



## **EXPERTS MED COMPANY PROFILE**

Access to Healthcare Solutions for All Patients

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## ABOUT US

### Enabling Access of Healthcare to Every Patient

A) Experts Med is established & managed by long-serving renowned healthcare business leaders

B) Wide network & business access in a fast growing Emerging Markets, Asia & Latin America. Existing footprint in developed markets of Western Europe

C) Legally established in Dubai, under the UAE Laws with a strong network of sub-distributors in ECEMEA

D) Agile business models to satisfy a variety of healthcare dynamics & markets specifics

# 2

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## MEET THE TEAM

### Long-serving healthcare leaders



**HANY SALAH**  
FOUNDER & CEO



**HOSSAM WAHBY**  
CO-FOUNDER & MD

## OUR COMPETENCIES

Collective decades of top experience in the healthcare business



Medical Equipment, Consumables, Manufacturing, Pharma, Hospital Product Business & HC Center Management



+100 Markets  
+500 Distributor Network



Surgical, ICU, Ortho, FLC, Renal Dialysis, Dental, Medication Delivery, SIP, Med. Furniture, Digital Health & Integrated Care Solutions "ICS"



G2M Business Model  
DCM, Semi/Direct, JV, Manufacturing & Network Optimization



Managing +800 FTEs  
SMT/Leadership



Experienced with different functions: Finance, SC, HR, QA, RA, PV, Tech. Service & Global Business Unit Support



G2M Business Model  
DCM, Semi/Direct, JV, Manufacturing & Network Optimization



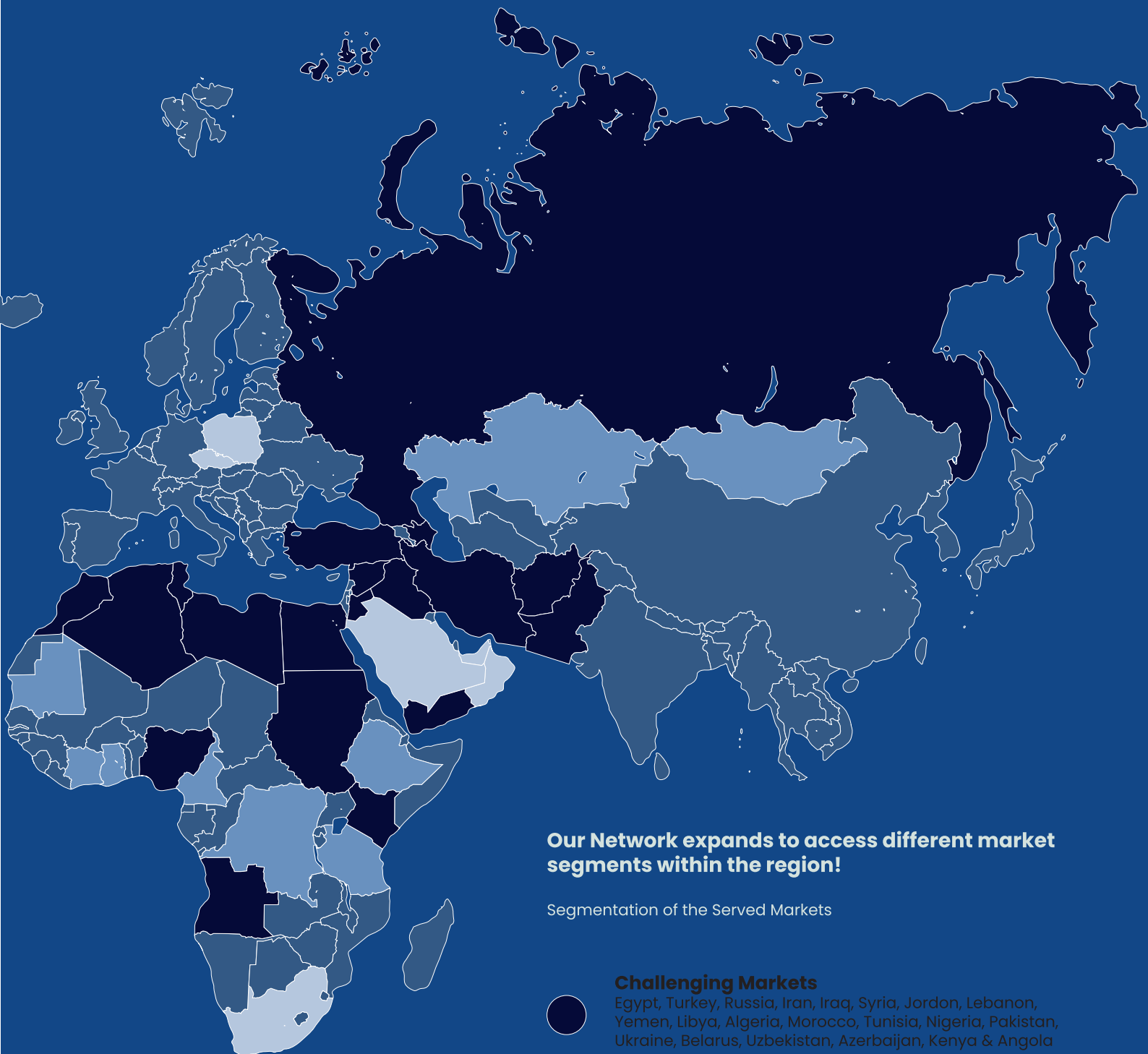
Managing +800 FTEs  
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Experienced with different functions: Finance, SC, HR, QA, RA, PV, Tech. Service & Global Business Unit Support

