

# Investor Presentation

## Q3 2018 Audited Results

# Egypt's fastest growing pharmaceutical distributor

- 2<sup>nd</sup> largest pharmaceutical distributor with a market share of 20.2%
- c.42k clients served annually through a network of 57 operational sites and a fleet of 654 vehicles
- 5-year revenue CAGR of 31% compared to market CAGR of 17%



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## Agenda

- Introduction to the Company
- Key Investment Highlights
- Appendix
- Contact Information





## The Company in numbers

- **17+ years** Experience in pharmaceutical distribution
  - *#1* Growing pharmaceutical distributor in Egypt
  - **2nd** Largest pharmaceutical distributor with c.20.2% market share<sup>1</sup> in Q3 2018
  - **c.42k** Retail pharmacies, hospitals & wholesalers served in Q3 2018
- **Over 350** Multinational & local pharmaceutical suppliers, covering over 93% of the market value
  - 5,500+ Employees
    - **57** Operational sites in Q3 2018, including distribution hubs and warehouses
    - 654 Distribution vehicles in Q3 2018
- EGP9.7 bn 9M 2018 Gross Revenues
- EGP 407.0 mn 9M 2018 EBITDA
  - **31%** Gross Revenue CAGR from 2012-2017
  - 50% Net Profit CAGR from 2012-2017

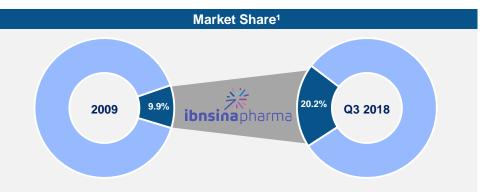


(1) Market share covers pharmacy retail sales which represent the majority of Egypt's pharmaceuticals market Source: IMS Health, Company Management

## Ibnsina Pharma, Egypt's fastest growing pharmaceutical distributor...

### Company Overview

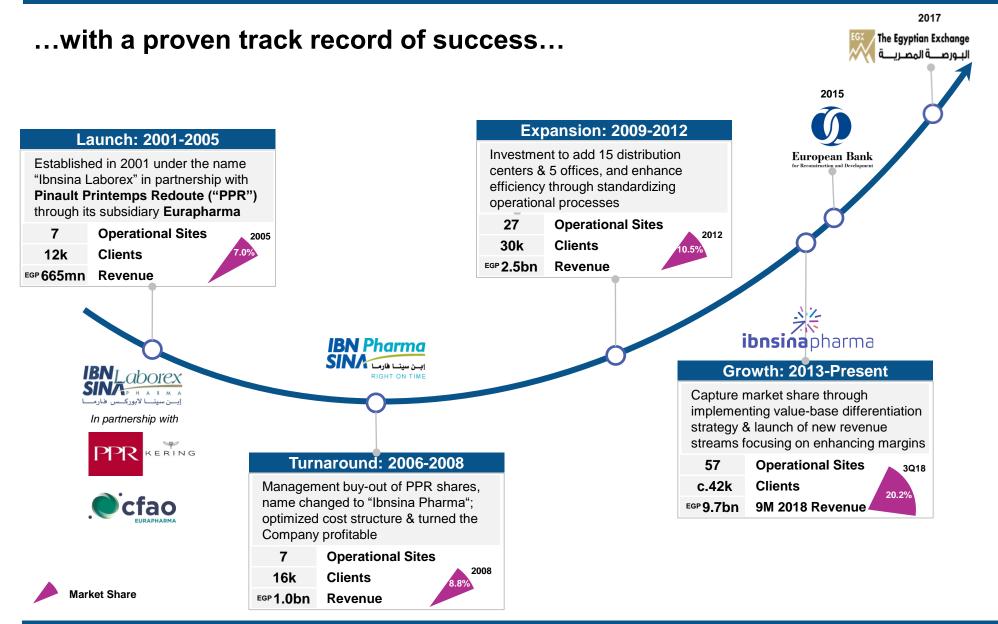
- Established in 2001, Ibnsina Pharma "ISP" is the fastest growing, and 2<sup>nd</sup> largest, pharmaceutical distributor in Egypt with a market share of c.20.2%
- Nationwide distribution network with 57 operational sites including distribution hubs and central warehouses, supported by a fleet of c.650 vehicles serving c.42k retail pharmacies, hospitals & wholesalers across Egypt
- Pioneer in introducing value added services for its customers including telesales, same-day-delivery and creative commercial activities, in addition to third party logistics services for its suppliers including; warehousing, transportation, data analytics, packaging and relabeling, and quarantine inspections





