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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

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**2**

## 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



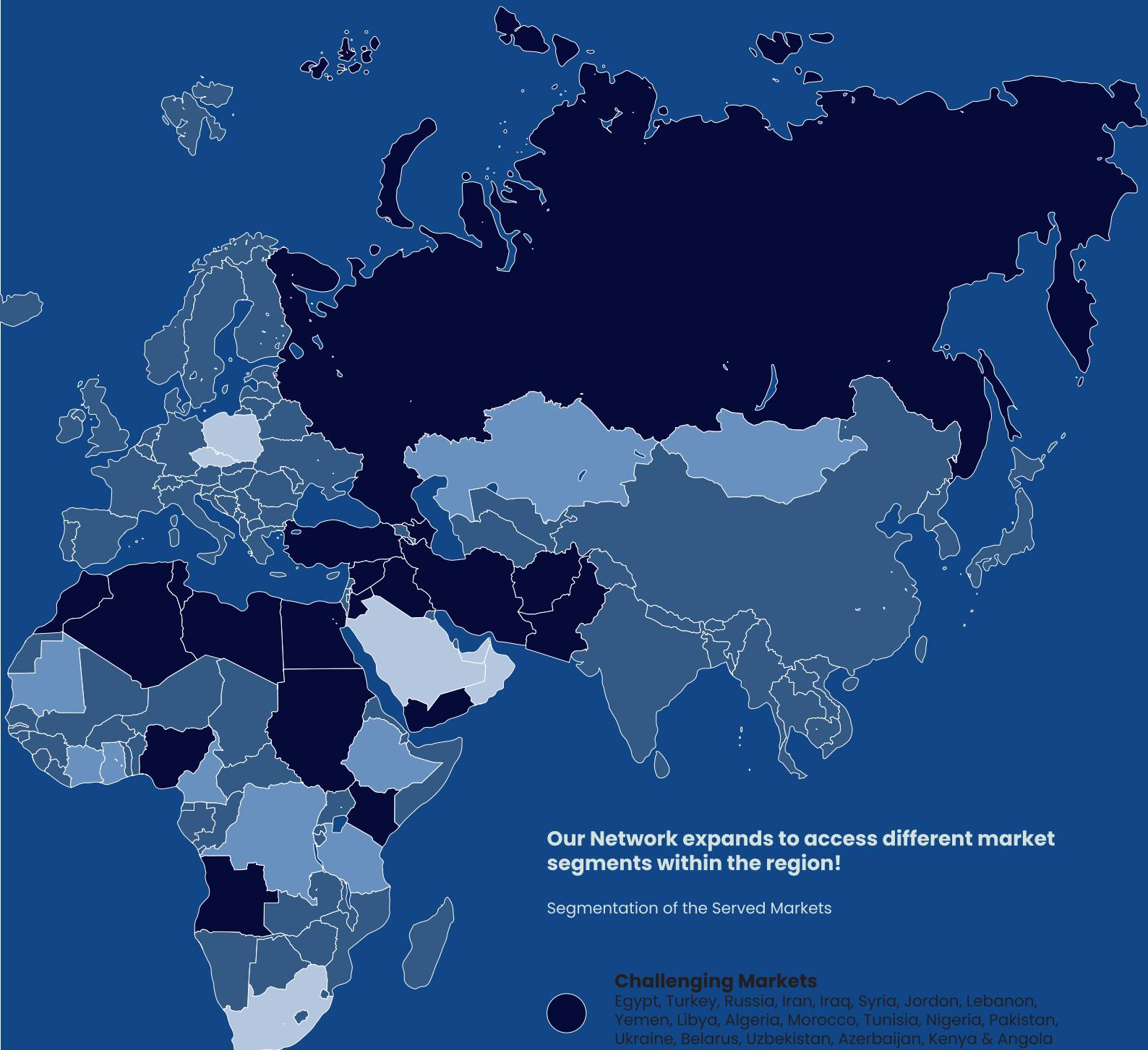
Managing +800 FTEs  
SMT/Leadership



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



**HUMAN MED®**

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®**  
[THE DENTAL EXPERTS]

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



**BIÇAKCILAR**  
*Touching Lives One Device at a Time*

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.

