



Building the Future Restoring the Past



COMPANY
PROFILE 2021

Chairman's Statement



- I am pleased to report that 2020 was a successful, purpose-driven year for MUP.
- We have delivered strong operational performance over the last year and are positioned to maintain the momentum.
- We took bold steps to position MUP in Rank#10 where we deserve to be.
- We reached the 2nd highest G.R. 18.9 % in value within the top 10 companies in Egyptian Pharmaceutical Market.
- We generated L.E. 2.36 Bn in revenue.
- Our marketing activities are aligned with MoH Social Campaigns to help fighting COVID-19 via Social Media e.g. Facebook, Webinars, Advertising & Online Awareness Campaigns to fulfill our responsibility and obligation towards Society.



- While driving such dramatic changes, we continue to advance our pipeline which we believe is the strongest over a decade.
- We set R&D budget around L.E. 12 Mio to fight COVID-19; Azithromycin, Remdesivir, Chloroquin, Vit C plain & combination, Paracetamol and Protek gel/liquid.
- We were granted 26 regulatory approvals for new drugs.
- Building on the momentum of the 26 new approvals in 2020, we expect 2021 to be an exciting year full of opportunities with NEW LAUNCHES to satisfy patients' unmet demands.

Chairman & Managing Director
DR. Awad Gabr Khalil

Vision

2020 Vision was successfully fulfilled as MUP rejoined the top 10 corporates in Egyptian Pharmaceutical Market.

Now we aim to be one of the top 5 corporates by 2025.

Mission

“Our mission is to become the most valued pharmaceutical company in Egypt & MENA region” Chairman Dr. Awad Gabr.

“Our aim is to ensure sustainable development to maintain a steady supply of high quality vital pharmaceutical products and invest in new therapeutic areas to balance between Health, Economic and Social needs, allowing prosperity and better quality of life for now and future generations.”



Strategic Priorities

We focus on top 5 priorities to shape our future in order to add more value to our Company, Shareholders, Employees and Society.

People

Transforming our culture to ensure people can fully apply their talent and energy.



Innovation

Shifting from localizing products to product development.



Digital

Embracing Digital Technologies to drive innovation and improve efficiency.



Excellence

Building better productivity, invest in innovation and help boost returns.



Trust

Operating with high values and integrity to maintain trust with society.



Strategy

People

Innovation

Digital

Excellence

Trust

5 Pillars

Our strategy is implemented by using science-based techniques to deliver better patient outcomes.

Principles

Values

MUP operates at the highest standards of moral, openness and transparency through the code of ethics which is translated and conveyed to our Employees, Shareholders and Society in a sense of solidarity and respect.

Quality

MUP is committed to illustrate TQM concept and methodology in all manufacturing processes and procedures.

Reliability

MUP reached the top of the health care community by building up solid standard of Credibility and Leadership over the last 3 decades.

Integrity

MUP acts with Honesty and Integrity to ensure Accuracy.

Teamwork

MUP is constantly building strong teams through facilitating collaborative effort of a group to achieve a common goal in the most Effective and Efficient way within a Framework.

Commitment

MUP is committed to offer High Quality & Affordable products as well as Educational Services that impact people's lives in a positive way.

Credibility is our Foundation for Leadership





**MUP
2020**

MUP, one of the Top Leading Egyptian Pharmaceutical Companies specialized in generic sector; providing wide range of Health Care Generic & Brand Generic products characterized by High Quality & Affordable prices; Anti-infectives, Alimentary tract & metabolism, Vitamins, Respiratory, Dermatology, Biological, Eye Care, Large Volume & Small Volume Solutions as well as Under Licensed products.



*IQVIA/DATA/YTD/12/2020
° MUP IN HOUSE DATA

**Rank #10
Value***

2nd highest G.R. 18.9% within the top 10.
Higher than the total market G.R. 3.99%.