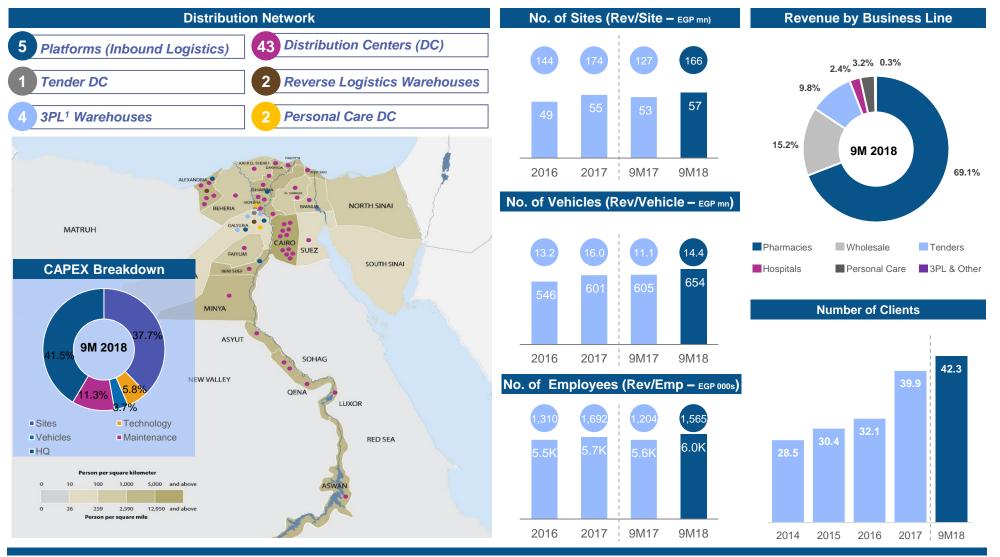


(1) Post IPO & Capital Increase; (2) Pro forma gross revenue includes part of 3PL revenue that was stated as other income until 2016 Source: IMS Health, Company Management





## ...optimally expanding our distribution network to unlock value....

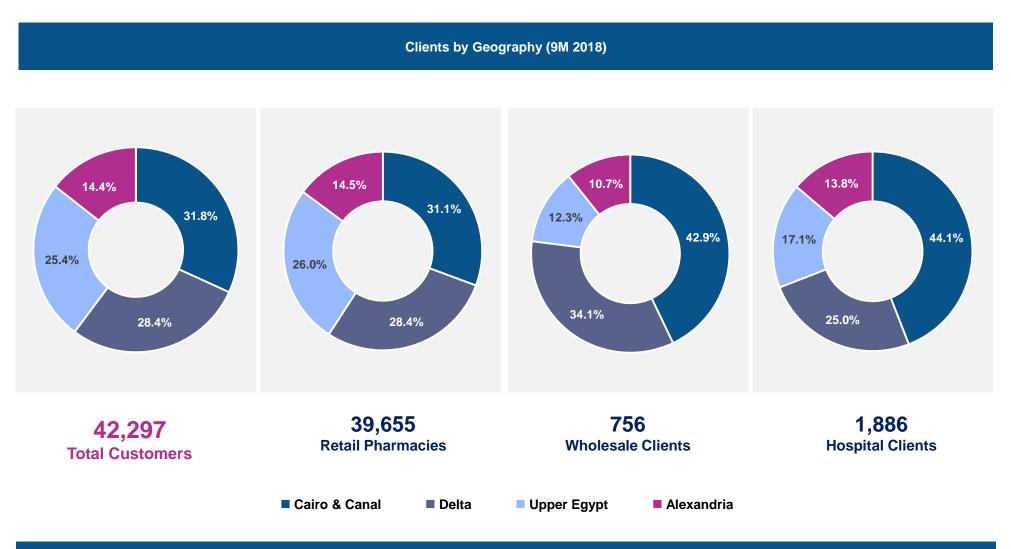




(1) Third Party Logistics Source: Company Management



## ...and leveraging our network to serve our c.42k customers nationwide







# Key Investment Highlights





## **Key Investment Highlights**

1	Solid Demographic Profile	A rapidly growing population coupled with a growing middle class and increasing healthcare awareness, positions Egypt as one of the most attractive consumer markets in the region
2	Attractive Industry Dynamics	A highly defensive sector with significant room for continued growth driven by recent regulatory reforms, increasing incidence of chronic disease, and a surge in generic uptake
3	Strong Market Share	Fastest growing & 2 <sup>nd</sup> largest player in the market with nationwide geographical coverage and access to over 42k retail pharmacies, hospitals & wholesalers
4	Efficient Business Model	Operational efficiency driven by best in class supply chain processes
5	Resilient Supply Chain	Multi-site operations with highly diversified supplier/client base, covering over 80% of the market SKUs, mitigating any supply chain disruptions and ensuring business continuity
6	Robust Financial Performance	Significant top and bottom line growth on the back of recent regulatory reforms and enhanced operational efficiency
7	New Revenue Streams	Expansion into higher margin diversified revenue streams to further enhance profitability
8	Experienced Management Team	Highly experienced management team that has delivered strong results during challenging times, coupled with strong corporate governance practices backed by notable institutional shareholders



