

Rameda launches initiative for the complementary dispensary and home delivery of medication at no cost, underlining its dedication to ensuring the healthcare and safety of some of Egypt's most immune-compromised patient populations amid the COVID-19 pandemic

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Tenth of Ramadan Pharmaceuticals Industries and Diagnostic Reagents SAE ("Rameda"), with ticker name RMDA.CA on the EGX, a leading Egyptian pharmaceutical company, is pleased to announce today the upcoming launch of Rameda's SPP ("Save Yourself, Stay Home, Protect your Family, Protect your Community") project, aimed at reducing elderly and patients with special needs' risk of exposure to COVID-19 through the electronic dispensary and home delivery of cardiovascular, diabetes and gastroenterology-related products manufactured by Rameda, free of charge. This value-added service was created with the objective to enable social-distancing across the commonly immune-compromised population of Egypt who suffer from non-communicable diseases, namely cardiovascular disease, diabetes mellitus and gastro-intestinal diseases, and to provide them with the essential medicines they need from Rameda's product portfolio to help them reach their desired treatment goals. Each delivery will be conducted in a quick, efficient and safe manner and will include safety tips on how patients can protect themselves further against Coronavirus.

Rameda will work in tandem with a large network of more than 400 pre-approved licensed doctors and physicians, who will first determine whether their patient's health profile matches Rameda's clearly defined criteria as immune-compromised. These patients are selected by their doctors based on clear, defined criteria to include the elderly, and patients who suffer from the previously mentioned non-communicable diseases. The doctor or physician will then direct eligible patients to send a screenshot of their valid prescription along with their necessary details, including name, age, address and contact, to a designated number. Patients will receive their free medication at their residence within three working days for a contactless delivery, free of charge.

The 3-month project is being rolled out in 3 phases, with each phase closely monitored by Rameda to determine the continuity of the project based on our assessment and evaluation of its success to date in addition to the state of the Coronavirus pandemic in Egypt. During the first phase of the project, which began in April 19th, more than 165 cardiologists and diabetologists from our approved list of physicians across Cairo and Alexandria were included in the project after receiving letters inviting them to become part of the initiative, with directions and the contact number for their patients to send across their prescription screenshots. The second phase, subject to the successful evaluation and assessment of the first phase's roll-out, will see the project expand to include more than 140 cardiologists and diabetologists from Delta & Canal and Upper Egypt regions, and the third and final phase will include a further 100 gastroenterologists across Egypt. An initial tele-survey conducted by Rameda's medical sales team showed the greater majority of Cardiologists, Diabetologists and Gastroenterologists across our network to be on board with the new initiative as an effective way to minimize the risk of Rameda's long-time clients' exposure to the unprecedented pandemic.

"The SPP initiative was created to provide some of our most immune-compromised patients across Egypt who suffer from non-communicable cardiovascular, diabetes and gastrointestinal conditions with a safe and secure way to receive their much-deserved treatment" said Rameda CEO Dr. Amr Morsy. "In just under two weeks, our dedicated task force team has cultivated the initiative from an idea to fruition, ensuring not only business continuity for the Group, but also a safe route for our high-risk patients to receive the healthcare they need in the safest possible manner."

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Investor Relations Contact:

Yasmine Negm
Rameda's Head of Strategic
Communications & Investor Relations
Email: yasmine.negm@rameda.com
Mobile: +20(0)1111263555

About Rameda

Established in 1986, Rameda (RMDA.CA on EGX) is a leading Egyptian pharmaceutical company led by a team of professionals with extensive multinational experience. The company develops and produces a wide range of branded generic pharmaceuticals, nutraceuticals, food supplements and veterinary products. Rameda combines global standards with local insights and a customer-centric approach. It has developed a broad portfolio of products across multiple therapeutic areas, by successfully leveraging its strong product portfolio with its accretive product acquisitions to become one of the fastest-growing pharmaceutical players in Egypt. The company produces its wide range of dosage forms at its three manufacturing facilities located at the industrial complex in Cairo's Sixth of October Industrial Zone.

Forward-Looking Statements

This communication contains certain forward-looking statements. A forward-looking statement is any statement that does not relate to historical facts and events, and can be identified by the use of such words and phrases as "according to estimates", "anticipates", "assumes", "believes", "could", "estimates", "expects", "intends", "is of the opinion", "may", "plans", "potential", "predicts", "projects", "should", "to the knowledge of", "will", "would", or, in each case, their negatives, or other similar expressions that are intended to identify a statement as forward-looking. This applies, in particular, to statements containing information on future financial results, plans, or expectations regarding our business and management, our future growth or profitability and general economic and regulatory conditions and other matters affecting us.

Forward-looking statements reflect our management's ("Management") current views of future events, are based on Management's assumptions, and involve known and unknown risks, uncertainties, and other factors that may cause our actual results, performance, or achievements to be materially different from any future results, performance, or achievements expressed or implied by these forward-looking statements. The occurrence or non-occurrence of an assumption could cause our actual financial condition and results of operations to differ materially from, or fail to meet expectations expressed or implied by, such forward-looking statements. Our business is subject to a number of risks and uncertainties that could also cause a forward-looking statement, estimate, or prediction to become inaccurate. These risks include fluctuations in the prices of raw materials or employee costs required by our operations, its ability to retain the services of certain key employees, its ability to compete successfully, changes in political, social, legal, or economic conditions in Egypt, worldwide economic trends, the impact of war and terrorist activity, inflation, interest rate and exchange rate fluctuations, and Management's ability to timely and accurately identify future risks to our business and manage the risks mentioned above.

Certain figures contained in this document, including financial information, have been subject to rounding adjustments. Accordingly, in certain instances, the sum or percentage change of the numbers contained in this document may not conform exactly to the total figure given.