

“Leading the path to Cure”

A Middle East & North Africa
Biopharma Company

Commercial Partner

Sep 2024



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 because of various important factors.

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

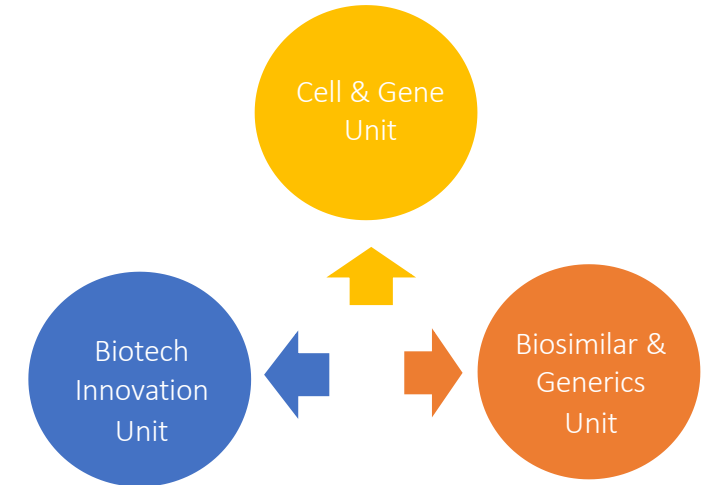
All information contained in this deck is strictly confidential and not to be disclosed.

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

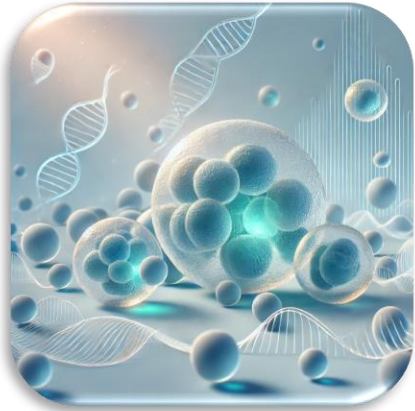


Exceptional Market
Access, Tender expertise,
Commercial and
Regulatory capabilities



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

Disease Focus



**Innovation
Cell & Gene Therapy**



**Hematology
Oncology**



Biosimilars



Neurology



Cardiovascular



Point of care Diagnosis



Women's Health

MENA at a glance

A region with complexity, diversity, and opportunities

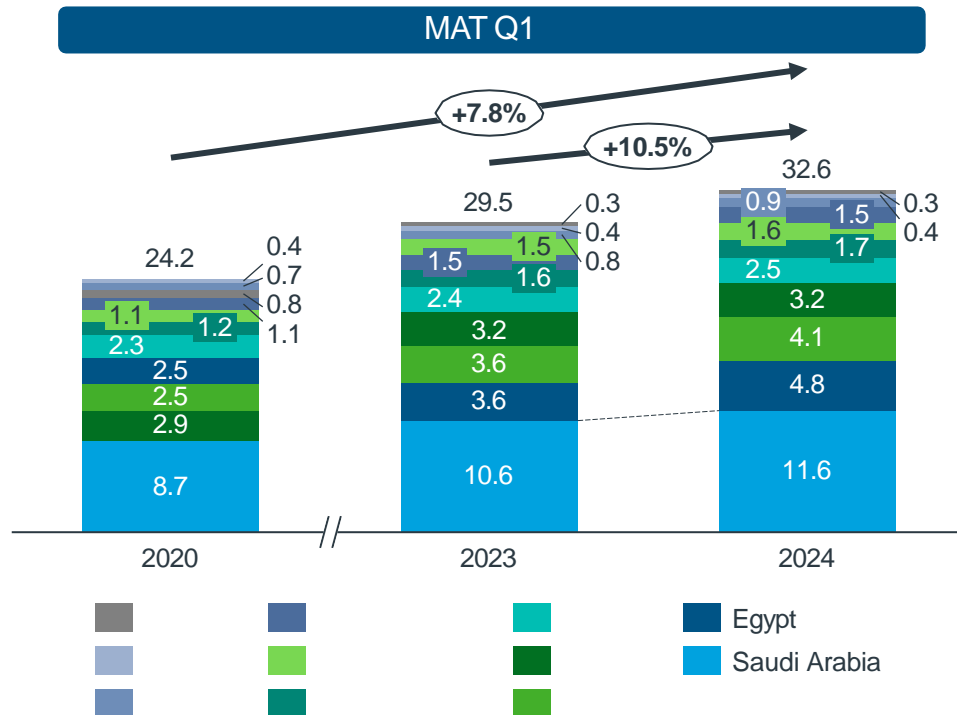
A largely untapped yet potentially hugely fruitful part of the world for the pharmaceutical industry, both as a sales region and for the establishment of manufacturing facilities.



