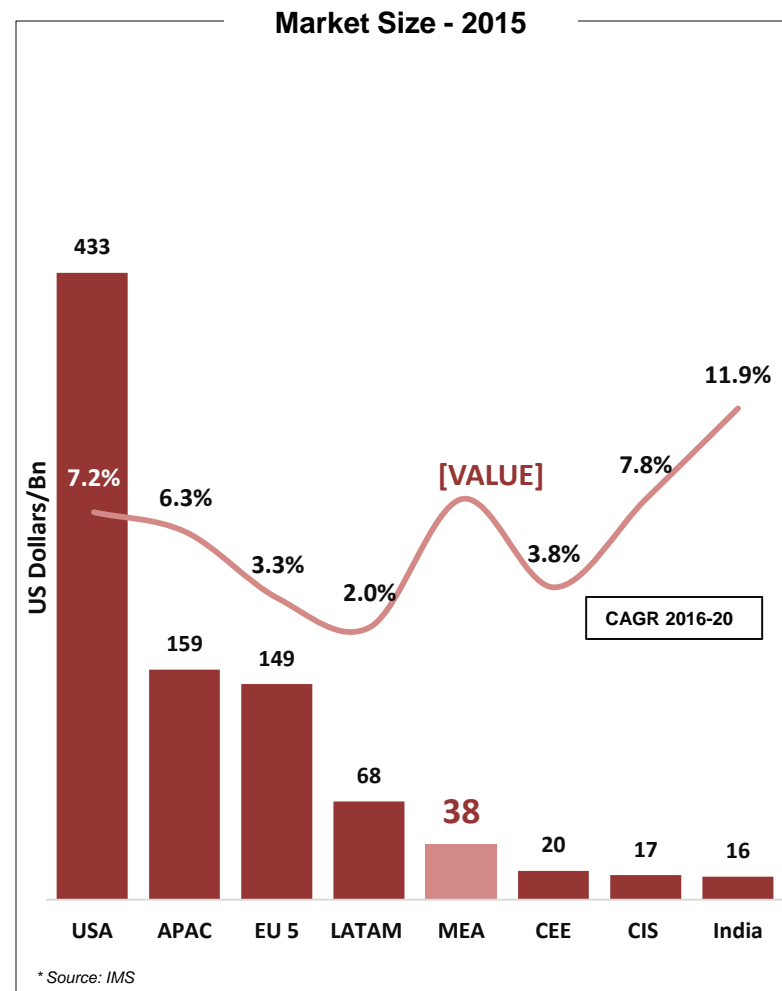
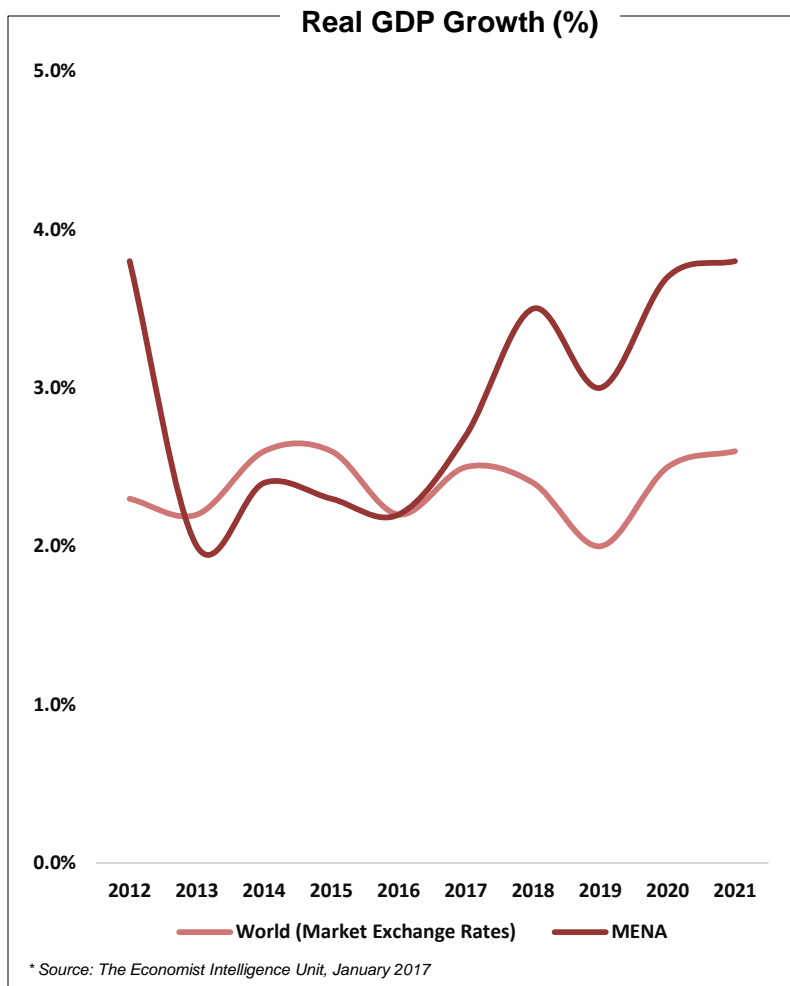
ISO Certificates

