



rameda

Quality For All

**Results
Presentation**

Q1 2021

Agenda

- Group Overview
- Q1 2021 In Review
- Stock Information
- Appendix
 - Our People
 - Revenue & Volume Analysis





Group Overview





Rameda at a Glance

Tenth of Ramadan for Pharmaceutical Industries and Diagnostic Reagents S.A.E. (“Rameda”) specializes in the manufacture and sale of a wide range of branded **generic pharmaceuticals, nutraceuticals, cosmeceuticals, food supplements, medical devices & veterinary products**

Through a **careful selection, acquisition and registration process**, Rameda’s growing portfolio of products is focused on Egypt’s **high growth therapeutic areas** associated with strong margins

The Group’s headquarters and state-of-the-art production facility, **consisting of 3 factories**, is located in 6th of October City in the Giza Governorate west of Cairo.

Rameda has surpassed its peers to become one of the fastest Egyptian pharmaceutical company today, with an private market evolution index of 129 recorded in 1Q21⁽¹⁾



(1) Source: IQVIA



Q1 2021 Performance Highlights

1Q 2021 Financial Highlights

EGP **270.8** mn
Revenues
▲ 16.5% YoY

EGP **116.1** mn
Gross Profit
▲ 9% YoY
43% margin

EGP **50.9** mn
EBIT
▲ 1% YoY
19% margin

EGP **65.0** mn
Operating Cash Flow
▲ 93% YoY

EGP **65.9** mn
Adjusted EBITDA⁽¹⁾
▲ 4% YoY
24% margin

EGP **30.2** mn
Net Income⁽²⁾
▲ 26% YoY
11% margin

EGP **0.039**
EPS⁽²⁾
▲ 26% YoY

EGP **360.1** mn
Net Debt
▼ 12% YTD

1Q 2021 Operational Highlights

14.9 mn
Units Sold (excluding toll)
▼ 11% YoY

2
Products
Launched

-
Molecules
Acquired

EGP **34.85**
Average Unit
Price⁽³⁾ (Private Market)
▲ 6% YoY

213K
Total Sales
Visits
vs. 184K in 1Q20

711
Medical Reps &
Merchandisers
vs. 934 in 1Q20



(1) Adjusted for depreciation, impairments and provisions (2) After minority interest (3) Source: IMS Health



Q1 2021 Market Positioning

Market Positioning Q1 2021⁽¹⁾

Evolution Index

106

Total Market
vs. in 1Q20
128

129

Private Market
vs. in 1Q20
114

126

Defined Market
vs. In 1Q20
118

Market Share

1.5%

Total Market
vs.% in 1Q20
1.3%

1.5%

Defined Market
vs. % in 1Q20
1.2%

Market Ranking

18

Total Market
vs. in 1Q20
19

19

Private Market
vs. in 1Q20
24

(1) Source: IMS Health – In terms of value sold unless stated otherwise



Our Evolution

1986



Rameda was established

1994



Operations for Rameda Commenced

2011



Acquisition of 100% of Rameda by consortium led by Compass Capital

April 2011



Production facility redesigned to comply with latest GMP standards

23 molecules were purchased from peers as part of the new management's molecule acquisition strategy since 2012

June 2012



Acquisition of profifix, x-tension and x-tension plus (13.4% of Rameda's 2018 gross revenue)

2013



Upgraded cephalosporin and penicillin factories and increased capacity

2014



Acquired Joypox (6.5% of Rameda's 2018 gross revenue) & passed first multinational CMO audit

2016



Rameda's products' average unit price exceeded those of the top 30 local players

The next stage of growth focused on facility upgrades to increase capacity in addition to the continuous acquisition of molecules

2016-19



Execution of EGP 250 mn CAPEX plan to de-risk existing production lines, add production capabilities & comply with the latest GMP requirements

Nov 2019



Completion of facility upgrade - delivered 60% overall increase in production capacity

Dec 2019



IPO – executed a successful listing on the Egyptian Stock Exchange (“EGX”)

2020+



Strategic growth through new launches, portfolio optimization and recently upgraded production facility



Our Business Model

Exports

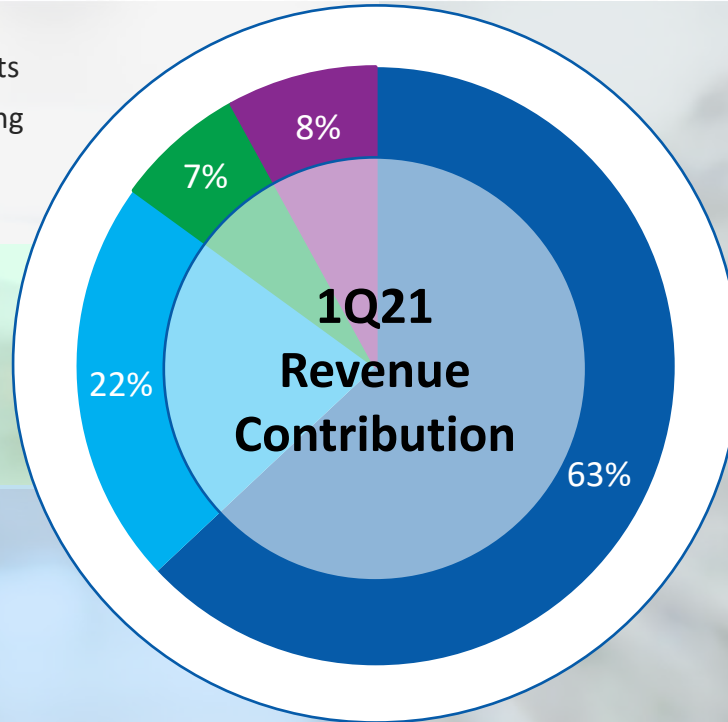
- Sale of products to export agents, responsible for distributing its products across different regional markets
- 63.0% of total export sales were sold in the Levant during 1Q21, with 32.6% sold in Yemen and 4.0% in Libya. The remaining 1% of exports were sold in Somalia for the period.

