

Ibnsina Pharma Starts Distributing Alcon Products in Egypt

Ibnsina Pharma agreed with Novartis to distribute 10+ stock-keeping units of Alcon products – a division of Novartis - the global leader in eye care products. Ibnsina Pharma expands its product portfolio and ensures sustainable organic growth of its core business.

Cairo, 13 January 2019

Ibnsina Pharma (ISPH.CA on the Egyptian Stock Exchange), Egypt's fastest-growing and second-largest pharmaceutical distributor, has agreed with Novartis to distribute 10+ stock-keeping units of Alcon products – a division of Novartis - the global leader in eye care products in Egypt .

Previously reliant exclusively on one private distribution company and most recently on three other distributors including Ibnsina Pharma, Alcon will join a group of over 350 domestic and international suppliers who rely on Ibnsina Pharma to distribute their products to over 42,000 pharmacies, retail chains, wholesalers, private hospitals across Egypt.

“We are excited by this new opportunity to distribute Alcon’s eye care products across Egypt,” said Omar Abdel Gawad, Ibnsina Pharma Co-CEO. “Alcon products distribution is another prove that exclusivity is dying in the pharma market. As the fastest growing distributor in Egypt, suppliers who want to grow at or above the market growth rate, have to contract with Ibnsina Pharma to achieve their targets. The distribution of Alcon products will begin this month and is expected to contribute approximately EGP 125 million to our top-line during their first year of implementation.”

“ At Ibnsina Pharma, our commitment to maintaining high operating standards and serving as a one-stop shop providing storage, distribution and value-added marketing services has allowed us to become highly successful in the market and a distributor of choice for many suppliers from both Egypt and abroad.” said Mahmoud Abdel Gawad, Ibnsina Pharma CO-CEO. “We will continue to drive organic growth of our core business while remaining committed to strengthening the relationships with our existing partners and fostering new ones” Mahmoud concluded.

Alcon sales in Egypt reached around EGP 450 million in 2018 while Ibnsina market share in the total pharma market (retail pharmacies, tenders, hospitals and wholesale) reached 20%. Currently Ibnsina pharma has a total of 59 operational sites and fleet of around 650 vehicles across the country in line with the 5 years expansion plan to invest EGP 700 million.

– Ends –

About Ibnsina Pharma

Originally established in 2001, today Ibnsina Pharma is Egypt's fastest-growing and second largest pharmaceutical distribution company. The Company distributes a competitive portfolio of pharmaceutical products from over 350 Egyptian and multinational pharmaceutical companies to more than 42,000 customers including pharmacies, hospitals, retail outlets and wholesalers. Its fleet of around 650 vehicles completes an average of over 460,000 deliveries each month.

Ibnsina Pharma's core services for suppliers include management of warehousing and logistics for pharmaceutical products as well as the development and execution of tailored marketing solutions targeting a nationwide database of customers. The Company also provides efficient and reliable order-taking and delivery services to customers and was the first in its industry to pioneer a telesales model. Operating across 59 sites in 23 cities nationwide, Ibnsina Pharma's team of more than 5,500 employees is dedicated to improving people's quality of life by ensuring their access to safe and high quality pharmaceutical products.

For more information about Ibnsina Pharma, please visit: www.ibnsina-pharma.com.

About Alcon

Alcon is the global leader in eye care. As a division of Novartis, we discover new ways to enhance sight and improve people's lives. We have done this successfully for over 70 years, through innovative products, partnerships with eye care professionals and programs that create greater access to quality eye care. Incorporated in 1947, Alcon employs approximately 20,000 people in 74 countries and serving patients in 140 countries.

For more information about Alcon, please visit: www.alcon.com