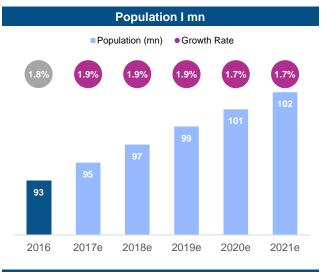


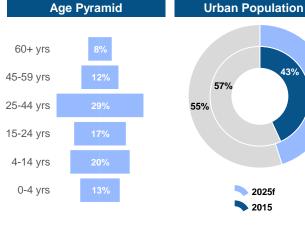
## **Solid Demographic Profile**

Egypt's demographic profile makes it the region's largest consumer market

5.2%

3.7%

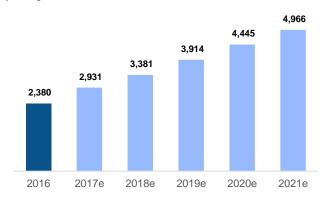




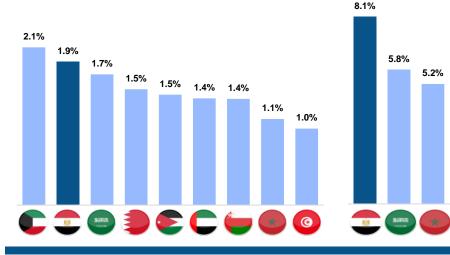
An increasingly aging, more urbanized demographic profile drives an increase in health awareness

### Disposable Income | EGP bn

Egypt has seen a growth in health awareness on the back of a growing middle class and rising GDP per capita and decreased government spending



Population CAGR I 2015-2020



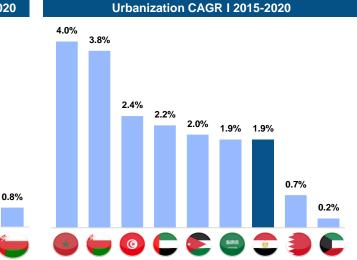
Population Age 65+ as % of Total Population I 2020

3.5% 3.5%

3.2%

2.4%

43%



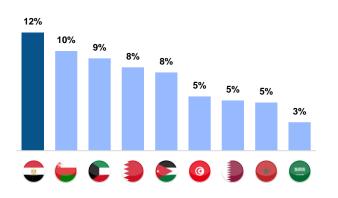
ibnsina pharma

## 2 Attractive Industry Dynamics (I/II)

A highly defensive sector with significant room for continued growth

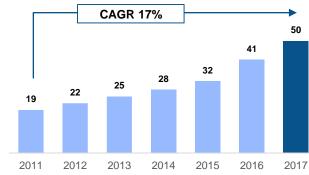
### Health Expenditure CAGR 2013-2017

Egypt's healthcare market is the fastest growing in the region driven by significant growth in the pharmaceuticals market

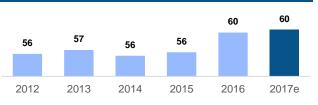


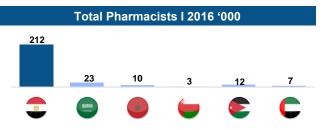
### Pharmaceutical Sales | EGP bn

Given the under-penetration of healthcare insurance, pharma sales are mainly driven by out-of-pocket expenditure as consumers find self-medication to be the cheapest form of treatment

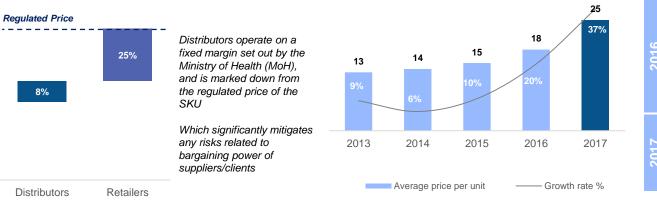


### Total Number of Pharmacies | '000





Industry Regulated Margins



**Market Price Evolution** 

- Increase in price of medicine that cost less than EGP
   30 by 20% due to increase in production costs
- Increase in distribution margin from 7% to 8.1% for non-essential locally manufactured products

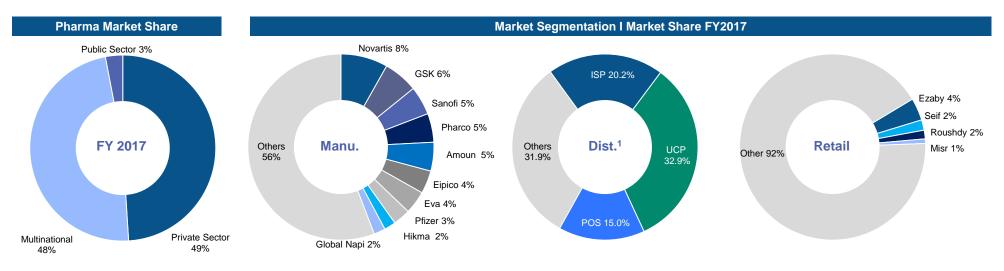
\* Retail price increase of 30-50% for over 3k SKUs