**MEYER-HAAKE**  
MEDICAL INNOVATIONS

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

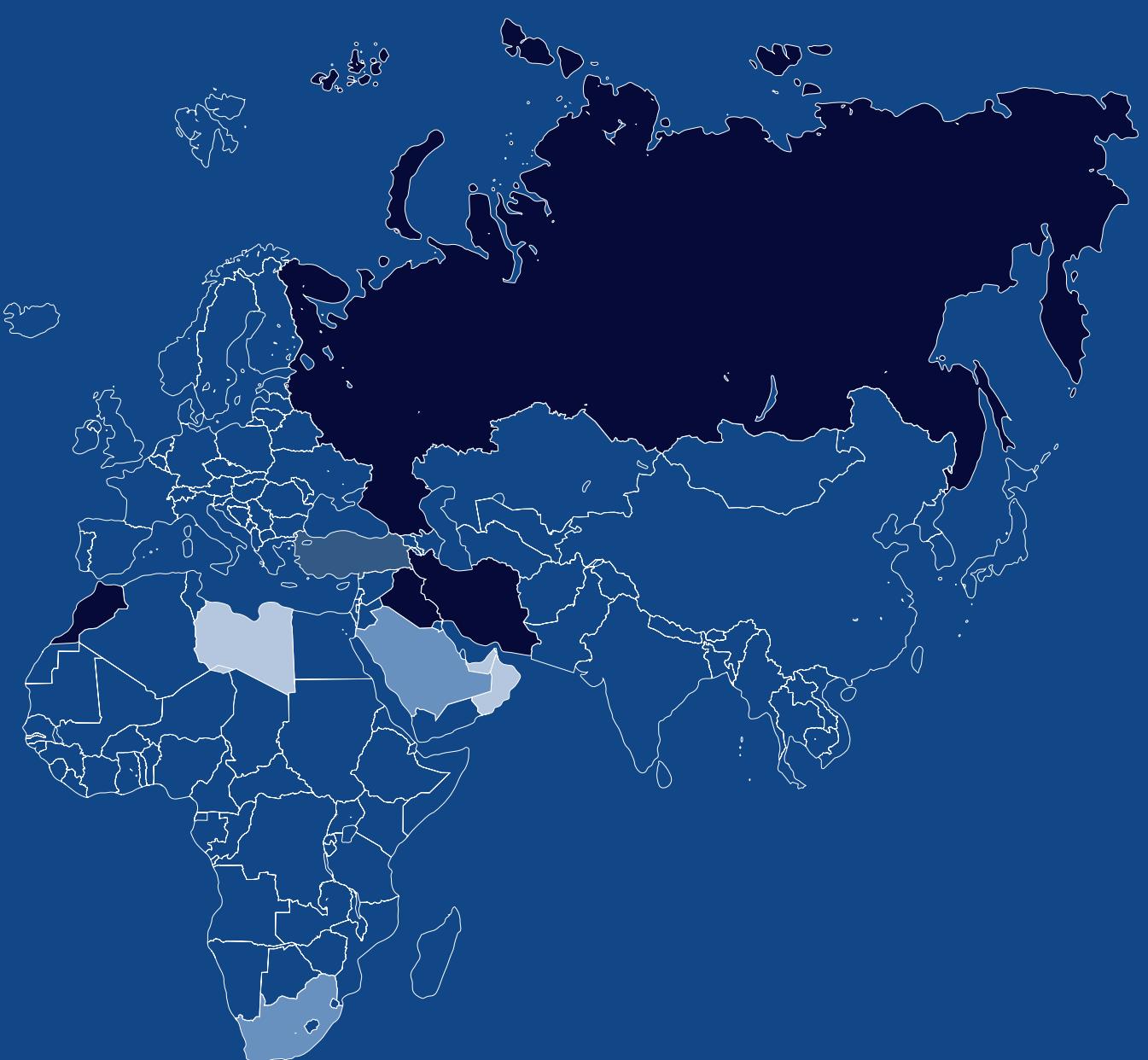
**KLS martin**  
GROUP

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"