- 9001
- 14001

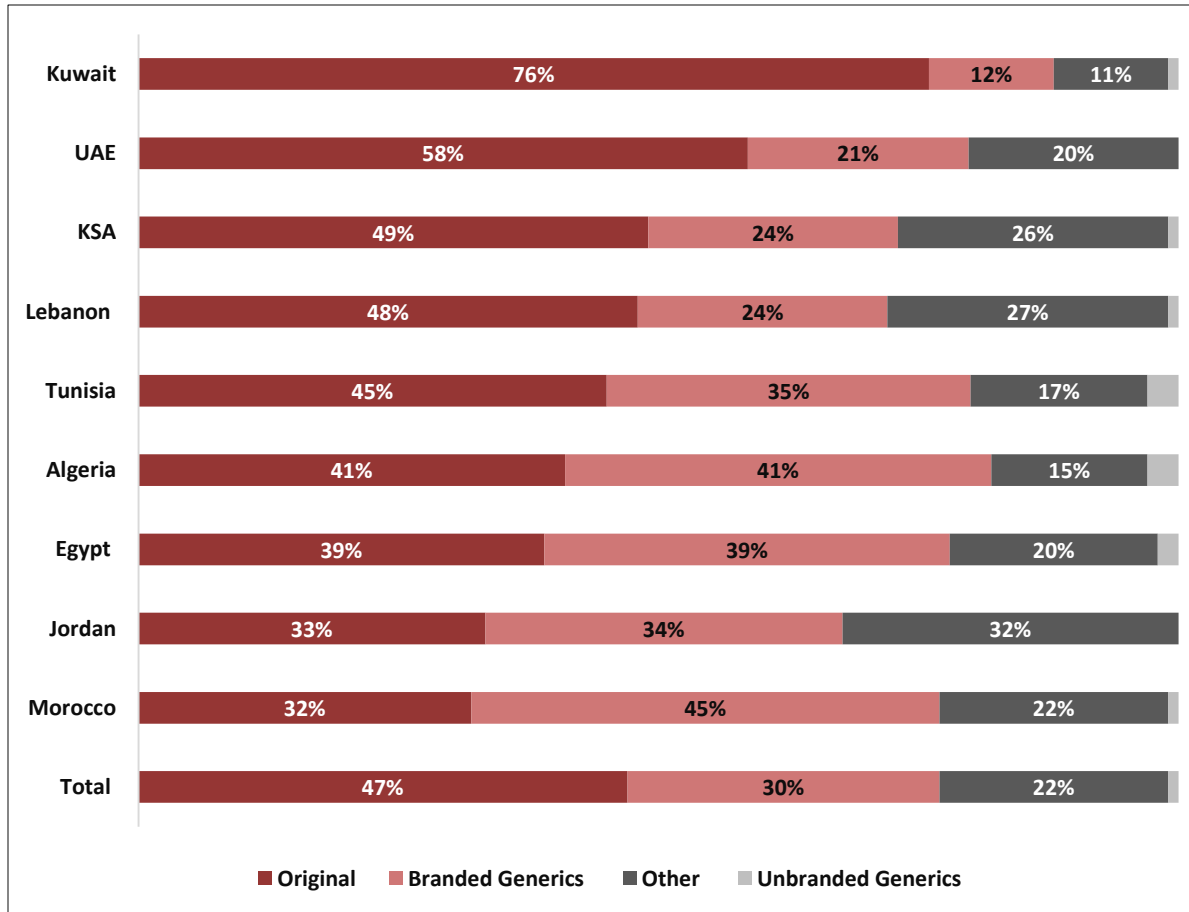
Contents

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Although Real GDP Growth Has Slowed Down In MENA, Middle East And Africa Is Still The Second Fastest Growing Pharmaceutical Market



Branded Generics Have Grown Faster Than Innovators; Growth Specially Driven By KSA, UAE & Egypt