✤ Price increase of c.50% for MoH's tenders

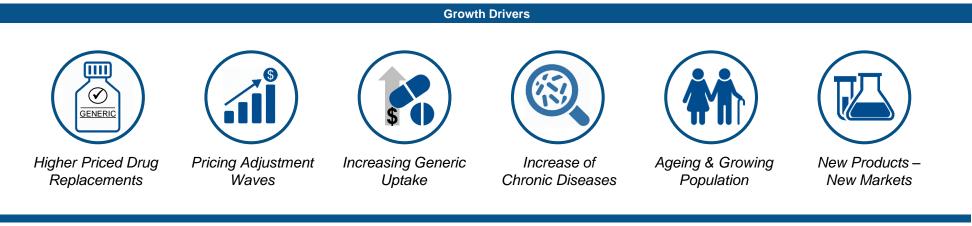


## 2 Attractive Industry Dynamics (II/II)

A highly defensive sector with significant room for continued growth



The distribution space is the most consolidated segment, with the 3 largest players processing 68% of the market sales

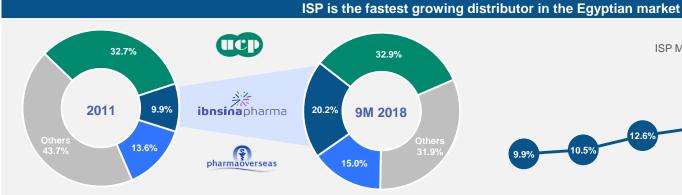






## **Strong Market Share**

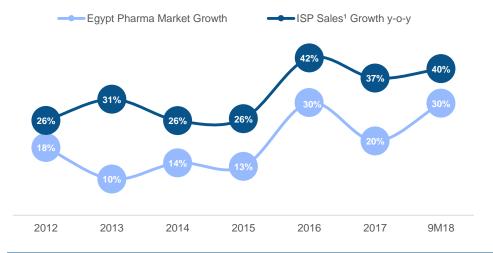
Exceptional profitable growth on the back of a solid value-based differentiation strategy



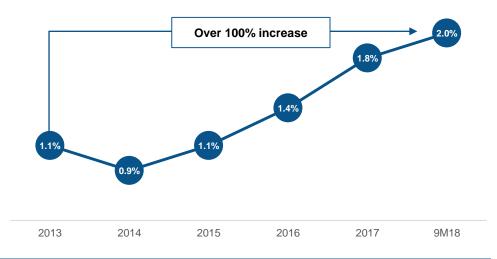
The distribution market has been experiencing a trend of consolidation towards larger market players, as both manufacturers and pharmacies prefer to deal with fewer number of distributors with larger capabilities and more value-add



### ISP has been constantly outperforming the market...



### ...while increasing its profitability | Net Profit Margin %





(1) Based on ISP's pharmacies sales value as per IMS Health data which is based on retail selling price

Source: IMS Health, Company Management

## 

## 4 Efficient Business Model

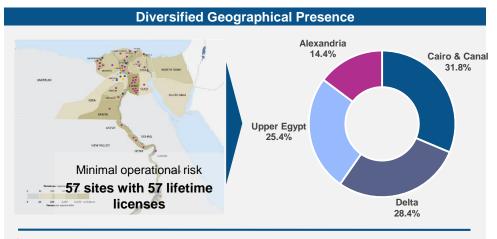
**Operational efficiency driven by best-in-class supply chain processes** 

	Distributi	ion Value Chain Overview			
Sourcing		Processing	Distribution         Dynamic route optimization to enhance delivery performance         A fleet of 654 vehicles handles order delivery from distribution centers to c.42k clients nationwide         Over 5.5mn drops completed per annum		
Commercial team sources orders from 350+ suppl while focusing on maintaining market competitiven		n operations employees handle and deliveries to distribution centers			
and managing inventory levels Monthly demand forecasting for over 9.5k SKUs		gents communicate daily with c.42k			
Expired inventory risk fully borne by suppliers	券 1.5k warehouse s	staff perform order picking & packaging			
		nformation Flow			
Suppliers Ordering		Demand Planning	Data Processing Clients		
	it	onsina pharma		PHADMALOT	
Delivery to platform		Order Preparation	Delivery to clients		
		Product Flow			
	Highly efficient supply	y chain utilizing advanced techno	ology		
		Transportation Management System	Field Force Mobility Solutions	Enterprise Asset Management	
	ibisinapharma	Store of the second sec	Ability to manage schedule, track visits, create orders, process returns, and receive customer feedback	Ability to manage procurement & warehousing processes, in addition to tracking maintenance for equipment & vehicles	
Mobile Racks Order Picking	Fleet Tracking	Call Center Management	B2B Module	Work Flow Module	
Enhances capacityError proofing tool, decreases order fix time and speeds up shelf replenishment process	Sets geo-fence to support route optimization and ensure efficient product delivery	Manages call scheduling and handling, utilizing a newly improved sales interface	Customer order management tool includes features such as placing & tracking orders with further integration into an online sales platform	Enhances internal communication and optimizes internal approval cycles	



## 8 Resilient Supply Chain

Highly diversified supplier/client base significantly mitigating supply chain risks



Low client concentration risk due to small number of pharmacy chains in Egypt
 Cairo & Canal region has the highest sales contribution due to higher purchasing power



Minimal supplier concentration with the top five supplier representing less than 25% of sales



Product portfolio covers 85% of the SKUs available in the market, collectively representing 93% of the market sales value





Source: IMS Health; Company Management

## Robust Financial Performance

Robust financial performance with double digit top line and bottom line growth





(1) Normalized Net Profit factors out one-time charges in 9M18 of EGP 42 million.

