



Quality For All

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

PRESS RELEASE

Rameda Completes Largest Acquisition to Date, Acquiring the Leading Product in the Newer-Generation Oral Anti-Diabetics Market, thus Becoming a Top Player in Chronic Care

30 September 2024 | Cairo, Egypt

Continuing its strategic expansion in the chronic care market, Rameda (RMDA.CA on the EGX), a leading Egyptian pharmaceutical company, today announced **the strategic acquisition of a leading Anti-diabetic product**, indicated for the treatment of type 2 diabetes. **This marks Rameda's largest acquisition to date and further underscores the company's commitment to expanding its portfolio of high-margin, recurring-revenue products in chronic therapeutic areas.**

The product currently ranks first in terms of units sold with a 9% market share within the overall newer generation oral anti-diabetics market which is valued at over EGP 6.7 billion and represents a volume of 31.3 million units. This market is experiencing strong growth, achieving a three-year compound annual growth rate (CAGR) of 43% in value and 22% in units, according to IQVIA, the global leader in pharmaceutical market data analytics.

The product itself has outperformed its market, with a three-year CAGR of 60% in value and 42% in units, significantly outpacing its overall market's growth.

Available in **four different concentrations**, the product's average public price of EGP c. 130 is **significantly higher than Rameda's average selling price**, further strengthening the company's portfolio profile and contributing to higher margins. **Boasting among the highest gross profit margins within Rameda's portfolio**, the product is expected to become a major contributor to Rameda's financial performance. The acquisition is projected to **instantly enter the company's top three products**. With **expected sales exceeding EGP 400 million in 2025** and positioned to deliver substantial value to Rameda.

"This strategic acquisition is in line with our previously communicated strategy to grow the company's portfolio through the purchase of existing molecules with an established market presence focused on the treatment of chronic conditions," said Dr. Amr Morsy, Chief Executive Officer of Rameda. "We are confident that the **product has the potential to generate around 10% of Rameda's annual sales in 2025**, bringing the **contribution of revenue from chronic medication to over 60% of our top-line**, and we are confident that it will contribute significantly to our revenue and profitability growth over the coming years."

Dr. Morsy added, "**We will continue to seek out further acquisitions, with a focus on sizeable opportunities within chronic medications, a segment that aligns perfectly with our growth strategy.** We expect to continue to deliver on our **accretive acquisition strategy** and are confident that we can replicate our previous success in acquiring molecules at competitive pricing that generate tangible value and sustainable growth in the upcoming months."

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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.