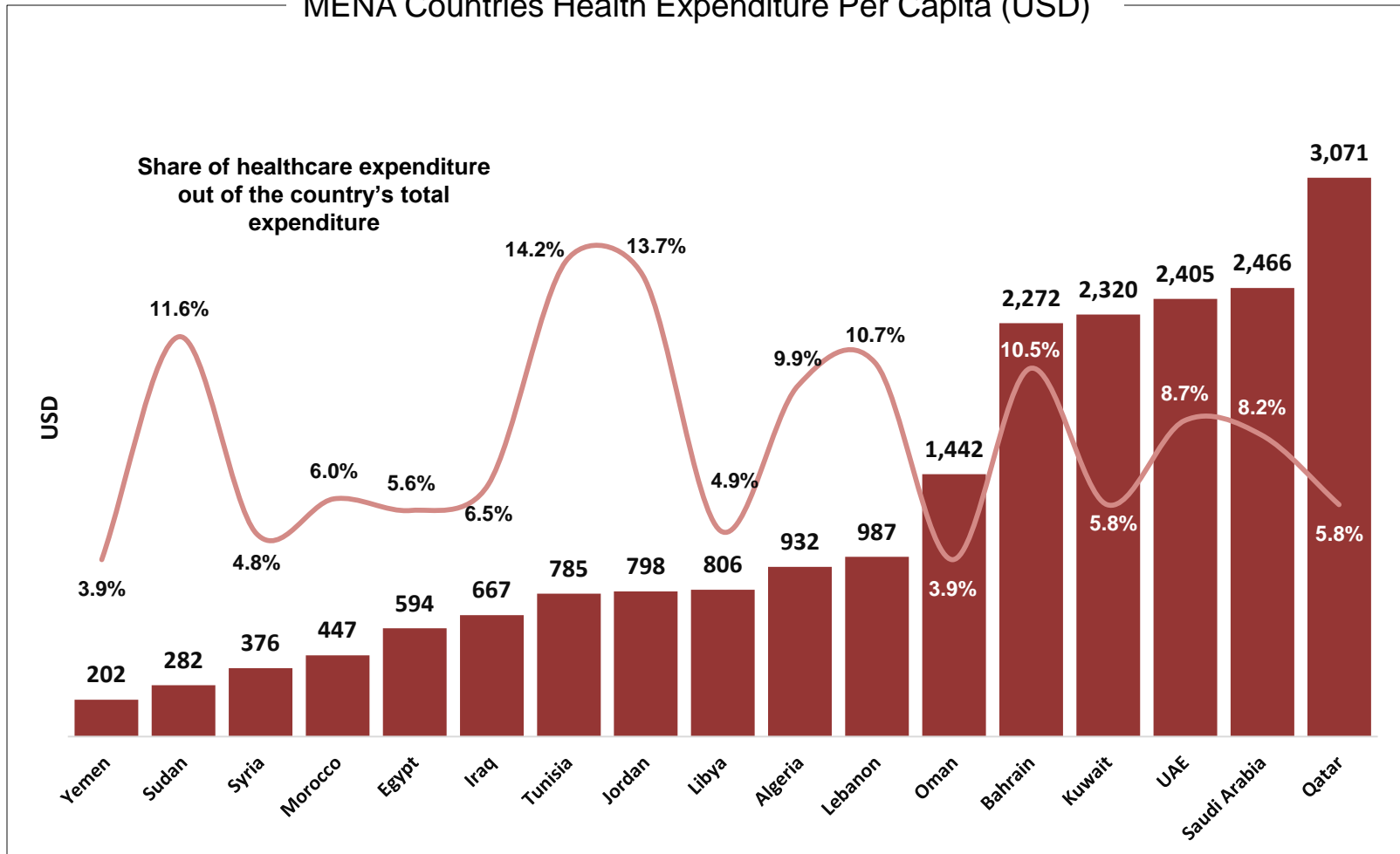


BGx CAGR ('13-'15)	Ox CAGR ('13-'15)
-3.1%	-1.5%
24.4%	10.4%
20.0%	10.9%
6.6%	-4.6%
3.8%	-1.1%
6.7%	6.1%
17.8%	15.7%
-7.6%	-7.0%
1.1%	-3.0%
13.4%	8.1%

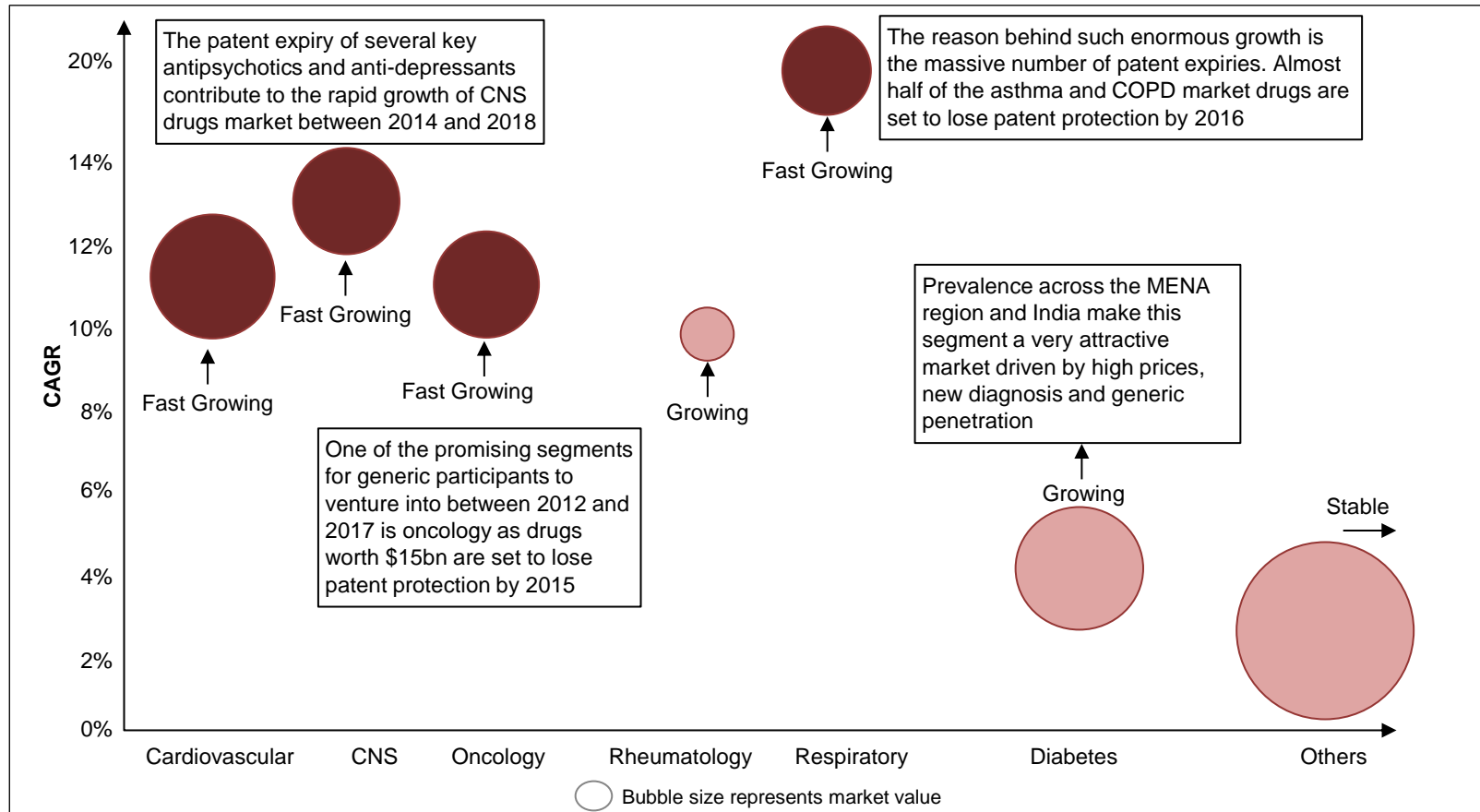
Below market average
Above market average