Source: Company Management

## Robust Financial Performance

Robust financial performance with double digit top line and bottom line growth

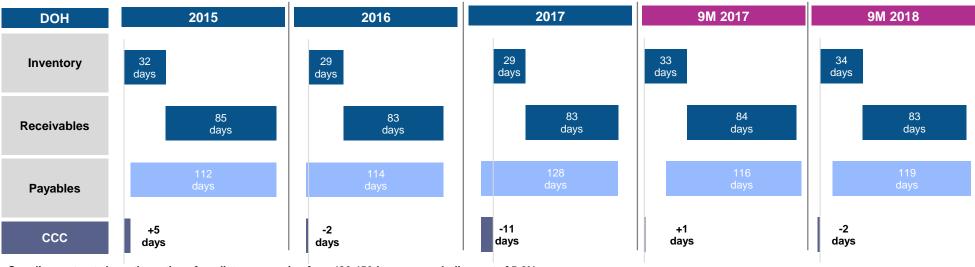


ibnsinapharma

Source: Company Management (1): Pro forma gross revenue includes part of 3PL revenue that was stated as other income until 2016

## 6 Robust Financial Performance

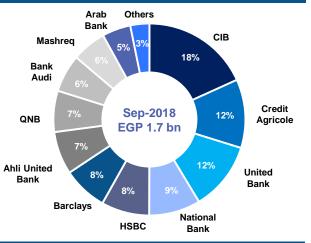
Effective working capital management has been a key success factor to ISP's performance



Supplier contracts have the option of credit terms ranging from 120-150days or a cash discount of 5-6%



### Facilities Breakdown | % of Authorized Limit



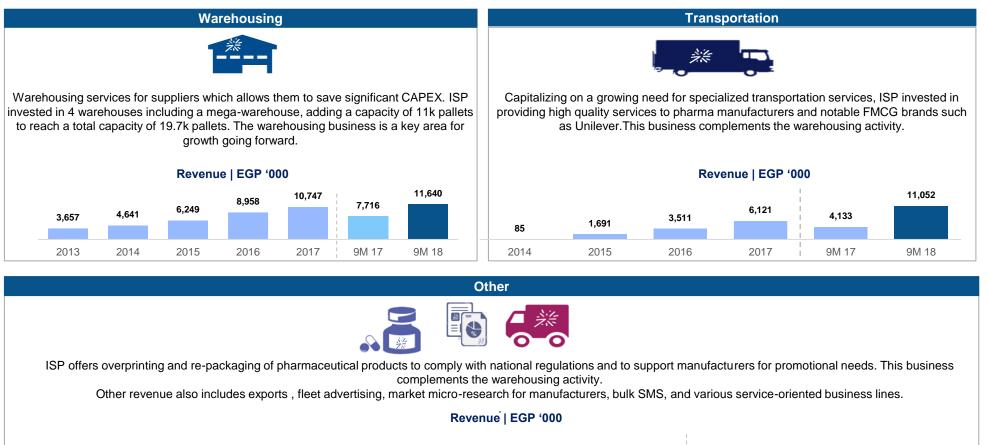


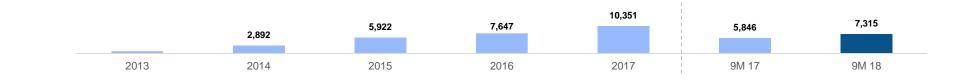
(1) Calculated as EBITDA over interest expense

Source: Company Management

## New Revenue Streams

Expansion into high-margin diversified revenue streams to further enhance profitability







## 

## Experienced Management Team

Highly experienced management team with strong track record

Mahmoud Abdel Gawad Co- Founder & Co-CEO	<ul> <li>28 years of pharmaceutical industry experience with focus on commercial operations, IT, quality assurance and administration.</li> <li>Prior to Ibnsina, Mahmoud held several senior-executive positions at various pharmaceutical companies in Egypt and abroad.</li> <li>B.S in Pharmacy from Cairo University and MBA from the Arab Academy for Science and Technology.</li> </ul>
<b>Omar Abdel Gawad</b> Co- Founder & Co-CEO	<ul> <li>17 years of pharmaceutical industry experience with focus on finance, sales, marketing and human resources.</li> <li>Prior to becoming Co-CEO, Omar has held various positions including marketing manager, sales manager and general manager.</li> <li>B.A in Economics from the American University in Cairo and MBA from the Arab Academy for Science and Technology.</li> </ul>
Momen Gomaa CFO	<ul> <li>19 years of corporate finance and treasury experience with focus on financial management, treasury, accounting, budgeting and credit.</li> <li>Prior to Ibnsina, Momen spent 4 years as an accountant at the Egyptian Pharmacists Company (EPC), a local pharma distributor.</li> <li>B.A in Commerce from Ain Shams University.</li> </ul>
Rabeea Marzouk Sales Director	<ul> <li>23 years of pharmaceutical industry experience with focus on pharmaceutical sales.</li> <li>Rabeea has played a key role in increasing Ibnsina's market share and surpassing market growth rates over the past 6 years.</li> <li>B.S in Veterinary Medicine from Alexandria University and MBA from the Arab Academy for Science and Technology.</li> </ul>
Mohamed Adel Operations Director	<ul> <li>17 years of pharmaceutical industry experience with focus on operations management.</li> <li>Mohamed is responsible for management of all warehouses, purchasing, technical development and third-party logistics activities.</li> <li>B.A in Commerce from Ain Shams University and MBA from the Arab Academy for Science and Technology.</li> </ul>
Ibrahim Emam Commercial Director	<ul> <li>17 years of pharmaceutical industry experience with focus on commercial operations and business development.</li> <li>Ibrahim leads the development of strategic supplier partnerships as well as import and export activities.</li> <li>B.A in Commerce from Ain Shams University and MBA from the Arab Academy for Science and Technology.</li> </ul>
<b>Mohamed Shawky</b> IR Manager	<ul> <li>14 years of experience in investor relations and corporate and family governance.</li> <li>Prior to joining Ibinsina Pharma, he served as Head of IR at Mezzan Holding, Kuwait and Senior Manager of IR at Egyptian Resorts Co. (ERC).</li> <li>B.A. in Economics and MBA from Arab Academy for Science and Technology , Certified Investor Relations from UK IR Society</li> </ul>