Toll

- Sale of goods to local and multinational pharma companies through **monetizing unused capacity** (e.g. lyophilized line, completed in November 2019).
- **Stamp of approval by leading blue-chip companies**, including Sanofi

Tenders

- Bulk-selling through the Egyptian Authority for Unified Medical Procurement (UMPA) to government-owned institutions such as the Ministry of Health and public hospitals
- Rameda focuses on participating in selective tender contracts that ensure certain profitability levels



Prescription-based

- **Marketing representatives engage directly with targeted physicians** to create demand for the Group's products through prescriptions
- Physicians are selected based on their respective reach of Rameda's target market across key therapeutic areas.

Over-the-counter (OTC)

- Rameda sells its products to domestic distributors who then distribute its products to pharmacies throughout Egypt. Demand here is dependent on brand recognition and visibility

Private Sales

Penetrate large and fast-growing therapeutic areas

Selectively identify and acquire molecules

Register new molecules and related products



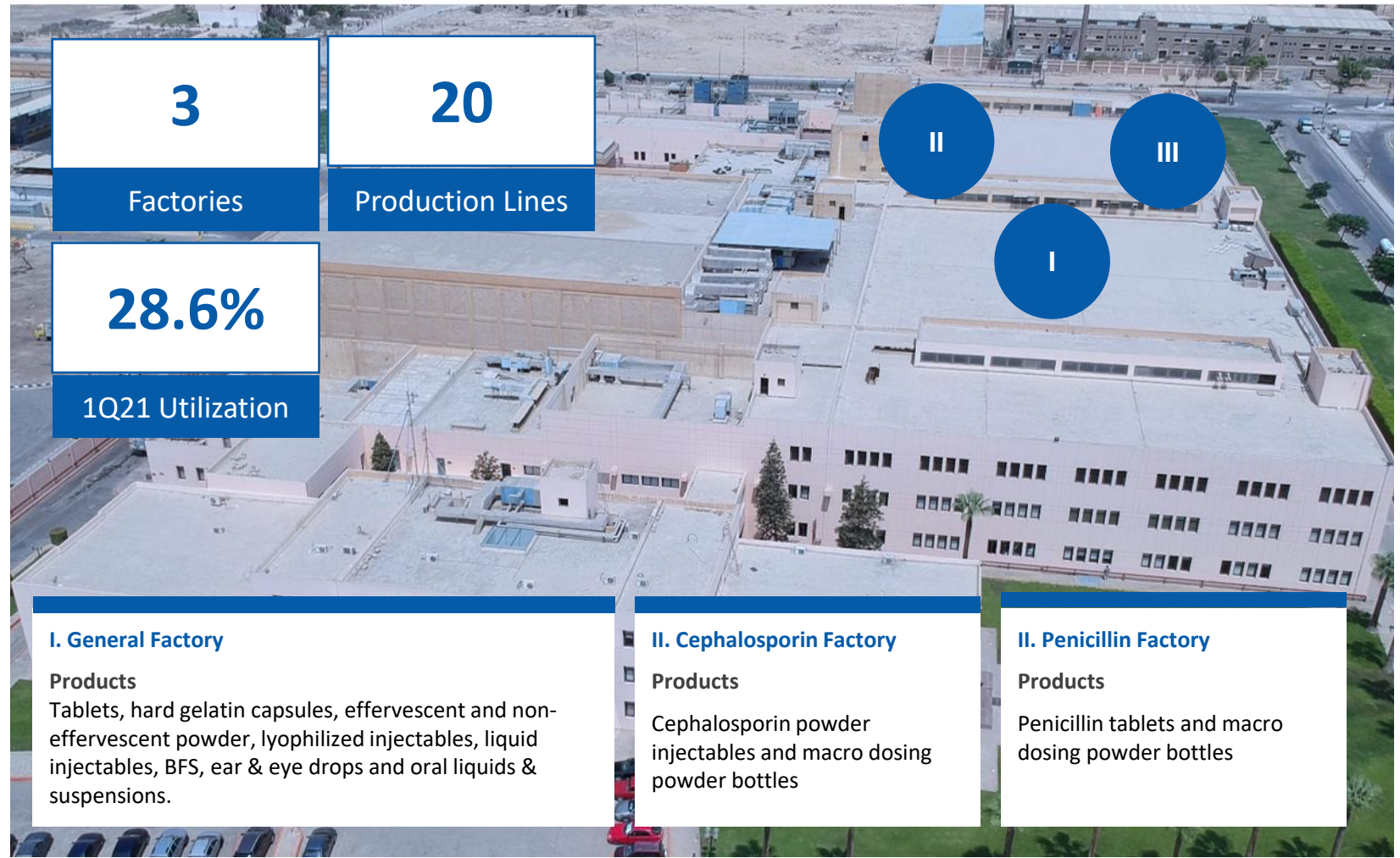
Well-Invested Manufacturing Facility

Well-invested infrastructure with c.EGP250m spent between 2016 – 18 to renovate and streamline production facility, and grow production capabilities and capacity

Diversified complex production capabilities allow Rameda to manufacture a wide range of products in a variety of dosage forms

Significant capacity to support growth, with utilization at just 28.6% in 1Q21, despite the ramp-up in sales during the period

Excess capacity used to toll manufacture for leading blue-chip companies, with our recently installed lyophilized production lines





Investment Case



Favorable environment underpinned by supporting demographic dynamics



Well-positioned to benefit from the growing generic pharmaceutical industry



Optimized portfolio of market-leading products in high growth underpenetrated therapeutic areas



Proven ability to identify, acquire and register new molecules & successful track record in launching new products



Newly renovated production facility resulting in increased capacity and growth potential



Experienced management team with a strong track record



Q1 2021 In Review



1Q21 | Performance Overview

Financial Highlights

Solid Top-and-Bottom-Line Growth

- Revenues grew by 17% y-o-y in 1Q21 to EGP 270.8 million, driven by the Group's portfolio optimization towards higher-priced products combined with the ramp-up in sales of the Group's new antiviral products, Anviziram and Remdesivir.
- Rameda's operating margins contracted by c.3 percentage points on both the gross profit and EBITDA levels, due to the higher price of raw materials associated with the production of its antiviral medication.
- Going forward, the Group expects significant improvement in its operating margins associated with its COVID-19 related antiviral products as the cost of raw materials declined significantly over the past year and production overheads are diluted more efficiently.
- Net income grew by 25% y-o-y to EGP 30.0 million in 1Q21, representing a 0.8 percentage-point net margin increase to 11.1% on the back of significantly lower interest expenses incurred during the period.