MENA Health Indicators are a Proxy For Sustained Growth

MENA Countries Health Expenditure Per Capita (USD)



Key Therapeutic Area Growth Across Emerging Markets



Source: Frost & Sullivan analysis

Contents

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PIC's Key Strategic Goals

1

**Build And Sustain A
Diversified Product
Portfolio**

2

**Expand Regional
Footprint**

3

**Achieve Leadership
Through High
Quality Products**

PIC Focused Therapeutic Areas

Areas of Choice

Primary Care

- Cardiovasculars
- Diabetes
- Respiratory
- Anti-infectives

Specialty Care

- CNS
- Oncology

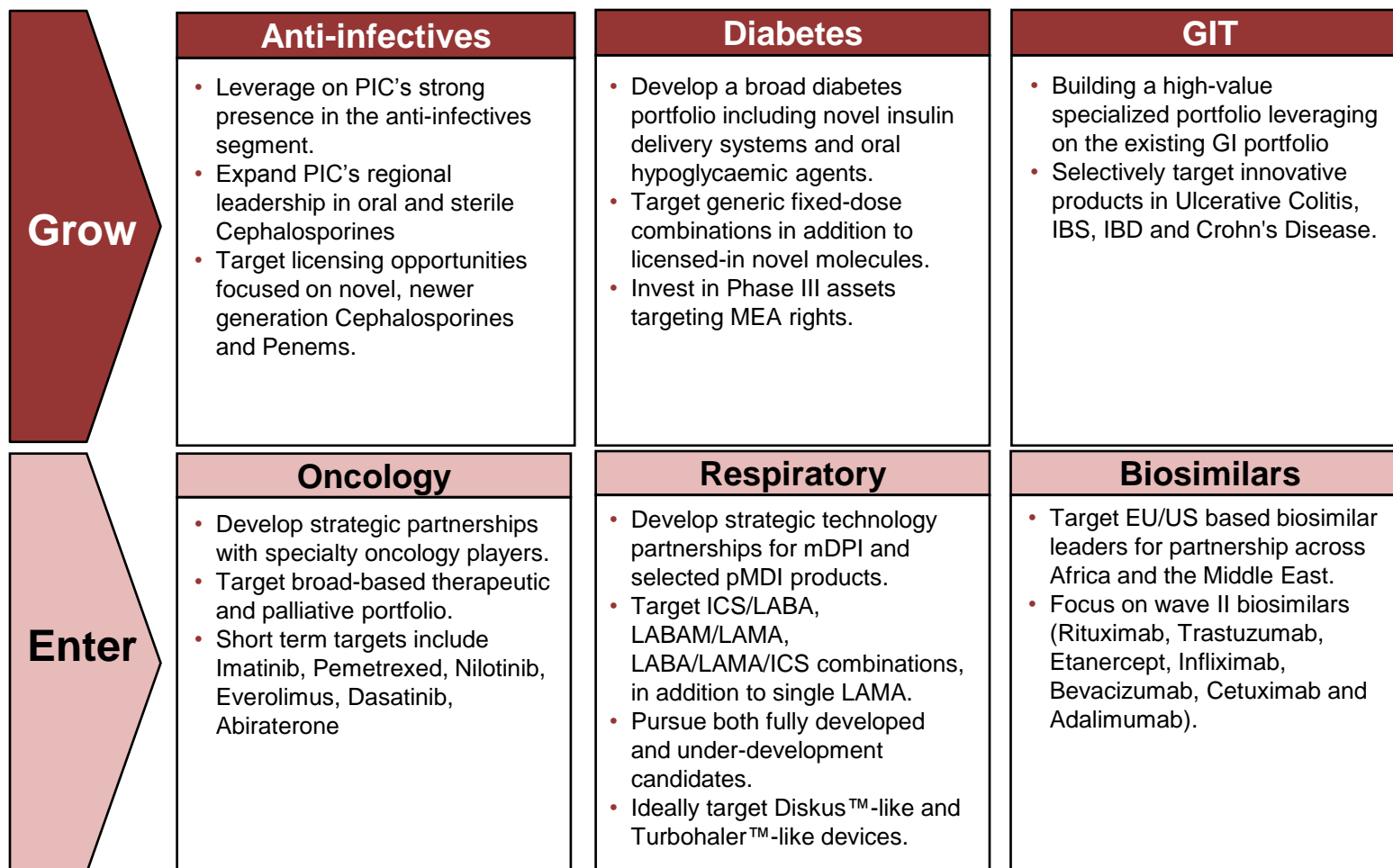