MUP Blockbuster Brands

MUP Proudly owns the 2 Market Leaders in units*

#1 Unictam
Ampicillin/Sulbactam

"Anti-Bacterial market"

17.7 Mio Units*



#2 Xoraxon
Ceftriaxon

14.2 Mio Units*

- Insulinagypt**

(Human Insulin)(rDNA)
70/30, N & R
100 IU /ml - 4ml & 10ml
Rank #2 in Units* & Value*
"Total Insulin vials market"

- Pantoloc**

(Pantoprazole)
Rank #3 in Units* & Value*
"Pantoprazole market"

- Dexamethasone - MUP**

(Dexamethasone Phosphate) Ampoule
Rank #2 in Units* & Value*
"Injectable Corticosteroid market"

- Zinc olive Cr/lot.**

(Zinc oxide + Olive oil)
Market Leader in Units* & Value*
"Emollients & Protectives market"

- Vidrop**

(Vitamin D₃ drops)
Market Leader in Units* & Value*
"Vitamin D₃ market"

- Mobitil**

(Meloxicam)
Market Leader in Units* & Value*
"Meloxicam market"

- Biovit 12**

(B₁₂ + B₆ + Folic acid) Ampoule
Rank #2 in Units* & Rank #3 in Value*
"Vitamin B₁₂ plain market"

- Davalindi**

(Vitamin D₃ tab. 1000 IU)
Rank #5 in Units* & Rank #6 in Value*
"Vitamin D₃ market"



COVID-19 Supportive Drugs

Xoraxon



Davalindi



Vidrop



Biovit 12



Dexamethasone - MUP



Protek



vitastress



Chloroquine Phosphate



Immunity Booster

- Davalindi**
- Vidrop**
- Vitastress**
- Biovit 12**
- kidistars**

Chloroquine Phosphate

Treatment Protocol
Xoraxon & Spectracef
Dexamethasone - MUP
Paracetamol & Temporal

Hand Sanitizer
Protek



MUP Portfolio 2021

Systemic Anti-Infectives

Penicillins

Unictam (Ampicillin + Sulbactam)
Depopen (Benzathine Penicillin 1.2 M.I.U.)
Unictam 750 mg Tab. (Sultamicillin 750 mg)
New

Cephalosporins

Xoraxon (Ceftriaxone)
Xorin (Cefotaxime)
Fortazedim (Ceftazidime)
Spectracef (Cefepime)
Cefrone (Cefoperazone)

Macrolides & Quinolones

Spirex (Spiramycin)
Spirex plus (Spiramycin + Metronidazole)
Levanic (Levofloxacin)
Moxacin (Moxifloxacin)

Sulpha

Co-trimoxazole (Sulfamethoxazole 400 mg + Trimethoprim HCl 80 mg)

Anti Malarial

chloroquine phosphate
 (chloroquine phosphate)

Anti Viral

Isoprinosine (Inosine Pranobex)

Alimentary T.& Metabolism

Gastroenterology

Pantoloc (Pantoprazole)
Movigit (Itopride hydrochloride 50 mg)
Simethicone (Activated Dimethicone)
Laxolac (Lactulose 67%)
Enemacort (Budesonide)
Acicone (Magaldrate 540 mg)
Acicone-S (Magaldrate + Simethicone)
Streptoquine (Antidiarrheal + Antispasmodic + Antimicrobial)
Miconaz oral Gel (Miconazole 2%)
Gastrodomina (Famotidine)
Flagellat Forte (Metronidazole)

Anti-Diabetics

Insulinagypit (Human insulin rDNA)
Dolcyl (Glimepiride)
Dolcyl M (Glimepiride + Metformin)
Ensudyne (Pioglitazone)
Gluconorm (Repaglinide)

Hepatology

Ursochol (Ursodeoxycholic acid)
Hepaticum (Silymarin 140 mg)
Sorbit (Sorbitol powder 5 gm / packet)

Vitamins & Tonics

Vidrop (Vit. D₃ "Cholecalciferol")
Vitastress (High Potency Stress Formula+Vitamins)
GR6 (Antioxidant Tonic)
Lactocal (Calcium + Multivitamin+ Minera)
Bebevit (Multivitamin)
Hi-Cal (Calcium Glubionate(1200 mg / 5 ml))
Kidistars (Multivitamins + Minerals)
Hi-vit (Multivitamins + Minerals)
Biovit 12 (B₁₂ + B₆ + Folic acid)
Phytovit (Vit K "Phytomanadione")
Davalindi (Vit D₃ 1000 IU)

Musculoskeletal System

Mobilil (Meloxicam)
Dispercarn (Piroxicam)
Flexpro Extra (Methocarbamol + Paracetamol)
Rapifen (Ibuprofen)

