



Quality For All

Tenth of Ramadan for Pharmaceutical Industries
and Diagnostic Reagents (Rameda) S.A.E

PRESS RELEASE

Rameda Announces the Establishment of Glow: A Strategic Expansion into the Thriving Freely Priced Cosmeceutical Market

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Tenth of Ramadan for Pharmaceutical Industries and Diagnostic Reagents (Rameda) S.A.E. ("Rameda" or the "Group"), a leading Egyptian pharmaceutical company, is proud to announce the establishment of its subsidiary **Glow**. Glow will specialize in the **development and production of freely priced cosmetics and cosmeceuticals, offering a wide range of affordable products to the Egyptian market.**

Glow, an **independently managed subsidiary of Rameda led by industry veterans** with a proven track record in the cosmetics and cosmeceuticals sectors, **Leverages Rameda's infrastructure and strong position in all support and back-office operations.** This allows Glow to focus on product innovation, sales, and marketing, while **minimizing capital outlay and maximizing its potential for growth and profitability.**

The subsidiary aims to develop a diverse range of specialized brands, targeting distinct market segments within the **cosmetics, cosmeceuticals, dermatology,** and related fields. This initiative aligns with Rameda's broader strategy to **expand its portfolio of freely priced products,** allowing the company to tap into high-growth markets with potential to generate substantial returns with **minimal capex expenditure.** By diversifying its offerings, Rameda aims to meet the pent-up demand of consumers, ensuring that its products cater to a wide spectrum of the market and contribute positively to both Rameda's growth and the overall Egyptian market.

The establishment of **Glow** cements Rameda's strategic vision to expanding into new, profitable segments while delivering value to stakeholders. The initial wave of products under Glow is expected to be launched in the market by January 2025. These products will mark **Rameda's entry into a high-margin market with considerable growth potential.** This strategic diversification will allow the company to tap into growing consumer needs, ensuring that Rameda addresses a broad spectrum of the market with tailored, high-quality products attractively priced to suit the target market needs.

Dr. Amr Morsy, Rameda's CEO, states, "**Glow**, as a newly established subsidiary of Rameda, will not only contribute to our financial performance but will also play a pivotal role in transforming our revenue base. **By developing and producing high-quality, freely priced cosmetics and cosmeceuticals locally, we are expanding our product portfolio beyond the price-controlled pharmaceutical business line.** This strategic move focuses on **import substitution** in the cosmetics and cosmeceuticals markets, addressing the **gap created by the unaffordability of imported products** due to successive devaluations. The category extension **strengthens Rameda's product offering while providing a hedge against foreign currency fluctuations through swift repricing in response to market conditions.** This approach enables us to remain competitive and focus on both **local and export markets.**"

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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.