Key Developments

Portfolio Development

- Rameda launched two new products in 1Q21:
 - 1) Doxytroler, an anti-nausea medication commonly used by pregnant women to treat vomiting.
 - 2) Opranate, an antiacid that is used to treat gastrointestinal problems.
- Rameda began the commercial production of antiviral medications, Remdesivir and Anviziram during 4Q 2020. Both medications are used for the treatment of patients suffering from COVID-19 and were among the top 10 products sold in 1Q21, contributing a combined 12% of total revenues for the period.
- Other leading recently launched products include Recoxibright (2nd ranked) and Omnevora (11th ranked).

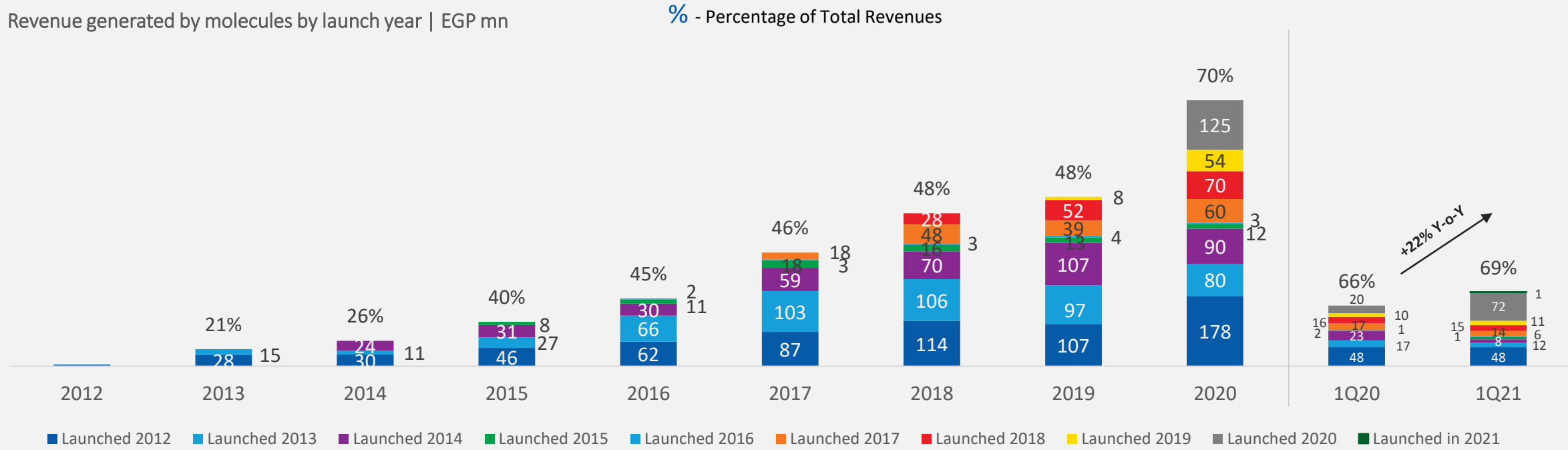
Exports

- Rameda's exports has shown exceptional growth in 1Q21, driven by the sale of its COVID-19 related antiviral medication, which has opened up new export markets for the Group across the Levant.
- Sales to the Levant accounted for 63% of the Group's 1Q21 export revenues and drove Rameda's export revenue to record over a four-fold increase between 1Q20 and 1Q21.
- With growing demand for the Group's antiviral products abroad, Rameda expects these products to continue to boost export sales.
- The Group is also in the process of completing its registration in select countries across the GCC and Eastern Europe



New Launches | Rameda's Cornerstone for Growth

New launches have become the cornerstone of growth for Rameda



First to market opportunities

Initial entrant benefits from significantly higher market share and strong patient retention

Early registering

Lower discount from the innovator price for the first five registrants

Optimization towards higher-priced molecules

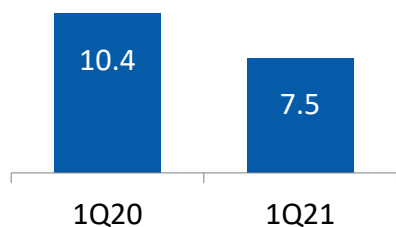
In order to maximize Rameda's revenue and operating margins



1Q21 Volume Breakdown & Analysis



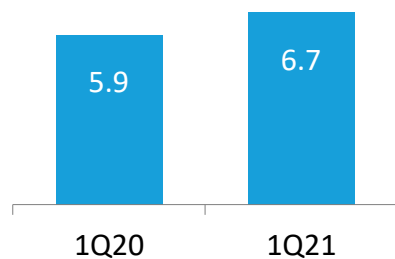
▼ 27.9% YoY



Volume sold from Rameda's **tenders** line of business declined by 27.9% y-o-y to 7.5 million units in 1Q21. The decline was primarily driven by decline in orders from the UMPA, selectivity in tender participation and the strategic decision taken by the Group's management to no longer compete for certain products with the lower associated margins.



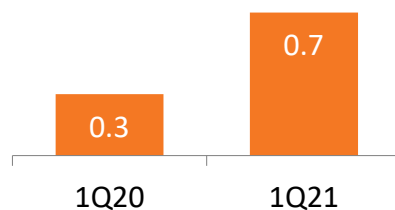
▲ 13.6% YoY



Volumes from **private sales** grew by 13.6% y-o-y to 6.7 million units in 1Q21. The increase was driven by the group's recent launches, including Remdesivir, Anviziram, Recoxibright, and Augram, in addition to the return of traffic across outpatient clinics.



