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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
2 nd	Largest pharmaceutical distributor with 20% market share in 2018
c.42k	Retail pharmacies, hospitals & wholesalers served in FY18
Over 350	Multinational & local pharmaceutical suppliers, covering over 96.5% of the market value
6,000+	Employees
59	Operational sites in FY18, including distribution hubs and warehouses
656	Distribution vehicles in FY18
EGP13.7 bn	FY18 Gross Revenues
EGP 573.9 mn	FY18 EBITDA
32%	Gross Revenue CAGR from 2013-2018
51%	Net Profit CAGR from 2013-2018



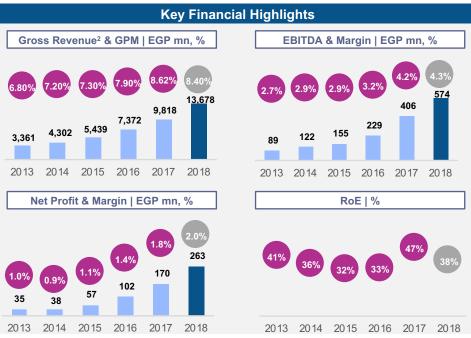
Ibnsina Pharma, Egypt's fastest growing pharmaceutical distributor...

Company Overview

- Established in 2001, Ibnsina Pharma "ISP" is the fastest growing, and 2nd 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