## Experienced Management Team

Seasoned board of directors with diverse experience across various industries

<b>Mohsen Mahgoub</b> Executive Chairman	<ul> <li>Over 40 years of experience across various industries including healthcare, FMCG, and financial services with focus on all investment activities pursued by the Company</li> <li>Mohsen was the co-founder of several successful businesses in Egypt including; Chipsy (later acquired by PepsiCo), Al Shorouk Hospital (later acquired by Abraaj Group), Al-Masreyin Dairy (later acquired by Citadel Capital), and Incolease – Egypt's largest leasing company.</li> <li>Moshen is the Chairman of the Arab International Investment Group, currently serves on the boards of Faisal Islamic Bank of Egypt and Dar El Eyoun Hospital, and has served on the boards of SAIB Bank and Incolease.</li> </ul>
Mahmoud Abdel Gawad Executive Director	<ul> <li>28 years of pharmaceutical industry experience with focus on commercial operations, IT, quality assurance and administration.</li> <li>Prior to Ibnsina, Mahmoud has held several senior-executive positions at various pharmaceutical companies in Egypt and abroad.</li> <li>B.S in Pharmacy from Cairo University and a MBA from the Arab Academy for Science and Technology.</li> </ul>
Omar Abdel Gawad Executive Director	<ul> <li>17 years of pharmaceutical industry experience with focus on finance, sales, marketing and human resources.</li> <li>Prior to becoming Co-CEO, Omar has held various positions including marketing manager, sales manager and general manager.</li> <li>B.A in Economics from the American University in Cairo and a MBA from the Arab Academy for Science and Technology.</li> </ul>
Lindsay Forbes Non-Executive Director	<ul> <li>41 years of experience in finance and banking across several countries.</li> <li>Lindsey has held several positions with EBRD, until 2017, where he managed multiple equity investments in excess of EUR 2.5bn.</li> <li>Prior joining EBRD in 1994, he spent 13 years with the British Linen Bank.</li> <li>B.A in Jurisprudence from Oxford University and a MBA from INSEAD.</li> </ul>
Amr Abdallah Independent Director	<ul> <li>Extensive experience in technology and entrepreneurial investment.</li> <li>Mr Abdallah is on the board of several companies and is one of the founding members of Raya Holding, holding the posts of Managing Director, CFO, and finally CEO of the company. Prior to that, he served as Chief Business Officer for Vodafone Egypt.</li> <li>MBA from Aston Business School in Birmingham, UK.</li> </ul>
Ahmed Elnawawi Independent Director	<ul> <li>Decades-long track record of success in brand building and strategy development.</li> <li>Mr. Elnawawi held prominent posts at Procter &amp; Gamble (PG) Company and Reckitt Benckiser (RB), leveraging superior consumer insight and strategic thinking at both posts. He currently serves as Director, Consumer &amp; Market Insight, Developing Markets at RB</li> <li>Global Executive MBA from Tsinghua – INSEAD, China-Singapore, Post Graduate Degree in Feasibility Studies and Project Appraisal from Cairo University and a BA in Economics from Cairo University.</li> </ul>



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## Experienced Management Team