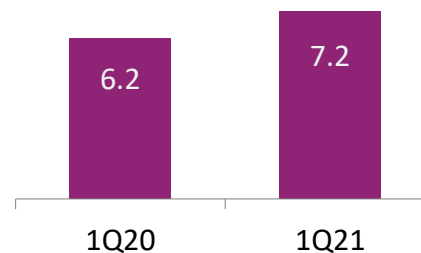
▲ 96.8% YoY



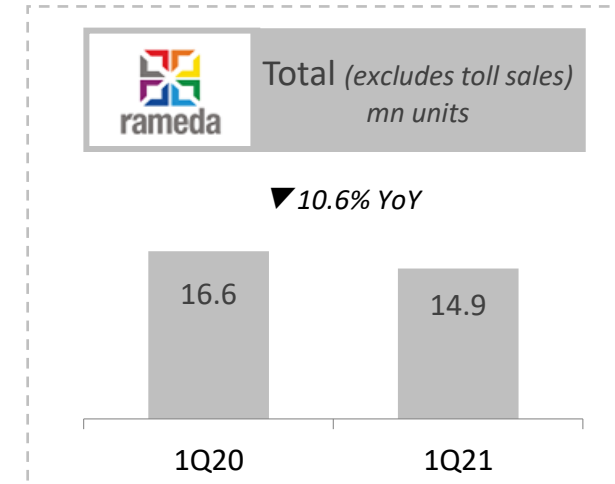
Rameda's **export** volume increased by 96.8% y-o-y to 0.7 million units in 1Q21 on the back of easing market conditions, combined with growing regional demand of Rameda's new COVID-19 related antiviral medication, with exports to the Levant contributing the lion's share of exports during the period.



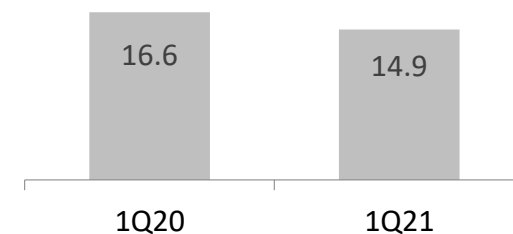
▲ 15.0% YoY



Toll manufacturing volumes grew by a steady 15% y-o-y to record 7.2 million units in 1Q21, with the vertical's positive performance directly attributed to an increase in capacity utilization at Rameda's lyophilized production facility.



▼ 10.6% YoY



Despite an increase in volumes across the remainder of the Group's verticals, **total** volume sold (Excluding toll manufacturing sales) declined by 10.6% y-o-y to 14.9 million units in 1Q21 due to the significant drop in tender volume sales, the Group's highest contributing vertical at 50% of total volume sold in 1Q20. Private sales contributed 45% of total volume sold during the period, up significantly from 36% from the same period in the previous year. Meanwhile, export contribution to volume sales doubled from 2% to 4% during the same period.

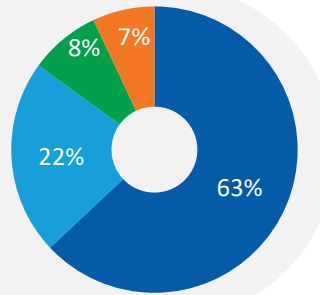
Note: Please refer to the appendix for a detailed revenue and volume table by market route



1Q21 Sales Breakdown & Analysis

1Q21 Revenue by market route

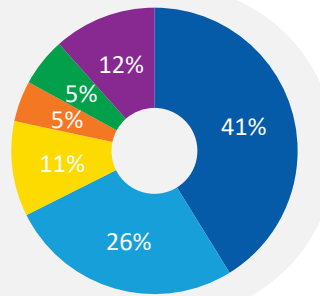
Private Sales	63%
Tenders	22%
Export Sales	8%
Toll Manufacturing	7%



Private Sales contributed the majority of revenue and revenue growth for the period, at 63% and 43% respectively in 1Q21. Tenders came in second and contributed 22% of revenues for the period. Exports contributed 8% of revenue and 39% of revenue growth in 1Q21. Systemic anti-infectives continued to lead the pack in terms of revenue contribution at 41% in 1Q21, followed by alimentary tract & metabolism which contributed 26%. NSAIDs contributed 11%, while genitourinary system & sex hormones and cardiovascular system contributed 5% each for the period. On the exports front, Rameda distributed its antiviral medication to the Levant, which contributed 63% of export revenue in 1Q21. Yemen followed, contributing 33% to export revenue for the period.

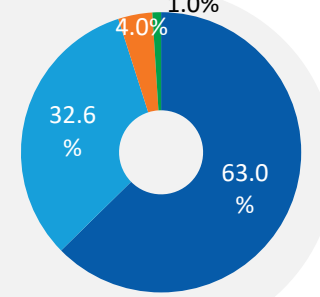
1Q21 Revenue by therapeutic area (1)

Systemic anti-infectives	41%
Alimentary tract & metabolism	26%
NSAIDs	11%
Gen. system & sex hormones	5%
Cardiovascular system	5%
Others	12%



1Q21 Export Sales by Market

Lebanon	63%
Yemen	33%
Libya	4%
Other(2)	1%



Top 10 Products Sold⁽³⁾ | Q1 2021

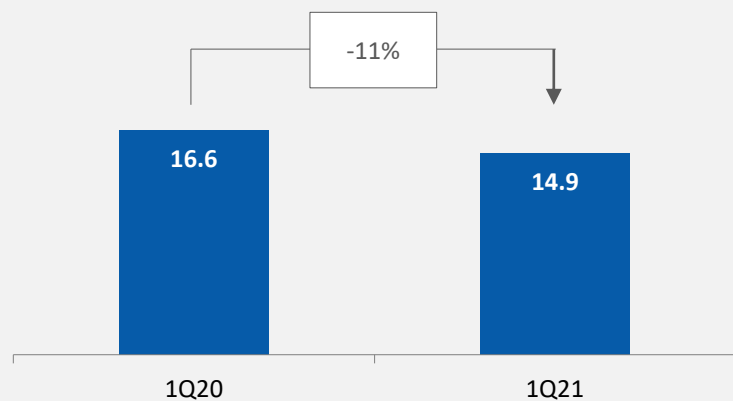
	EGP mn		YoY Growth	% of 1Q21 revenues
New COVID-19 Antiviral products launched in 2H20	PROTOFIX	25.9	21.3%	17.8%
	RECOXIBRIGHT	19.5	47.8%	16.3%
	COLONA	16.8	37.7%	13.1%
	REMDESIVIR	22.6	2H20 launch	12.8%
	RAMETAX	10.6	82.5%	10.9%
	PIMFAST	8.5	32.3%	6.4%
	AMOFLUXIN	18.4	-44.4%	5.8%
	AUGRAM	10.1	2Q20 launch	5.7%
	ANVIZIRAM	10.1	2H20 launch	5.7%
	AGGREX	3.6	160%	5.3%