Country	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







## **EXPERTS MED COMPANY PROFILE**

Access to Healthcare Solutions for All Patients



## GET IN CONTACT:

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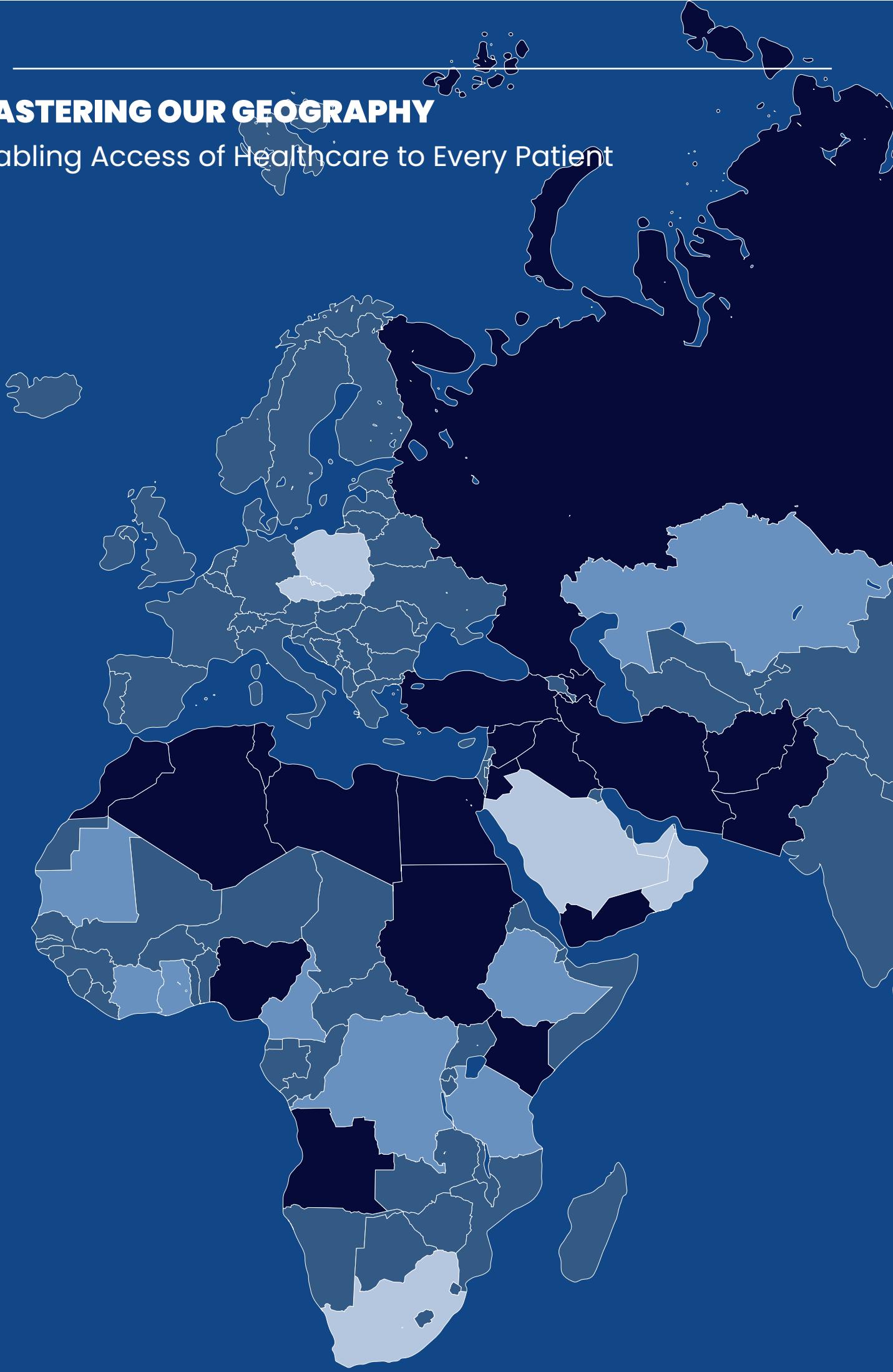
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# MASTERING OUR GEOGRAPHY