Game Changers

- Hepatitis C
- Biosimilars

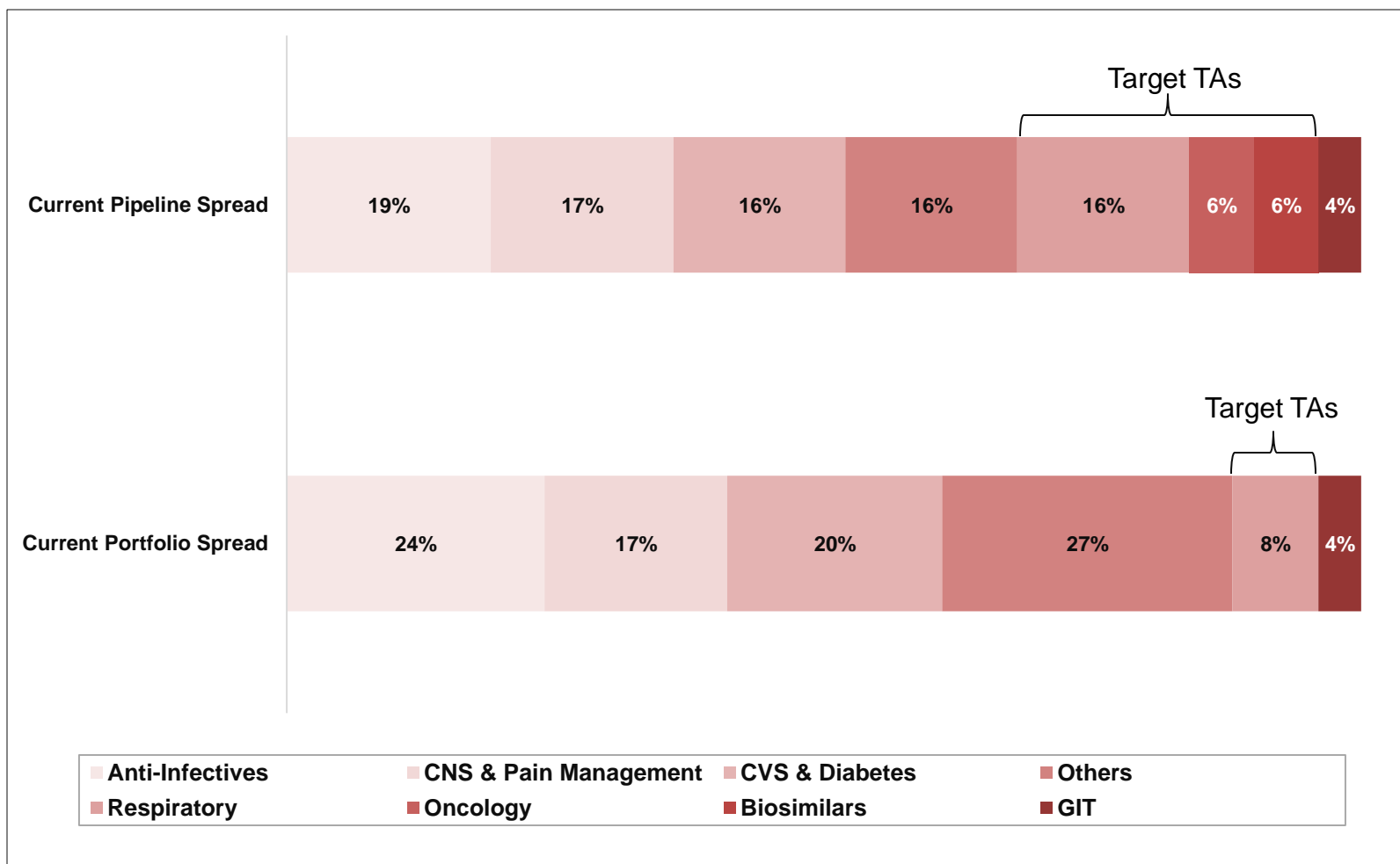
IMS Prognosis 2014-2018

ATC Class (MENA Projections 2014-2018)	CAGR (%)
Alimentary Tract and Metabolism	14.5%
Blood and Blood-Forming Organs	14.6%
Cardiovascular System	14%
Dermatologicals	13%
Genito-urinary System and Sex Hormones	12.4%
Systemic Anti-infectives	10.9%
Antineoplastic and Immunomodulating Agents	13.3%
Musculo-skeletal System	13.6%
Central Nervous System	13.8%
Respiratory System	12.7%

Focus Therapeutic Areas



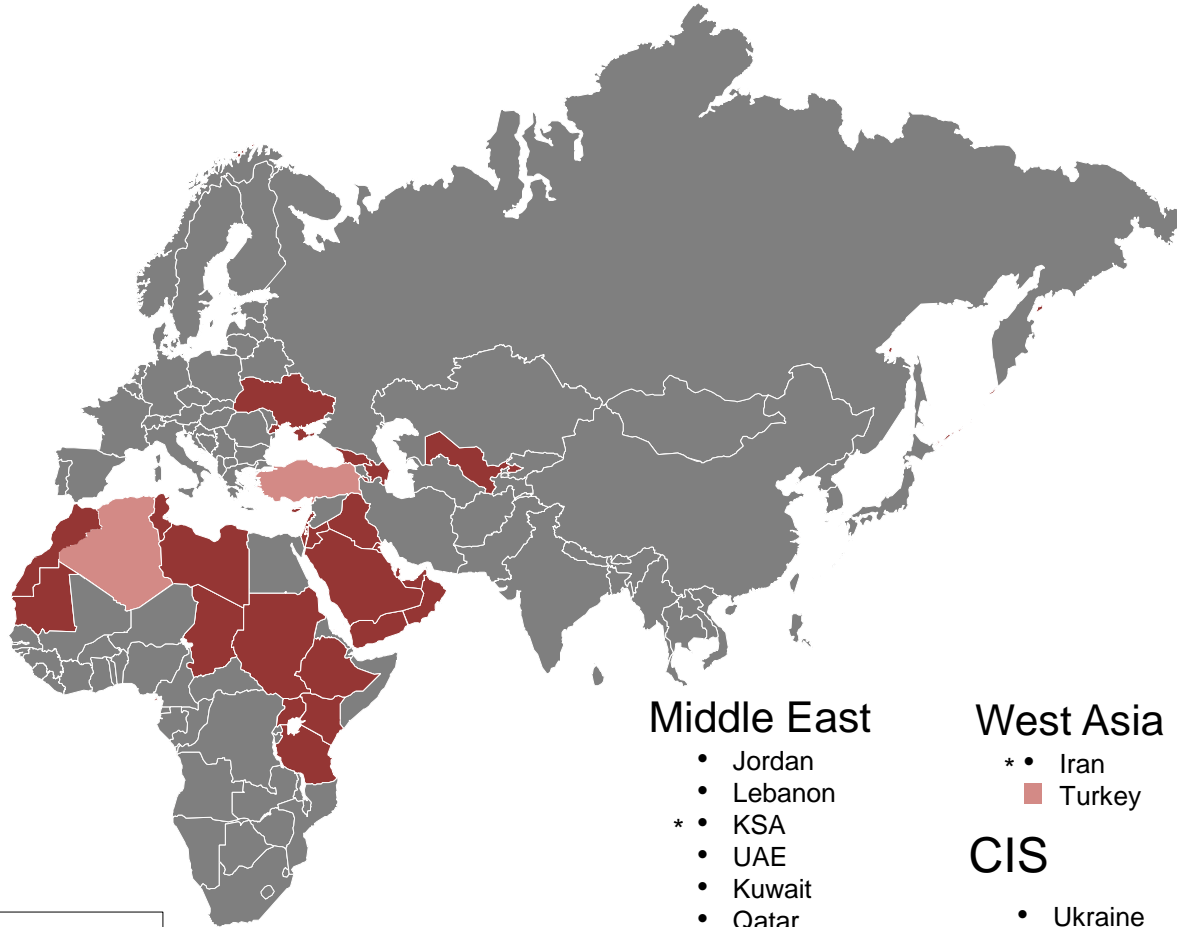
Moving Towards A More Differentiated And Versatile Product Portfolio