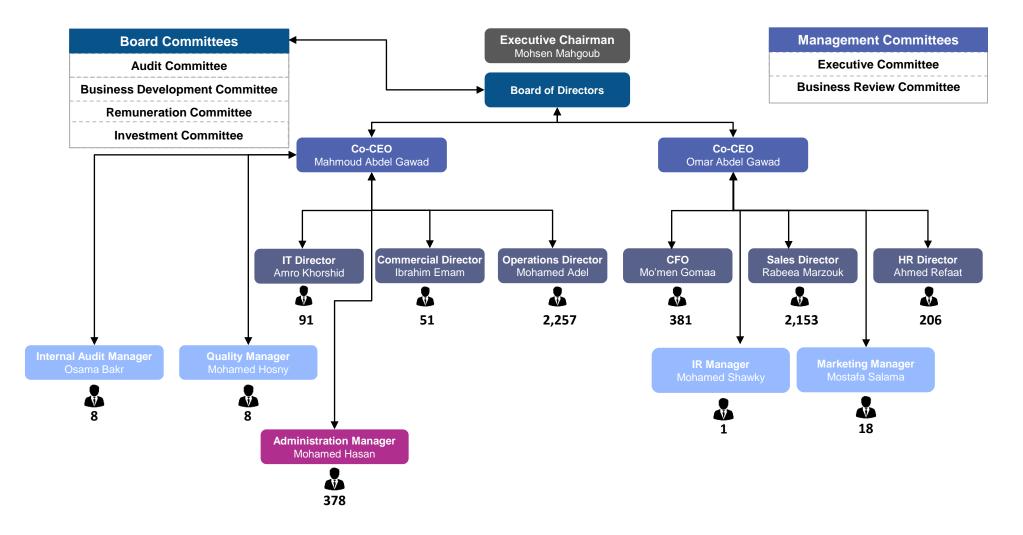
Seasoned board of directors with diverse experience across various industries

Hany Badr Independent Director	<ul> <li>42 years of experience in finance and banking.</li> <li>His experience included serving as Head of Treasury at Faisal Islamic Bank, until 2016, and Assistant General Manager at Delta Bank.</li> <li>B.A in Economics from Cairo University.</li> </ul>
Abdel Aziz Ali Non-Executive Director	<ul> <li>38 years of experience across various industries including healthcare, agriculture, FMCG, and financial services, where he co-founded various successful businesses including Chipsy, Al Shorouk Hospital, and Al-Masreyin Dairy.</li> <li>Currently serves as the Chairman of the Egyptian Agricultural Production Company.</li> <li>B.A in Commerce from Cairo University.</li> </ul>
Abdel Rehim Omar Non-Executive Director	<ul> <li>Over 35 years of experience in finance and banking.</li> <li>Abdel Rehim has spent his entire finance career at Faisal Islamic Bank where he currently serves as General Manager. He also heads the bank's internal audit function.</li> <li>B.A in Finance and Commerce from Ain Shams University.</li> </ul>
Mohamed Zaki Non-Executive Director	<ul> <li>Over 10 years of experience in consulting and social services.</li> <li>Mohamed is currently a research analyst at the United Nations Migration Agency in Egypt. Prior to that, he was a consultant at PricewaterhouseCoopers.</li> <li>B.A in Business Administration from the American University in Cairo, M.S and PhD in Social Anthropology from London School of Economics (LSE).</li> </ul>
Mohamed Mahgoub Non-Executive Director	<ul> <li>11 years of experience across multiple industries including financial services, consulting and consumer products.</li> <li>Mohamed is the founder of Sky Supplies; serves on the boards of Dar El Khebrah Consultancy and Mediterranean Securities Brokerage.</li> <li>B.A in Marketing and International Business from Middlesex University.</li> </ul>
Ahmed Abdel Gawad Non-Executive Director	<ul> <li>28 years of pharmaceutical industry experience with focus on pharmaceutical sales.</li> <li>Ahmed has held various sales positions at multinational companies including Glaxo Smith Kline and Bristol Myers Squib.</li> <li>B.A in Business Administration from Ain Shams University.</li> </ul>



## Experienced Management Team







Source: Company Management







## A significantly complex industry with high barriers to entry

Barriers to Entry								
			<b>Operational Complex</b>	xity				
Inventory Management Highly complex inventory management to maintain healthy levels without over stocking or running short in a large number of branches	with a requ fragile	A Variety of SKUs hique drug therapies a variety of handling uirements including e containers, liquids, efrigerated products		ו tly	Labor Intensive Business To become a nationwide distributor, new entrants need to recruit, train, and manage a workforce of over 5,000 personnel	Geographically Dispersed Client Base Over 60k outlets and locations are geographically disbursed across the Country		
Working Capital Management Dealing with a large client base, with significant geographic disbursement, emphasizes the complexity of credit control management. Pharmaceutical distributors must aggregate client credit history to be able to minimize bad debts, which requires significant on the ground experience		A number of factors protect Ibnsina Pharma from new market entrants		Nat mini vehi	ime to Build Scalable Operations 8+ Years tionwide distributors require a mum of 50 sites and over 50 icles. New entrants will not be ole to manage opening more than 6 branches a year	an average net profit margin		
Both manufacturers and pharmacies prefer to deal with few distributors which in return significantly reduces order processing and management costs; large distributors then redistribute		momies of Scale man resource based accustomed with a large prce leads to significant costs. Additionally, the ation of delivery volume delivery costs therefore l cost per shop does not significantly with volume	ource based med with a large s to significant dditionally, the delivery volume costs therefore r shop does not with Supplier 350+ suppliers wi rigorous contracti requirements, inclu- quality audits, disable entrants from obtain credit lines		Investment EGP1.5bn+ The business requires a significant amount of infrastructure to be able to cater to geographically dispersed clientele.	A Crowded Market Space A large number of players targeting different segments of the market (in terms of client quality and demand size) with the three largest players controlling 68% of the market		



