



Quality For All

Ramedia Announces Price Increase Approvals for All Its Top Products

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Tenth of Ramadan for Pharmaceutical Industries and Diagnostic Reagents ("Ramedia") S.A.E. (RMDA.CA on the EGX), a leading Egyptian pharmaceutical company, today announced it has received approval from the Egyptian Drug Authority (EDA) for price increases on all its top products.

This encompasses a total of **22 SKUs** spread across key brands including Colona, Augram, Recoxibright, Pentatrox, Prototfix, Omnevora, Optaminess, Rametax, and Megafen. **The average price increases secured range between 40% to 50%.** Approvals have been **progressively granted since the end of May 2024 and continue to be received.** This will ensure the restoration of gross profit margins as well as the ongoing development, production, and supply of essential medications for patients in Egypt.

"Ramedia applauds the Egyptian government and the Egyptian Drug Authority (EDA) for their approach to addressing the challenges of drug shortages and rising input costs," said **Dr. Amr Morsy, CEO of Ramedia.** "Their commitment to reviewing prices, granting approvals, and working towards a more sustainable pharmaceutical environment in Egypt will benefit all stakeholders, and underscores Egypt's ongoing commitment to providing affordable healthcare to its citizens, maintaining its position as one of the most affordable countries globally in terms of drug prices."

Dr. Morsy continued, "By securing these price adjustments, Ramedia can continue to provide high-quality medications to patients in Egypt while also investing to expand our product portfolio and better serve the healthcare needs of our communities."

Looking ahead, **Ramedia anticipates receiving price increase approvals for additional brands in the coming period.** This ongoing process will further strengthen Ramedia's financial health and ability to invest in growth initiatives.

Ramedia's proactive inventory management strategy ensures that the price adjustments for newly produced batches will be reflected in the company's financials immediately. These price increases will not only ensure the continued production and supply of essential medications but also provide Ramedia with the financial resources to strengthen cashflow, reduce debt, and invest in strategic growth initiatives. This strengthens the company's foundation for continued success and unwavering commitment to serving the Egyptian healthcare sector.

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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 its 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.