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**

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

##### **Developing Markets**

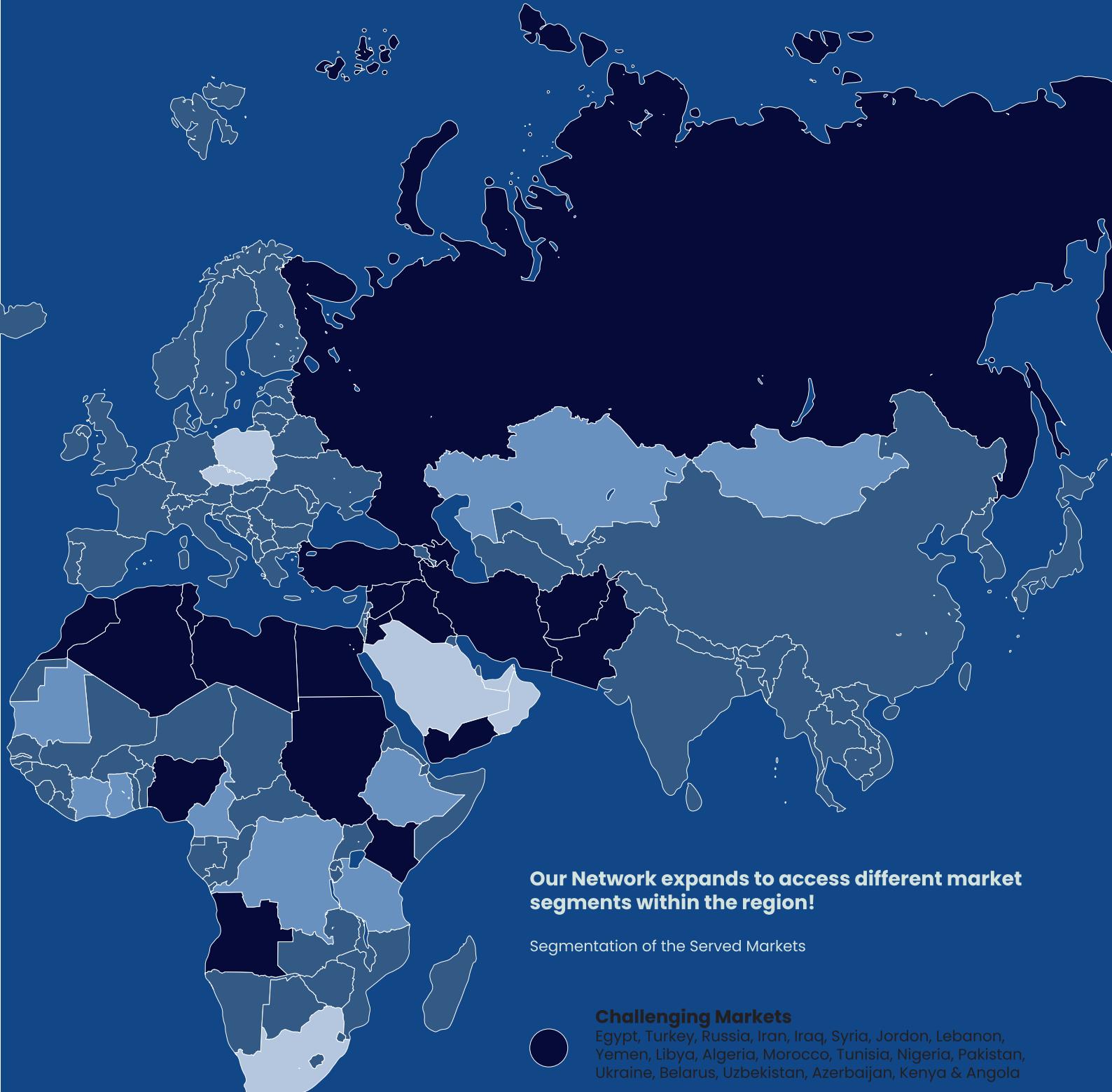
(Light Blue Circle)  
Kazakhstan, Cameroon, Tanzania, Ethiopia, Mongolia, DRC, Mauritania, Senegal, Ivory Coast & Ghana

##### **Stable Markets**

(Very Light Blue Circle)  
Saudi Arabia, South Africa, Poland, Czech, Slovakia, UAE, Kuwait, Qatar, Oman & Bahrain

# MASTERING OUR GEOGRAPHY

We master key markets, developing & challenging markets too



**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

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

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