## MASTERING OUR GEOGRAPHY

Enabling Access of Healthcare to Every Patient



**Our Network expands to access different market segments within the region!**

Segmentation of the Served Markets



### Challenging Markets

Egypt, Turkey, Russia, Iran, Iraq, Syria, Jordan, Lebanon, Yemen, Libya, Algeria, Morocco, Tunisia, Nigeria, Pakistan, Ukraine, Belarus, Uzbekistan, Azerbaijan, Kenya & Angola



### Developing Markets

Kazakhstan, Cameroon, Tanzania, Ethiopia, Mongolia, DRC, Mauritania, Senegal, Ivory Coast & Ghana



### Stable Markets

Saudi Arabia, South Africa, Poland, Czech, Slovakia, UAE, Kuwait, Qatar, Oman & Bahrain

## OUR KNOW-HOW

Offering invaluable know-how to our suppliers & customers



Understand the needs of supplier & customer



Proper G2M model & right team on the ground



Wide knowledge of Portfolio & Solutions



Proper Financial models to fit the business



Best pre & aftersale in-market & remote service

## OUR PARTNERS

Reputable partnership that adds great value to patients & caregivers



As one of the world's leading manufacturers of medical devices for water-jet-assisted liposuction (WAL), HM sets standards in the field of natural body shaping.



Ritter is the oldest premium brand of dental chairs worldwide and was founded in 1887 by the German Frank Ritter in New York.



We are a company with over 60 years of industry experience, established in Turkey, pioneering in many 'firsts' in procuring essential products for healthcare services to saving lives globally.



40 years Innovative products for doctors and cosmetic institutes.  
Made in Germany.