(1) Contributions calculated on revenues before toll manufacturing revenue, discounts & incentives and sales returns (2) Refers to Somalia (3) Source: IQVIA



Q1 2021 Key Performance Indicators (1 of 2)

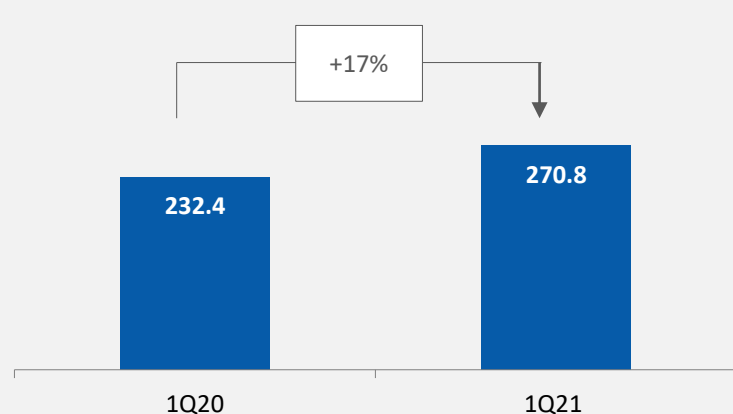
Volume Sold (excludes toll manufacturing) (mn units / % change)



1Q21 volumes decreased due to tenders

Despite double-digit growth in private sales and export volumes, the Group's total volume sold (excluding toll manufacturing) declined by 11% year-on-year to 14.9 million units in 1Q21 on the back of a 27.9% y-o-y decrease in tender volumes, the Group's largest contributing segment. Meanwhile, its toll manufacturing volumes grew by a steady 15% y-o-y to record 7.2 million units.

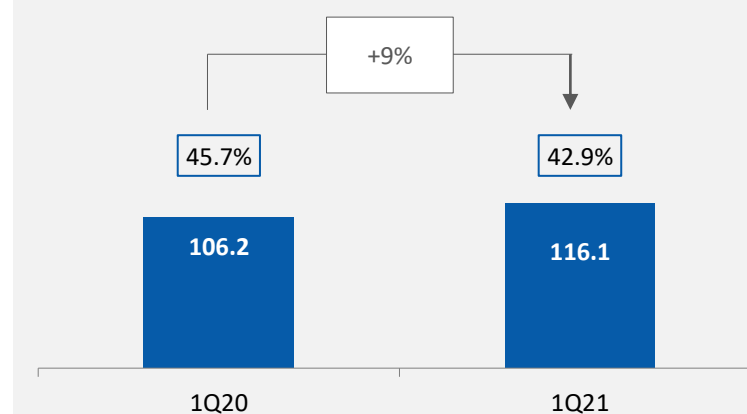
Revenues (EGP mn / % change)



Revenues grew by 17% Y-o-Y

to EGP 270.8 million in 1Q21, despite the y-o-y fall in volumes sold, due to the popularity of recent launches, combined with the optimization of the Group's portfolio towards higher-priced products. Growth was led by private sales and export sales, which collectively contributed 71% of total revenues during the period.

Gross Profit (EGP mn / % change / % margin)

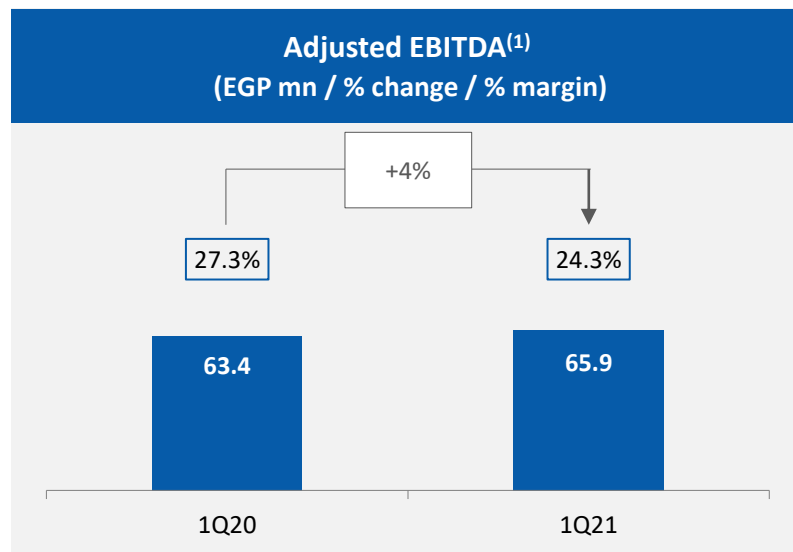


Gross profit grew by 9% Y-o-Y

to EGP 116.1 million in 1Q21, yielding a GPM of 42.9%, down by 2.8 percentage points y-o-y. Despite successfully procuring raw materials at the best available prices, the contraction in gross margins was primarily attributed to the high API costs associated with the production of COVID-19-related antiviral medicines, which was ramped-up during the period to support growing demand.

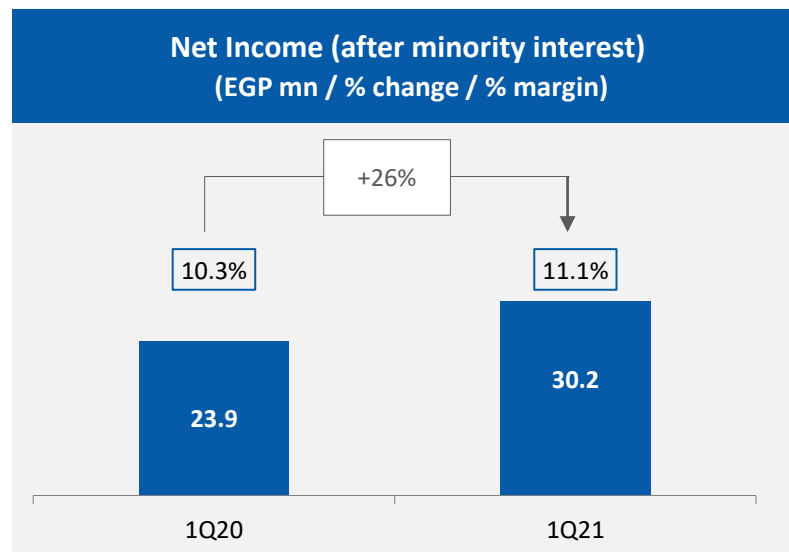


Q1 2021 Key Performance Indicators (2 of 2)