Current Markets and Expansion

Africa

- * ■ Algeria
- Morocco
- Tunisia
- Libya
- * • Egypt
- Sudan
- Uganda
- Tanzania
- Kenya
- Chad
- Mauritania
- Ethiopia



Middle East

- Jordan
- Lebanon
- * • KSA
- UAE
- Kuwait
- Qatar
- Oman
- Bahrain
- Yemen
- Iraq

West Asia

- * • Iran
- Turkey

CIS

- Ukraine
- Kurdistan
- Uzbekistan

* 4 out of 21 identified emerging markets are located in MEA (IMS)

■ PIC Targeted Strategic Investment
 ■ PIC Current Coverage

Contents

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Leadership Team



Hocine Sidi-Said

Chief Executive Officer

- Founder of Bio-nAbler LLC, an investment and advisory firm that partners with Sovereign Wealth Funds, Private Equity Firms and Life Sciences companies across the MENA region and Asia. He is a shareholder at moksha8 Inc, a portfolio company of TPG and served between 2009 and 2014 on the board of Glenmark Pharmaceuticals as a non-executive director and chairman of the audit committee.
- Led the Emerging Markets Region at UCB as their Executive Vice President. His business comprised of Latin America, Africa, the Middle East and Asia Pacific.
- Prior to joining UCB, Hocine spent close to 17 years with Pfizer in senior management roles in the Middle East, Central and Eastern Europe and Asia. He has in particular held Managing Directors' positions in Indonesia, Denmark and India.
- Hocine has a Bachelor of Business Administration from the Schiller International University and a Leadership Management Degree from Harvard Business School.



Rula Al Qasem

Chief Commercial Officer

- As the CCO of Pharma International, and with 25 years of experience, Rula is leading the organization to achieve strong growth and execution in support of its business expansion goals. Prior to her role with PIC, Rula served in several leadership roles with Astra Zeneca including heading the Market Access and Government Affairs for the MEA region. During her time with Astra Zeneca she established the marketing unit operations and launches in the region focusing on Respiratory, Gastroenterology, Cardiovascular, CNS and Oncology therapeutic areas.
- Rula also held an executive management role with Elli Lilly & Co. where she focused her time on leading the launch of Diabetic products, Central Nervous System Antibiotics and Oncology therapeutic areas in the region.
- Earlier in her career, Rula worked in the Jordan Food and Drug Administration as a GMP inspector, after which she lectured in the Arab Community College.
- Rula holds a BSc in Pharmacy from the University of Jordan. She also holds an MBA in Marketing and Leadership from the University of Columbia in New York.