Respiratory

Mucosol (Carbocysteine)
Night & Day N (Diphenhydramin + Paracetamol + Pseudoephedrine)
Farex (Ibuprofen 200 mg + Pseudoephedrine HCl 30 mg)
Activent SR (Salbutamol)
Oxymetazoline-MUP (Oxymetazoline 0.05 %)
Alertam (Fexofenadine Hydrochloride)

Genitourinary system

Metronidazole (Metronidazole 125 mg)
Protozole (Tinidazole 500 mg)
Vagyl (Vaginal Antiseptic powder)
Vigorama (Sildenafil)
Miconaz Ovules (Miconazole Nitrate 400 mg)

Cardiovascular

Irbedrin-Diu (Irbesartan + Hydrochlorothiazide)
Irbedrin (Irbesartan)
Lipinorm (Atorvastatin)
Nitrotard (Nitroglycerin 2.5 mg)
Sediproct (Cinchocaine + Esculoside + Framycetin + Hydrocortisone)

Dermatology

Zinc Olive (Zinc oxide + Olive + Oil)
Calamyl-D (Calamine + Zinc oxide + Diphenhydramine HCL)
Calamyl (Calamine + Glycerin + Camphor)
Dermotracin (Neomycin + Bacitracin)
Azaderm (Azelaic Acid 20 %)
Miconaz (Miconazole Nitrate 2 %)
Betaclotri (Betamethasone + Clotrimazole)
Perderm (Alclometasone Dipropionate)
Silvirburn (Silver Sulfadiazine)
Miconaz H (Miconazole Nitrate 2 % + Hydrocortisone 1%)

Systemic Hormones

Dexamethasone-MUP (Dexamethasone Phosphate)
Syntheticortin (Triamcinolone acetonide)

Nervous System

Valproex (Sodium valproate)
Temporal (Paracetamol)
Nopain (Nefopam HCl 20 mg)
Paracetamol (Acetaminophen)
Epilog (Phenytoin Sodium 250 mg / 5 ml)

Now Available

Moxaqua Eye drops (Moxifloxacin 0.5%)
Dolcicana (Sucralose+ Maltodextrin)
Protek(Ethyl Alcohol 80% + H₂O₂ 0.125% + Glycerol)

Coming soon

Glucoadjust (Empaglifozin + Metformin)
Minoxidil MUP (Minoxidil 5%)
Azolmigma(Zolmitriptan 2.5mg / 5mg)
T4-Thyro (Thyroxin Hormone 50 µg / 100 µg)
Davalindi (Vit. D₃ 5,000/10,000/200,000 IU)
Optixolol Eye Drops(Betaxolol)

MUP Global Markets

Global Market penetration is our main strategy through various business models and seeking market leader position for our high quality products is the mission we are striving to achieve.

Providing strategic insights to our business partners in almost 35 countries with 600 product files registered / under registration in Africa, LEVANT, GCC, CIS and East Europe regions.

Empowered by resources required to maintain a leadership position as one of the top healthcare providers in the MENA region, MUP is serving the healthcare community and reflecting a strong belief in people's health.

Upon acquiring EMA Certificate, MUP will have enormous chance to penetrate European & South American markets.

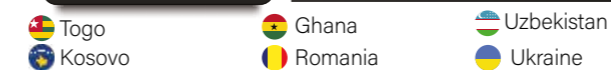
MUP's Export sales value \$11 Mio

Export

Number of registered products per Country



In Process



Goals

“People with Goals succeed because they know where they are going”

Building on the past successes, MUP continues to perform at high standards to reach eminent position to secure the organization’s growth.

MUP constantly strive to implement the vision and deliver operational excellence in every corner of the company to meet and exceed its pledge to the communities.

In 2015, MUP upgraded Quality Control Laboratories Management System to fulfill the requirements of ISO/IEC 17025:2005.

In 2016, MUP occupied a unique International Benchmark in MENA region, Africa and East Europe.

In 2018, MUP upgraded Quality and Environmental Management System to fulfill the requirements of new ISO versions: ISO 9001:2015 & ISO 14001:2015.

In 2020, MUP upgraded Occupational Health & Safety Management System to fulfill the requirements of ISO 45001:2018.



● **Future will be better than present.**

● **We have the power to make it.**

2 beliefs

Quality

- Quality is the core of our Long-Term Sustainability.
- Our passion for excellence drives us to continually improve and update our practices.
- We are dedicated to Quality in every step of our process; Premises, Equipment, Raw materials, Services and Personnel involved directly and indirectly in the manufacturing process.
- QMS improves productivity & customer satisfaction.
- Good Manufacturing Practices GMPs.
- Good Laboratory Practices GLPs.
- Good Storage Practices GSPs.