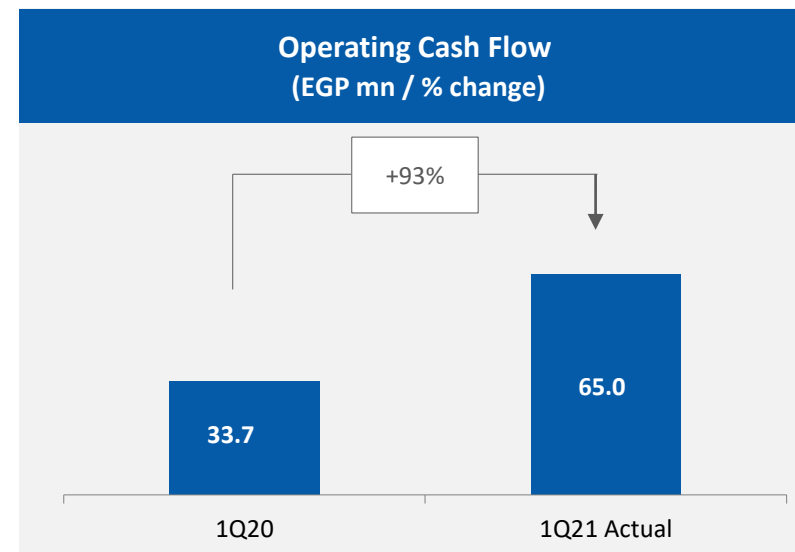
EBITDA grew by 4% y-o-y

to EGP 65.9 million in 1Q21, reflecting an EBITDA margin decline of 2.9 percentage points to 24.3%, in line with the 2.8 percentage-point fall in gross margins during the same period. Meanwhile, SG&A expenses as a percentage of revenues fell by 1.0 percentage points to 24.8% in 1Q21.



Net profit increased by 26% Y-o-Y

to EGP 30.2 million in 1Q21, yielding an NPM of 11.1%, up 0.9 percentage points y-o-y. The increase was driven by operating leverage, coupled with an improved working capital cycle, resulting in lower working capital facilities and financing costs.



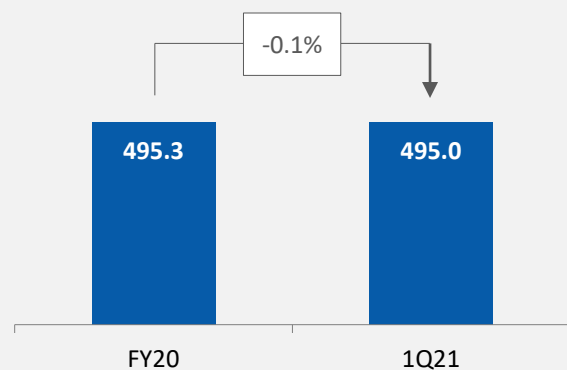
Significant increase in operating cashflow

Rameda recorded EGP 65.0 million in operating cashflow in 1Q21, compared to EGP 33.7 million in the same period last year. The increase was driven by stabilized inventory levels in 2021 year-to-date, with the onset of COVID-19 during the comparative period in 2020 requiring the Group to stockpile sufficient inventory to accommodate its production needs for the year.

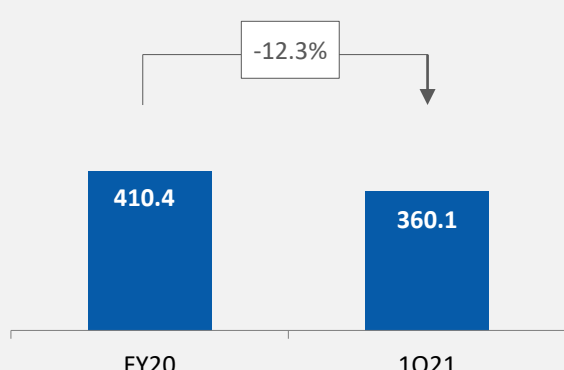


FY/4Q 2020 Balance Sheet Highlights

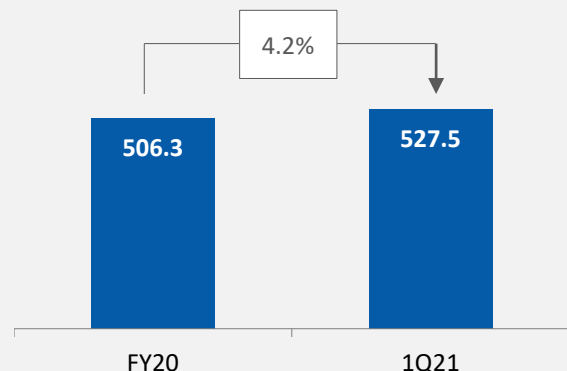
Net Fixed Assets (EGP mn / % change)



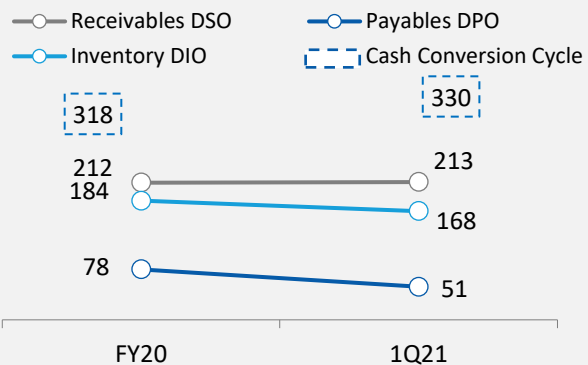
Net Debt (EGP mn / % change)



Net Working Capital (EGP mn / % change)



Working Capital Analysis (DSO/Cash conversion cycle)



Summary Balance Sheet (EGP mn)

	31 Dec 19	31 March 21
Non-current assets	752.7	746.0
Current assets	1,496.6	1,478.8
Total assets	2,249.3	2,224.8
Non-current liabilities	75.4	60.0
Current liabilities	990.3	952.1
Total Liabilities	1,065.7	1,012.0
Shareholder's Equity	1,185.2	1,214.5
Minority Interest	(1.6)	(1.8)
Liabilities & Shareholders' Equity	2,249.3	2,224.8

Net fixed assets

came in at EGP 495.0 million as at 31 March 2021, down by 0.1% year-to-date, with significant facility expansions and upgrades fully realized by the end of 2019 and CAPEX year-to-date accounting primarily for asset maintenance.