The diverse economic, political, cultural, and public health profiles in MENA are mirrored by a highly varied market environment for the pharmaceutical industry. In general, prospects look good for both foreign and domestic firms, with growing populations and longer life expectancies producing a much greater demand for pharmaceuticals, with huge growth in the market projected over the coming years.

MENA at a glance

MENA Pharma market is a sizable and fast-growing market



- Overall, MEA pharmaceutical market has reached \$32.6 B in value and \$ 8.6 B in units
- Value sales growth has been at 10.5% PPG¹ (Previous Period Growth) and 7.8% CAGR² while Volume sales has declined at -0.9% PPG and increased at 1.2% CAGR²

Key Developments and 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 Q1 2024 vs. MAT Q1 2023 growth

2. CAGR: Compound annual growth rate for the period MAT Q1 2020 to MAT Q1 2024

Source: IQVIA Audited Data, MAT Q1 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

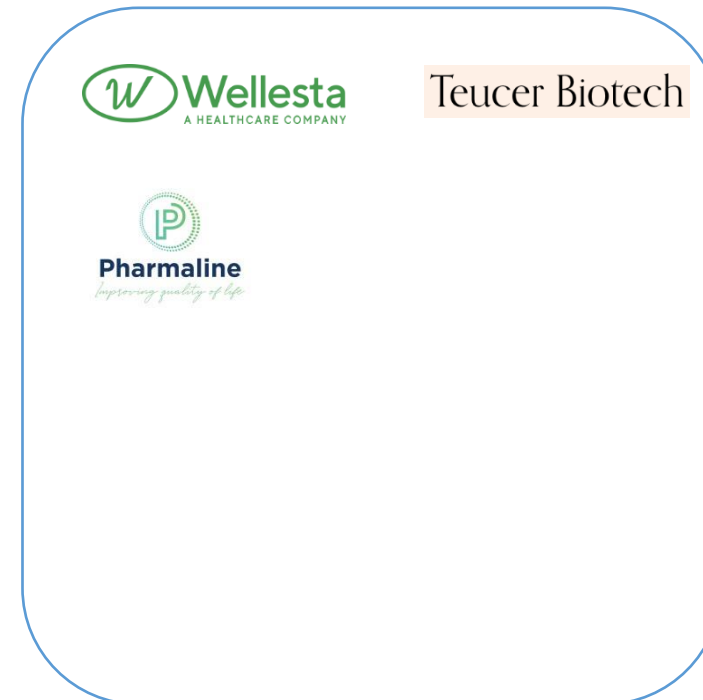
MENA Licensing & Supply



MENA Regional Distribution



MENA Partnerships



CureLeads Investors & Partnerships



Partnership Scope

Wellesta acquired **Minority Shares** in CureLeads (less than 5%). The **Strategic Partnership** with Wellesta facilitates CureLeads' footprint expansion in Asia.

Territory Expansion

Singapore, India, Malaysia, Indonesia, Philippines
EU, Switzerland

Current Status

Active



CureLeads Sub-Distributors

Saudi Arabia

- Cigalah Healthcare Company
- OMC



UAE

- Al Khayyat Investment Group
- Aurora



Iraq

- Al Thuraya



Lebanon

- Holmed



Kuwait

- Al Mojil Drug Co.