**Quality
in
every
step
of
our
process**



Leading Innovative Knowledge



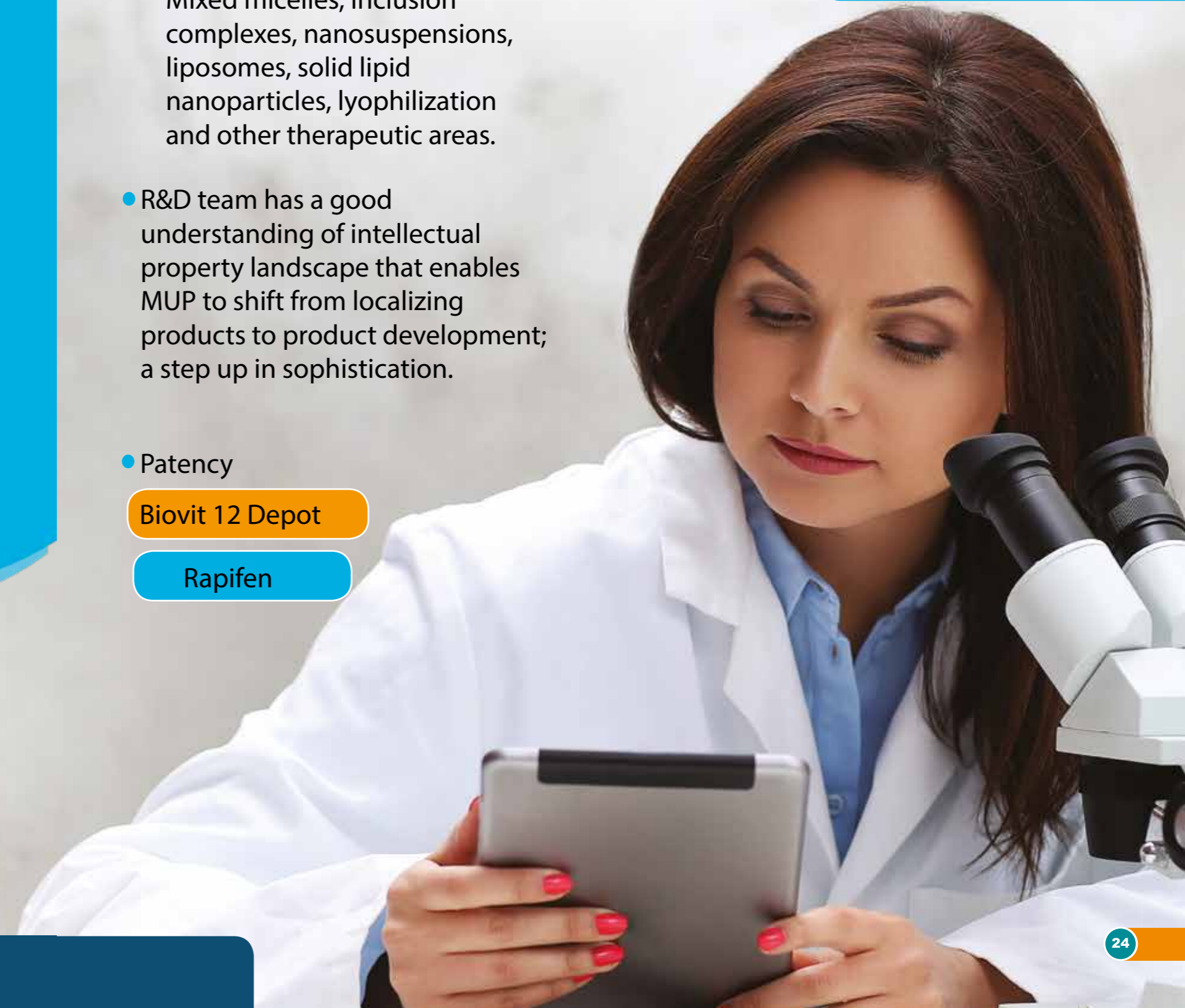
- MUP has one of the superior R&D teams in the MENA region.
- MUP is pursuing Technological supremacy by offering:
 - Wide Range of Dosage Forms; oral, liquid & solid dosages, injectable solutions, suspensions, metered dose nasal sprays & nasal sprays, dry powder inhalers(DPI), ophthalmic preparations, creams, gels, ointments, foam aerosols, soft gelatin capsules (SGC), large volume parenterals (LVP), small volume parenterals (SVP), oral ampoules and orodispersible tablets (ODT).