Net debt

recorded EGP 360.1 million as at 31 March 2021, representing a 12.3% year-to-date decrease due to a fall in overall debt of 5.1% year-to-date and was further dampened by a 1.0% year-to-date increase in cash and bank balances.

Cash Conversion Cycle

CCC increased by 12 days year-to-date to 330 days in 1Q21, with the 16-day fall in inventories DIO countered by a 27-day fall in payables DPO due to a lack of new purchases for the period. Meanwhile, receivables DSO remained stable at 212-213 days between year-end 2020 and 1Q21



Stock Information

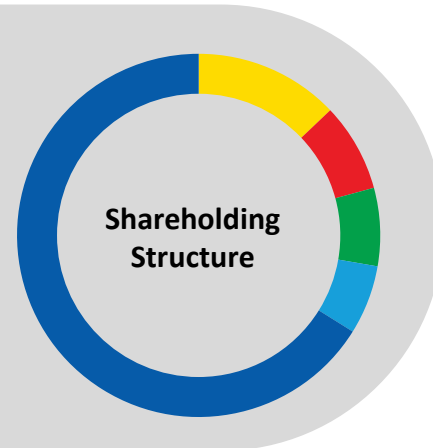
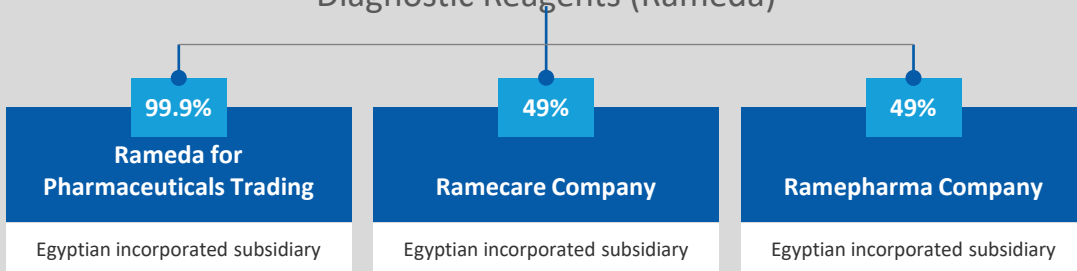




Corporate Structure and Share Performance

Corporate structure overview

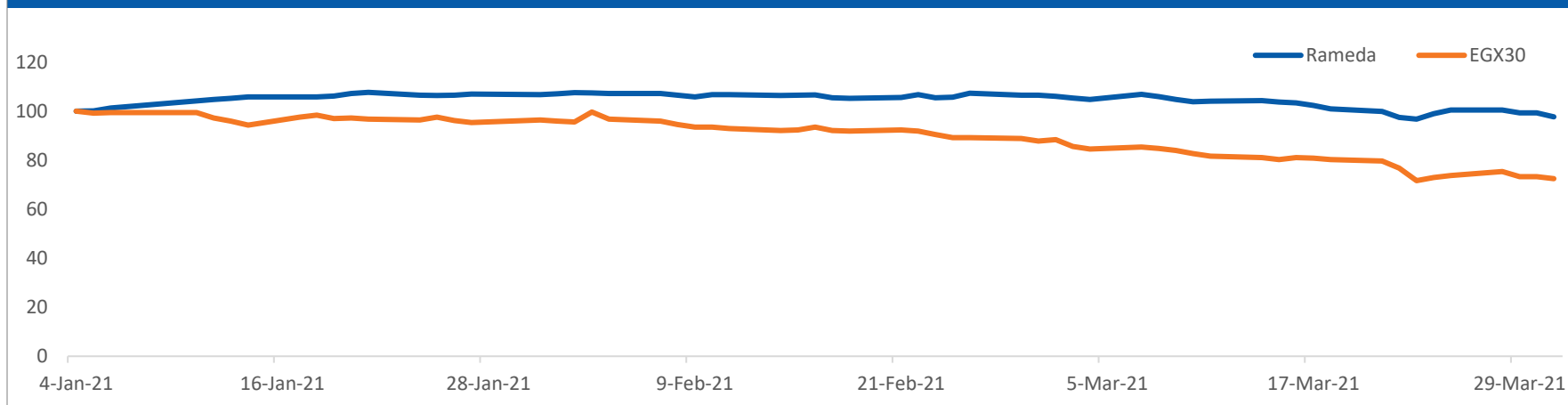
Tenth of Ramadan for Pharmaceutical Industries and Diagnostic Reagents (Rameda)



Equinox Pharma Holding	12.9%
Mr. Sedik Mohamed Afifi	7.9%
Atlantica Holdings Inc.	6.9%
Infinity Capital Investment	6.2%
Others	66.1%

Dr Amr Morsy (CEO) and Mahmoud Fayek (CFO) indirectly own 1.97% and 0.12% in Rameda.