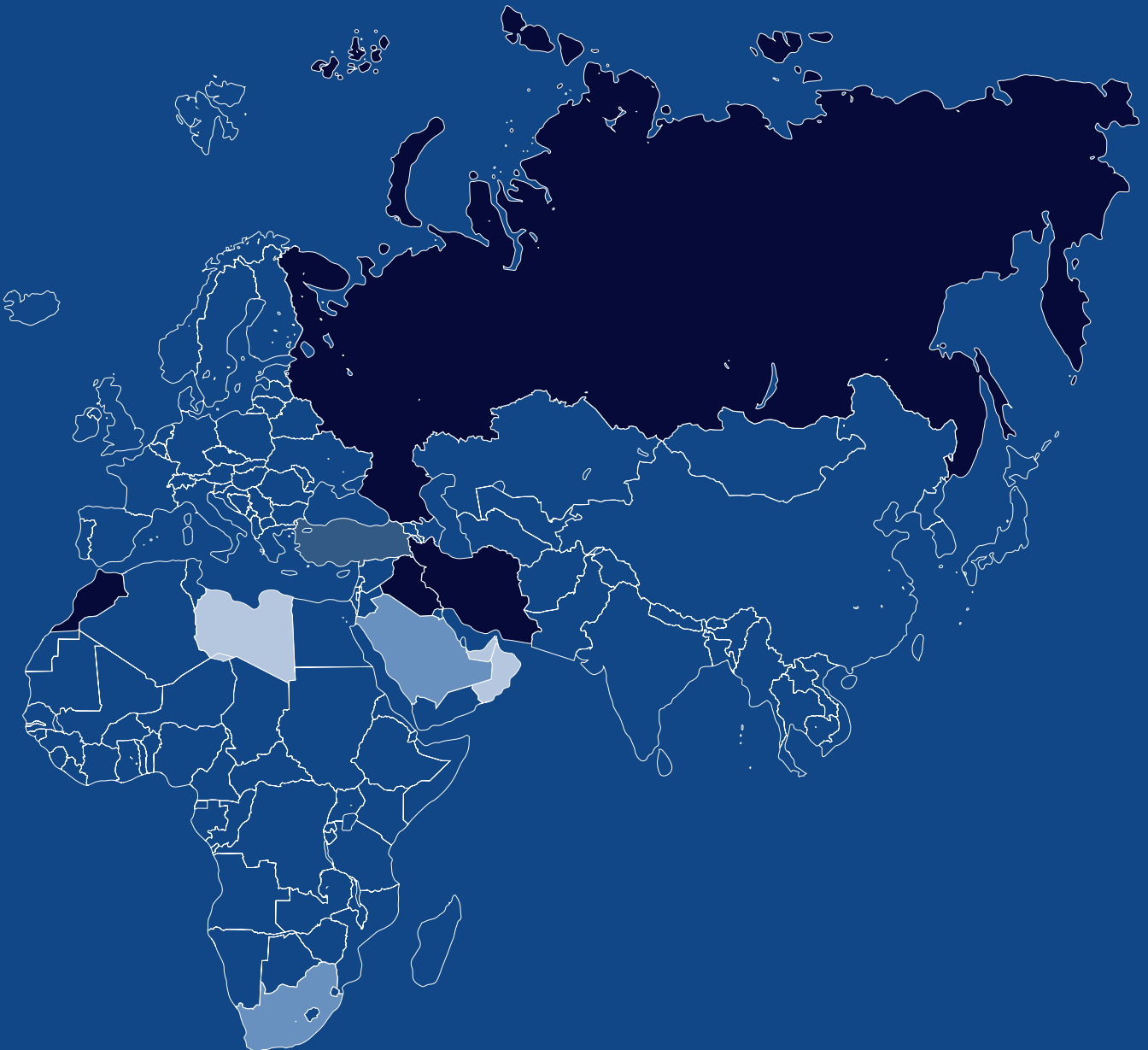


This is a promise KLS Martin have pursued in surgery since 1896. With this claim in mind, develop and market medical technology solutions

## COUNTRIES BUSINESS PHASING

### Countries Scope “Phase I”

County	Description	Population 'M	Purchase Entity	Current Purchase Dynamics
Saudi Arabia	Biggest market in ME ≈55%	36	NUPCO, Private & NGOs	Tender-base, Unified Purchase, Direct Purchase
South Africa	Biggest market in Africa	60	Private, MOH	Private, MOH Tender
Libya	MNC driven market	7	MSO	Tender-base
Kuwait	Class A advanced market	4.3	CMS, Private	Tender-base, Direct Purchase in Private
UAE	Class A advanced market	10	AD, DHA, Rafed & Private	Tender-base, Direct Purchase in Private
Qatar	Class A advanced market	2.2	HMC, Private	Tender-base, Direct Purchase in Private
Turkey	Large-scale, currency impact	84	MOH, Private	Tender-base, Direct Purchase in Private
Oman	Class B small market	5	RH, Military, Private	Tender-base, Direct Purchase in Private
Bahrain	Class B small market	1.7	SMC, BDF, Private	Tender-base, Direct Purchase in Private
Russia	Large-scale, Sanction impact	144	Private, MOH	Tender-base, Direct Purchase in Private
Iraq	Large-scale, Sanction impact	40	KEMADIA, Kurdistan, Private	Tender-base
Iran	Large-scale, Sanction impact	88	Hyatt Omna, Private	Tender-base, Direct Purchase in Private
Morocco	Developing market	37	MOH, Private	Tender-base, Direct Purchase in Private





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**MED**