## **Income Statement**

In EGP	2014	2015	2016	2017
oss Revenue <sup>1</sup>	4,301,516	5,439,119	7,372,467	9,818,405
let Revenue	4,197,376	5,327,728	7,205,983	9,586,344
Cost Of Revenue	(3,889,670)	(4,931,515)	(6,636,864)	(8,759,914)
Gross Profit	307,706	396,213	569,118	826,430
Gross Profit Margin	7.2%	7.3%	7.9%	8.6%
Selling, General & Administrative	(187,399)	(244,459)	(346,502)	(431,815)
Penalties On Returned Checks	1,792	3,296	5,579	11,241
EBITDA	122,099	155,050	228,195	405,856
EBITDA Margin	2.8%	2.9%	3.1%	4.1%
Depreciation & Amortization	(11,037)	(18,792)	(26,790)	(31,097)
EBIT	111,062	136,258	201,406	374,760
EBIT Margin	2.6%	2.5%	2.7%	3.8%
Financial Expenses	(48,880)	(56,331)	(74,272)	(115,830)
Other Expenses	(7,408)	(5,912)	(3,173)	(37,559)
Other Income	7,481	1,873	9,137	6,326
EBT	62,255	75,888	133,098	227,697
EBT Margin	1.4%	1.4%	1.8%	2.3%
Differed Tax	(2,379)	3,035	4,793	(600)
Income Tax	(22,335)	(21,564)	(36,143)	(56,960)
Net Profit	37,541	57,358	101,748	170,137
Net Profit Margin	0.9%	1.1%	1.4%	1.8%



Source: Company Management (1) Gross revenue includes transportation revenue



## **Balance Sheet**

In EGP	2014	2015	2016	2017	Sep-2017	Sep-2018
Property & Equipment, net	118,666	152,479	171,327	210,264	182,849	225,115
Other Assets	2,840	5,307	6,667	8,804	8,833	7,547
Project Under Construction	25,864	13,787	47,639	161,267	148,745	431,386
Deferred Income Taxes	3,876	6,911	11,704	11,104	11,294	12,776
Total Long Term Assets	151,246	178,485	237,336	391,438	351,721	676,823
Inventories	427,320	455,770	611,993	1,050,549	887,203	1,100,489
Incoming Documents for Collection	316	442	2,357	273	-	11,107
Trade & Notes receivable, net	1,127,421	1,379,307	1,946,304	2,459,296	2,201,244	3,350,287
Supplier Advances	12,576	30,652	59,951	101,360	104,681	219,792
Debtors & Other Debit Balance, net	90,029	135,714	153,602	165,718	125,275	198,404
Due from Related Parties	371	371	372	372	372	372
Cash & Cash Equivalent	16,368	32,866	43,880	164,791	193,454	77,471
Total Current Assets	1,674,402	2,035,123	2,818,459	3,942,358	3,512,227	4,957,921
Total Assets	1,825,648	2,213,607	3,055,796	4,333,796	3,863,950	5,634,744
Paid In Capital	20,000	24,000	24,000	168,000	168,000	180,500
Share Premium	0	148,000	0	0	-	277,500
General Reserve	0	0	147,079	3,079	3,079	3,079
Legal Reserve	6,334	8,211	12,000	12,000	12,000	20,507
Retained Earnings	46,255	13,000	26,944	62,980	62,980	216,161
Net Profit For The Year	37,541	57,358	101,748	170,137	143,080	188,350
Total Shareholders' Equity	110,131	250,570	311,771	416,196	389,139	886,098
Non-current portion of medium term loan	21,978	14,768	29,632	25,083	31,532	48,670
Non-current notes payable	23,880	35,861	29,032	7,660	9,279	16,822
Other Non-current liabilities	23,000	0	11,251	20,815	16,217	21,235
Non-current portion of land creditors	212	141	71	20,815	71	-
Total Long-term Liabilities	46,070	50,771	61,266	53,559	57,099	86,726
	000 504	450.000	CD C14	0.050	415 104	286,223
Credit facilities	206,501	156,686	68,644	6,952	415,194	,
Contingency provision	0	600	3,100	24,067	2,066	53,860
Customers Advance Payments	4,757	6,003	6,324	6,453	2,595 71	3,655 71
Current portion of land creditors	401	1,001	101	71		
Trade and notes payable	1,389,370	1,678,860	2,519,985	3,700,786	2,882,952	4,155,718
Current portion of medium term loan	25,212	24,866	13,112	25,794	25,794	34,358
Creditors & other credit balances	43,206	44,251	71,492	99,919	89,040	128,036
Total Current Liabilities	1,669,447	1,912,267	2,682,759	3,864,041	3,417,712	4,661,920
Total Liabilities & Shareholders Equity	1,825,648	2,213,607	3,055,796	4,333,796	3,863,950	5,634,744



Source: Company Management





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## **Contact Information**