Egypt

- Healthmatics



Bahrain

- Manama Medical



Oman

- Taiba



Morocco

- Zenith Pharma



Algeria

- Pharmaethics



Qatar

- Aurora



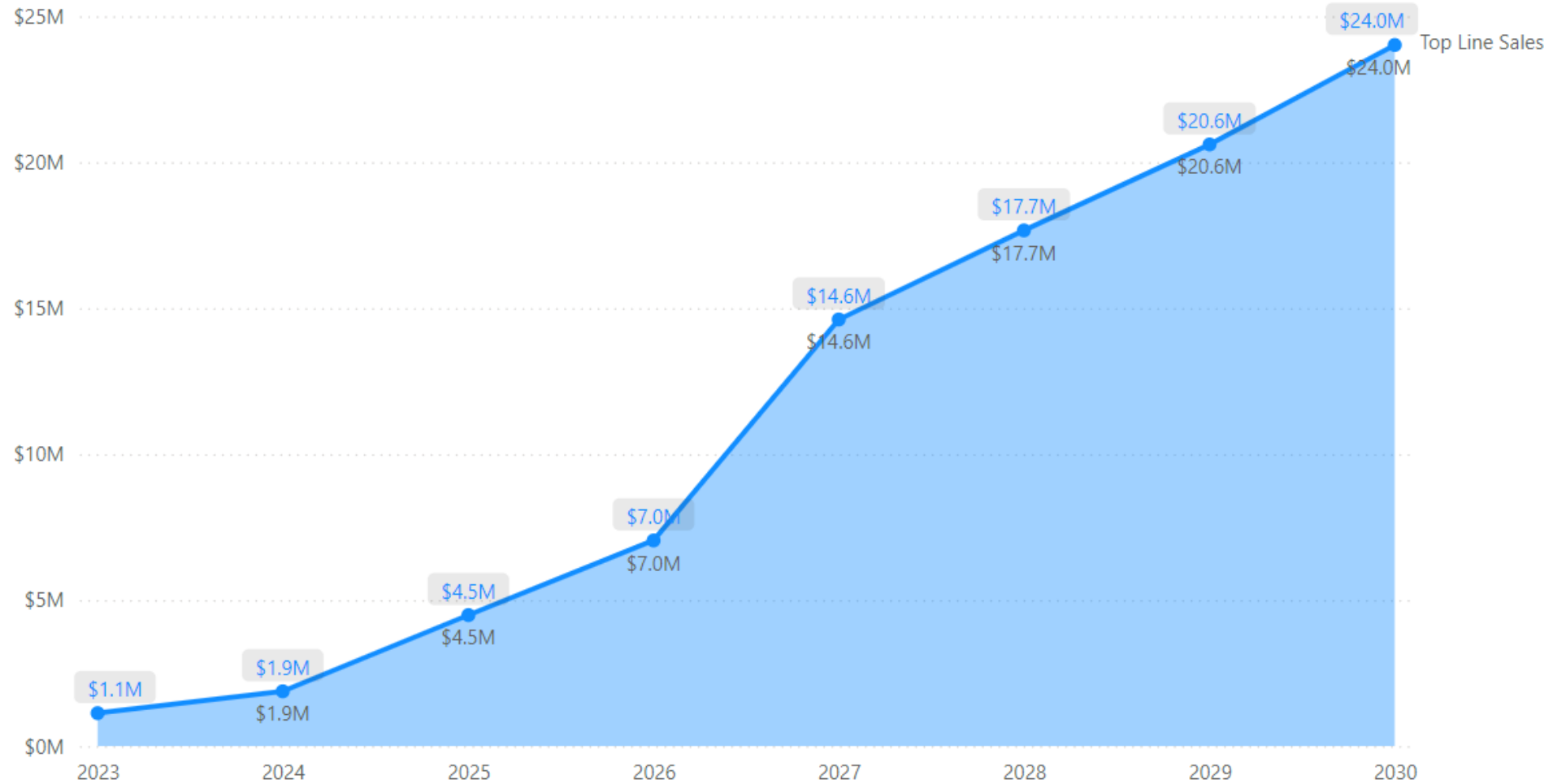
Turkey

- Savas MediKal



Appendix 1

5-Years Top Line Sales



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 Advisory Board



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



Marwan Tabbal
Medical Director
Compliance Officer

20+ years of
 experience in
 medical affairs
 MENA



Bahr Joujou
BD Head

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



Ibrahim Cheaito
Regulatory Affairs
Manager

10+ years of experience in
 regulatory affairs
 MENA, Sudan

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