Mohammad Abu Hassan

Chief Financial Officer

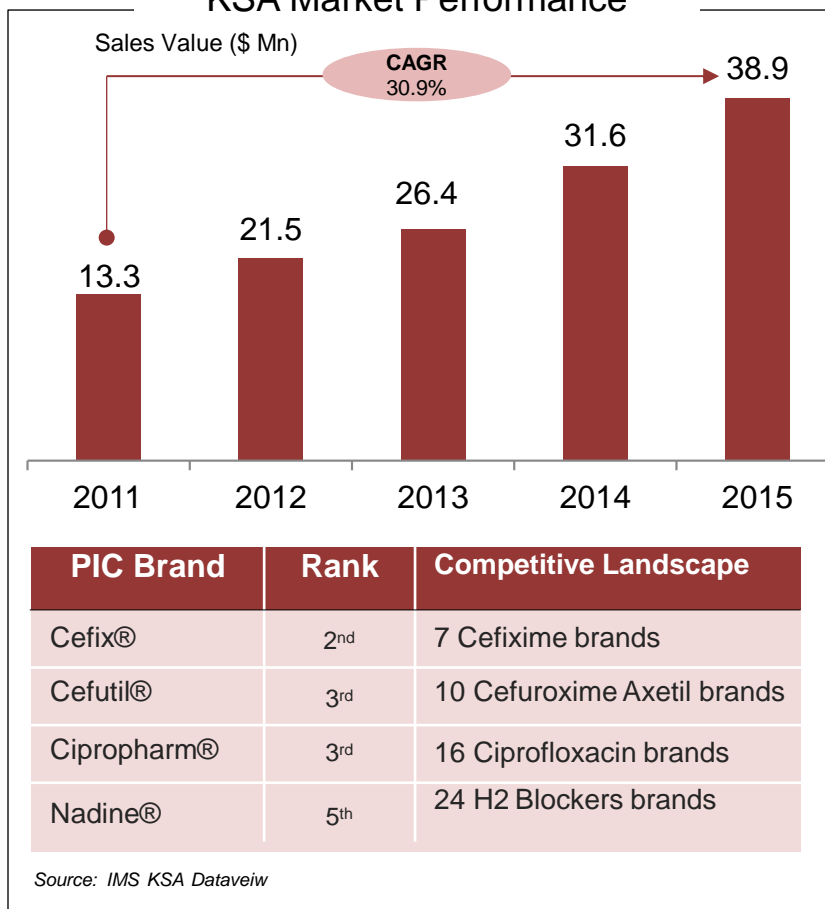
- A highly accomplished, results-driven and well-versed CFO with 17 years of experience and widely recognized professional qualifications with global organizations.
- Prior to joining PIC, Mohammed worked in various senior leadership positions at Hikma Pharmaceuticals PL between 2003 and 2012, including MENA Finance Director and Hikma Group Treasurer. In his role, Mohammed led the finance function for the MENA region and was responsible to streamline business operations that drove growth and increased efficiency and bottom-line profit.
- Mohammed also served as a Vice President at Abraaj Capital in the Assets Performance Acceleration Group and a CFO for IKEA Saudi Arabia.
- Holds a BA in Accounting and an MBA/Accounting from The University of Jordan. He is also CFA, CMA and FRM certified.

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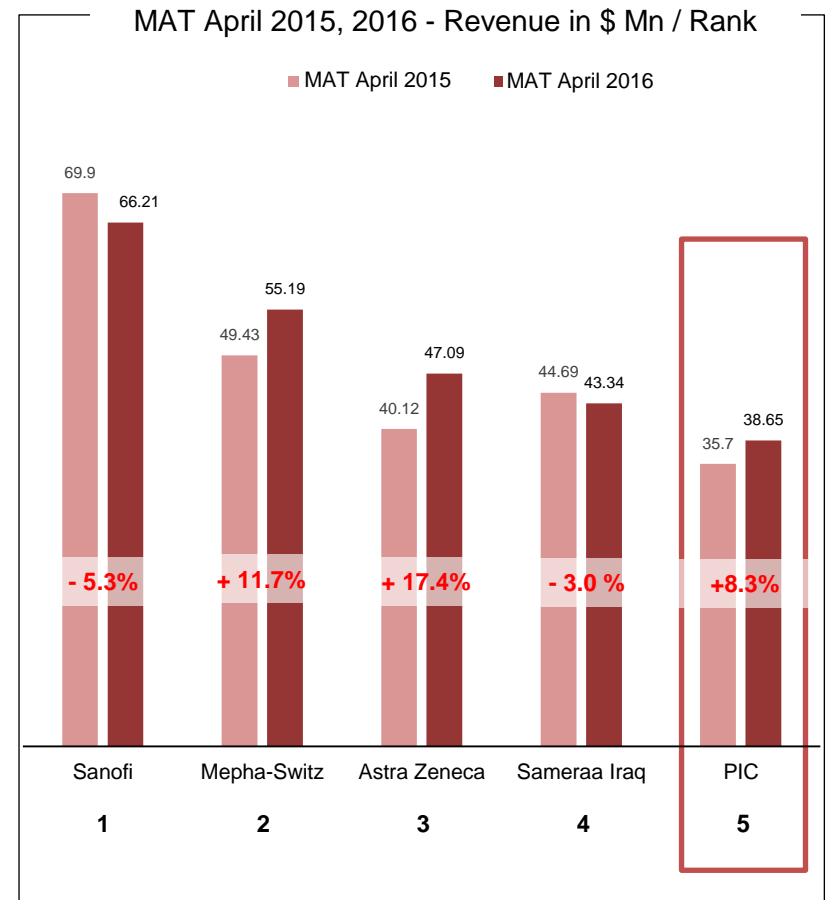
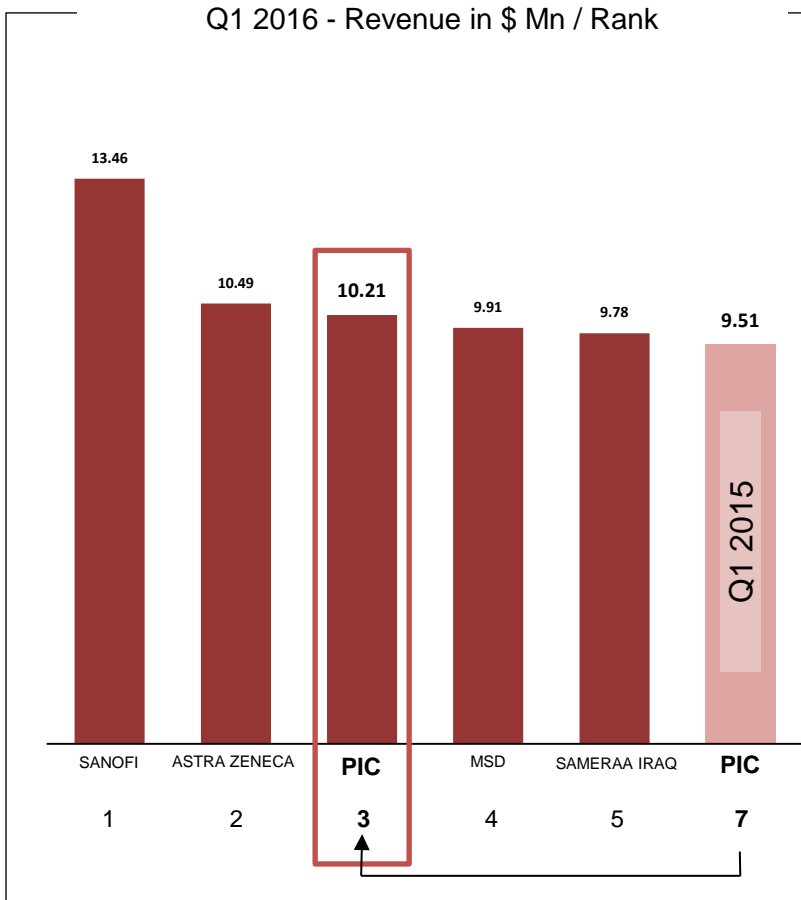
Execution Credentials: Saudi Arabia