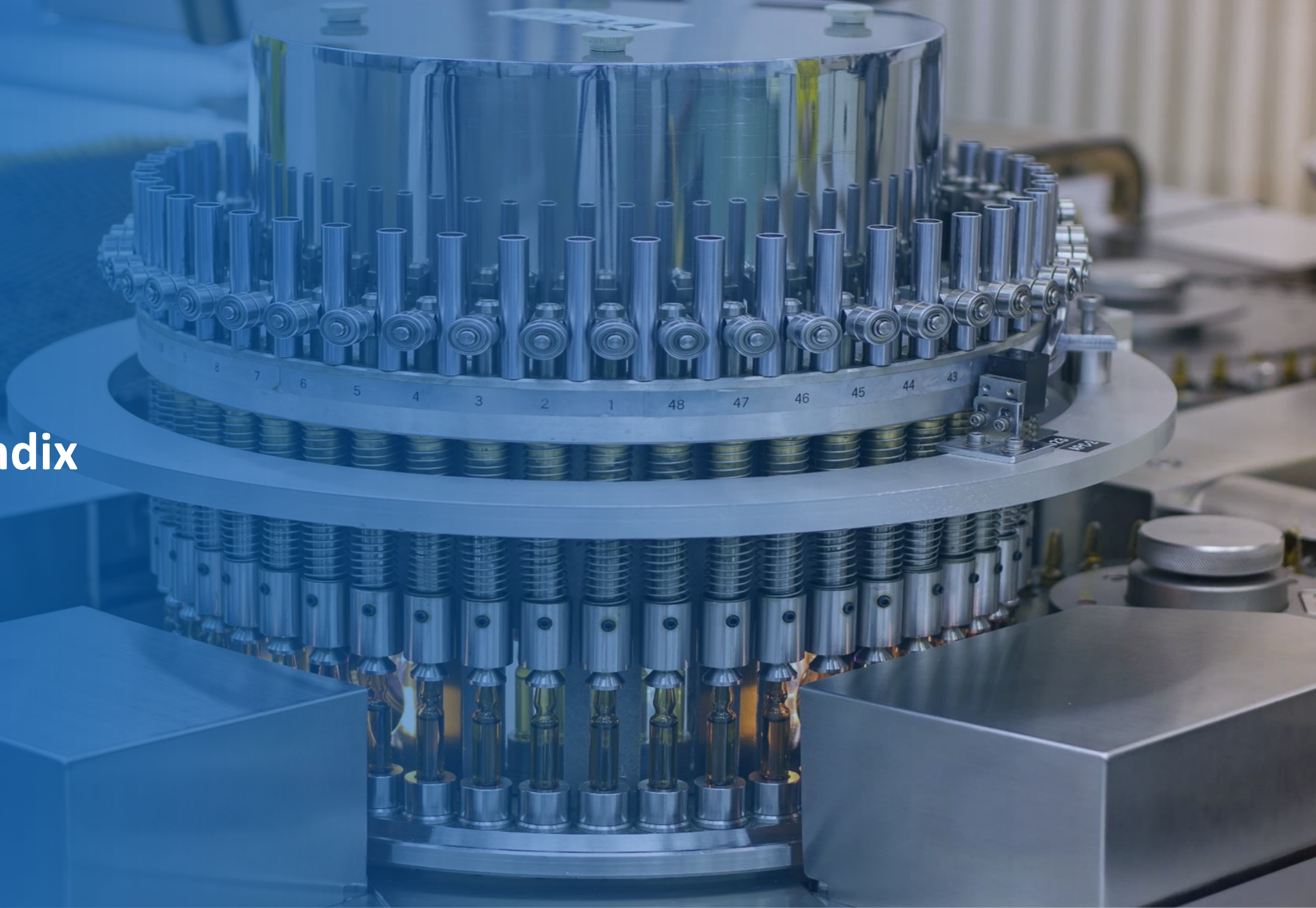
Share Information & Performance in 1Q21 | Rebased to 100




Market	EGX
Stock Ticker	RMDA.CA
Date of Listing	11-Dec-19
Total Issued Shares	768,600,000
Authorized Capital	EGP 1.00 BN
Issued Capital	EGP 192.15 MN
Paid-up Capital	EGP 192.15 MN
Par Value/Share	EGP 0.25/Share



Appendix





Our People

We embrace a diverse workforce and inclusive culture, with the health, safety, professional development, work-life balance and equitable, respectful treatment of our employees among our highest priorities.

<h2>Investment In Growth</h2>	<p>In 2018, we launched the Rameda Learning and Development Academy (RLDA), an in-house teaching institution licensed by the Canadian Corporate Training Organization. Through the RLDA, we provide comprehensive professional learning and development programs in both classroom and lab settings</p>	<table border="1"> <tr> <td>Introductory Programs</td> <td>Sales Management</td> </tr> <tr> <td>Business & Marketing</td> <td>Medical Management</td> </tr> <tr> <td>Plant Management</td> <td>Regulatory Affairs</td> </tr> <tr> <td>Medical Sales Rep</td> <td>Executive Programs</td> </tr> </table>	Introductory Programs	Sales Management	Business & Marketing	Medical Management	Plant Management	Regulatory Affairs	Medical Sales Rep	Executive Programs	 <p>321 Aggregate Training Hours 1Q21</p>
Introductory Programs	Sales Management										
Business & Marketing	Medical Management										
Plant Management	Regulatory Affairs										
Medical Sales Rep	Executive Programs										
<h2>Workplace Diversity</h2>	<p>Flexible work schedules and part-time opportunities based on family needs</p> <p>Maternal leave policy as per the Egyptian law</p>	<p>On-site nursery (daycare) to support return to work from maternity leave</p> <p>Effective career mapping for women to management and executive positions</p>	 <p>32% Female Workforce As of 31 March 2021</p>								
<h2>Putting Safety First</h2>	<p>Rameda's proactive Health and Safety Management system meets the highest standards in occupational safety and health by outlining clear requirements for the policies, specifications and programs to guide its operations.</p>	<p>New procedures and sanitization practices have been implemented in light of COVID-19 to ensure the safety of our employees</p> 	 <p>0 hrs Lost-time Injury Frequency Rate FY20⁽¹⁾</p>								

(1) Calculated every six months | Latest calculation: FY20 - Next calculation: 1H21



Revenue & Volume Sold

Revenue Analysis	1Q20	1Q21	% YoY
Private Sales			
Volumes Sold ('000)	5,907	6,713	13.6%
Sales (EGP mn)	150.7	169.9	12.7%
Tenders			
Volumes Sold ('000)	10,374	7,483	-27.9%
Sales (EGP mn)	66.1	59.6	-9.8%
Exports			
Volumes Sold ('000)	339	666	96.8%
Sales (EGP mn)	5.2	22.7	334.8%
Total Volume Excluding toll manufacturing ('000 units)	16,620	14,863	-10.6%
Toll Manufacturing			
Volumes Sold ('000 sheets)	6,234	7,167	15.0%
Sales (EGP mn)	10.4	18.6	79.6%
Total Revenue (EGP mn)	232.4	270.8	16.5%