- Drug Delivery Technologies; Mixed micelles, inclusion complexes, nanosuspensions, liposomes, solid lipid nanoparticles, lyophilization and other therapeutic areas.
- R&D team has a good understanding of intellectual property landscape that enables MUP to shift from localizing products to product development; a step up in sophistication.

- Patency

Biovit 12 Depot

Rapifen



Factories

- Conventional plant:
 - One of the most enormous Pharmaceutical facilities in Egypt.
- β -Lactam plants:
 - Cephalosporin plant manufactures (sterile vials).
 - Penicillin plant manufactures (tablets – dry suspension – sterile vials).

Production Lines

Liquid (3 Lines)

Dry Powder (Suspension)/(Inhalers)

Suppository

Nasal Spray (N.S.)/Metered-Dose (N.S.)

Small Volume Parenterals

Solid forms (Tablets, Capsules & Sachets)

Sterile products (Vials)

Foam Aerosol/Aerosol

Creams/Lotions

Large Volume Parenterals



Projects

Current Projects

- LVP: license granted on 6/10/2020.
- SVP: license to be granted by 2021.
- Ophthalmology: To be finished by 2021.
- Cartridge: To be finished by 2021.

New Projects 2021- 2023

β-Lactam Factories

Adding 2 new warehouses with total capacity of 10k pallets:

- Penicillin factory: 7k pallets.
- Cephalosporin factory: 3K pallets.

Conventional Factory

Remodeling of the following areas for larger Capacity:

- Syrup A by adding new line 20,000 bottles/hour for bottles from 60ml to 300ml plastic & glass.
- Ampoule, Nasal Drops, Eye Drops & Aerosol areas.
- Ointment & Cream area.
- Solid area.
- Suppository area.
- Sterile area.
- Finished Goods warehouse.



Our Projects

Alliances

Top multinational companies trust



Experience

Capability

Competence

Why MUP?

**Quality
Reliability
Integrity
Commitment
Leadership**

CONTRACT

Business Development & Pipeline

- According to MUP's management Philosophy, Business Development Department adopted new strategy to enrich the existing portfolio with high valued products in major therapeutic areas.
- Pipeline includes 140 new products to cover a broad range of diseases including FDA newly approved molecules for Critical Diseases, CNS, CVS, Ophthalmology, Dietary and new trends in OTC.
- Development of existing products as a product life cycle management.
- Our main role is to secure a competitive edge over competitors and offer new solutions to cover patients' unmet needs.



“Growth is never by mere chance; it is the result of forces working together”

James Cash Penney
Founder of JCPenney

Pharmacovigilance

- MUP has a well-established Pharmacovigilance (P.V.) system to continuously monitor and supervise medicinal products to ensure that benefits outweigh risks.
- P.V.'s main objective is to guarantee that we provide safe and effective medicines for better patients' care and health.
- A well-trained professional team with dedicated QPPV appointed to implement all P.V. measures according to Authority (MoH) Regulations.
- Pharmacovigilance System Master File (PSMF) is approved by Egyptian Drug Authority (EDA).
- Following international guidelines in collecting all reports of suspected adverse drug reactions to ensure that the data is authentic, legible, accurate, consistent and verifiable.
- All activities and documents are conducted in CTD format to cope with the global business dynamics.

Head Office

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Scientific Office

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Main plant

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Tel.: (+20) 64 3400 822 / 23 / 93
Fax.: (+20) 64 3400 842

MUP Tech plant

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6th of October city.
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Contact Address





المهـن الطـبـيـة
للأدوية
MUP Medical Union
Pharmaceuticals
سـيـفـالـمـسـجـورين - Cephalosporin

المهـن الطـبـيـة
للأدوية
MUP Medical Union
Pharmaceuticals
المصنع الرئيسي • Main Factory

المهـن الطـبـيـة
للأدوية
MUP Medical Union
Pharmaceuticals
بنـتـيـلـين - Pencillin

المهـن الطـبـيـة
للأدوية
MUP Medical Union
Pharmaceuticals
MUP Tech

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