KSA Market Performance



Top 30 Growing Companies in KSA		
	CAGR USD Sales 2011-2015 %	Evol Index
AVALON PHARMA	95.4	115.4
PIC	30.9	113.7
ALLERGAN	20.7	110.1
JAMJOOM PHARMA	19.8	120.7
JULPHAR	19.5	120.8
ABBOTT NUTRITIONAL	19.0	148.6
GLAXOSMITHKLINE CX	18.1	120.2
RIYADH PHARMA	16.3	102.3
BOEHRINGER I	15.5	88.9
ELI LILLY	14.0	111.1
SANDOZ	13.8	142.6
TABUK	13.4	87.9
SPIMACO	12.9	101.1
SAJA PHARM.	12.7	96.3
AVENTIS	12.4	109.1
JAZEERA PHARM.IND.	11.4	106.6
NOVARTIS PHARMA	10.5	96.6
ASTRAZENECA	9.7	95.1
NOVO NORDISK	9.2	106.7
MERCK AG	8.0	103.5
MERCK SHARP DOHME	7.7	89.2
PFIZER	5.8	103.0
GLAXO SAUDI ARABIA	4.9	43.3
JANSSEN	4.7	95.5
HIKMA	4.5	106.4
SANOFI-SYNTHELABO.	4.4	90.7
ACINO	4.1	95.7
SERVIER	1.4	79.1
BAYER SCHERING PH	-3.4	102.6
ROCHE	-9.1	69.5

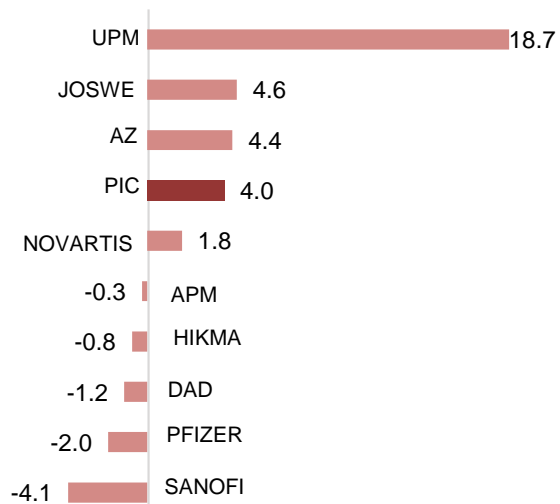
Execution Credentials: Iraq



Source: AMS Iraq Dataview

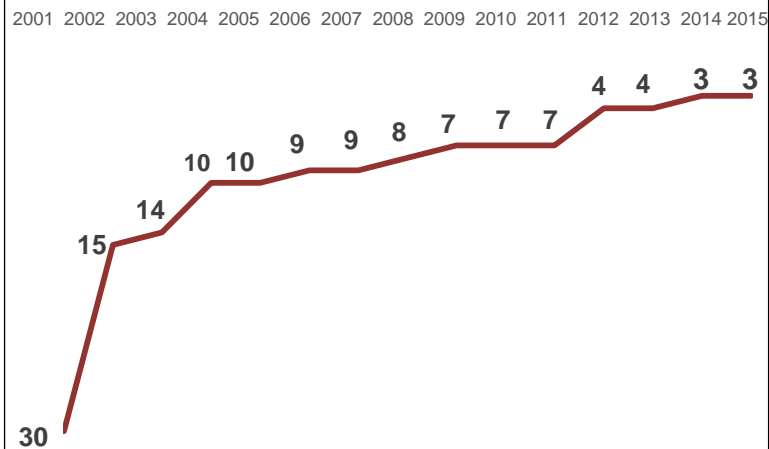
Execution Credentials: Jordan

Sustained Growth
(CAGR% on USD sales 2011-2015)



Significant Rank

Progress Driven By New Product Launches - Rank



First-to-market

- 1st generic of Pregabalin
- 1st generic of Etoricoxib
- 1st generic of Esomeprazole
- 1st generic of Desloratadine
- 1st generic of Vildagliptin
- 1st generic of Indapamide

PIC Brand

Rank

Competitive Landscape

- | | | |
|-------------|-----------------|-----------------------------|
| ▪ Simvatin® | 1 st | 8 Simvastatin brands |
| ▪ Axone® | 1 st | 9 Ceftriaxone brands |
| ▪ Cefix® | 2 nd | 7 Cefixime brands |
| ▪ Cefutil® | 2 nd | 10 Cefuroxime Axetil brands |

Source: IMS Jordan Dataveiw

Contact Information

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