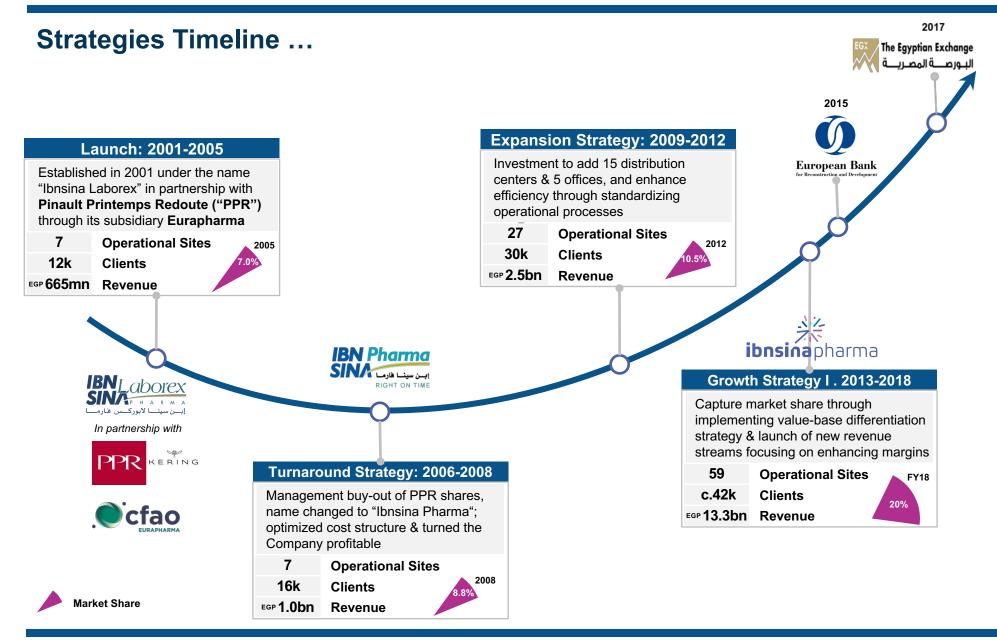










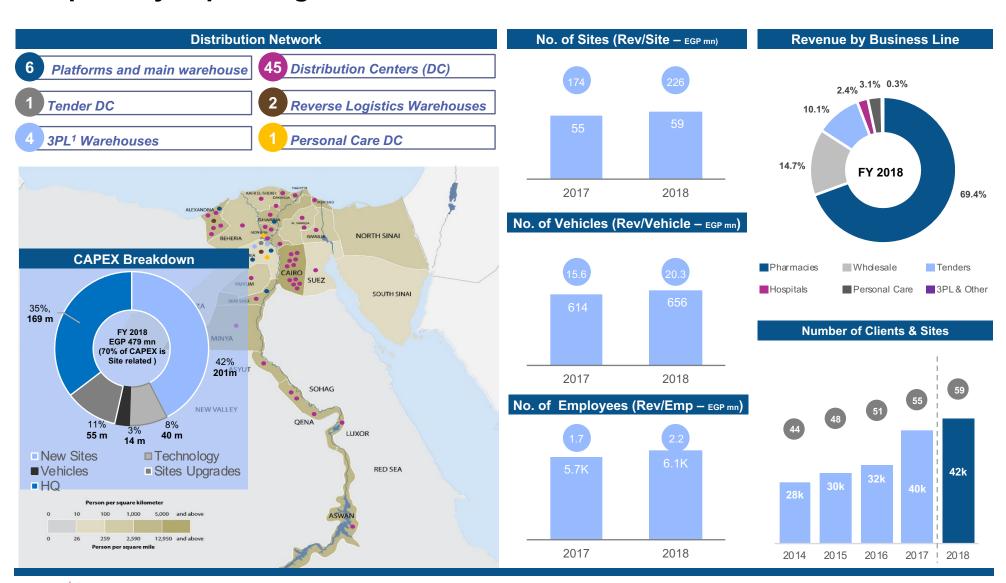








...optimally expanding our distribution network to unlock value....

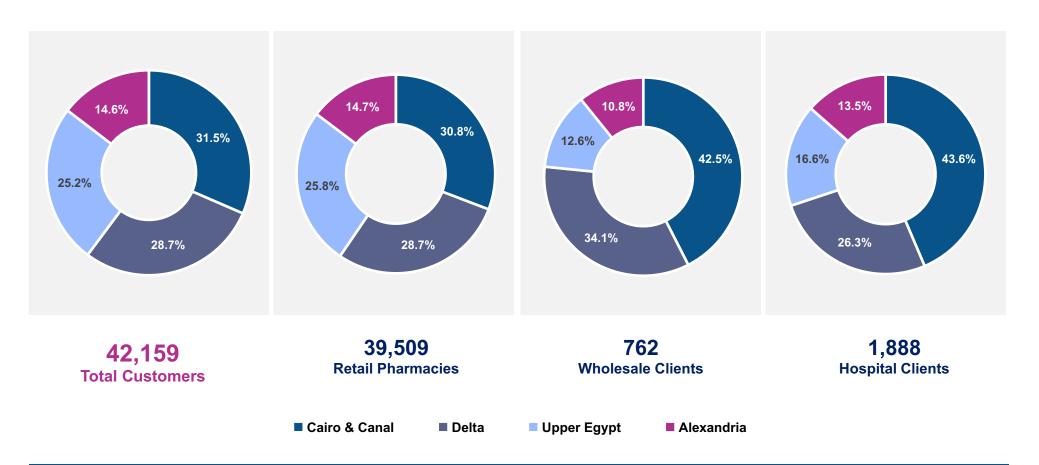






...and leveraging our network to serve our c.42k customers nationwide











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

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

Strong Market Share

Fastest growing & 2nd largest player in the market with nationwide geographical coverage and access to over 42k retail pharmacies, hospitals & wholesalers

Efficient Business
Model

Operational efficiency driven by best in class supply chain processes

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

Robust Financial
Performance

Significant top and bottom line growth on the back of recent regulatory reforms and enhanced operational efficiency

New Revenue Streams

Expansion into higher margin diversified revenue streams to further enhance profitability

Experienced
Management Team

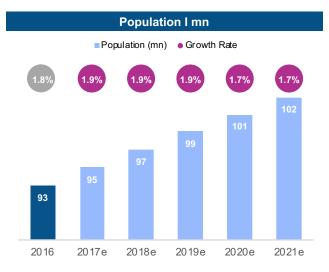
Highly experienced management team that has delivered strong results during challenging times, coupled with strong corporate governance practices backed by notable institutional shareholders

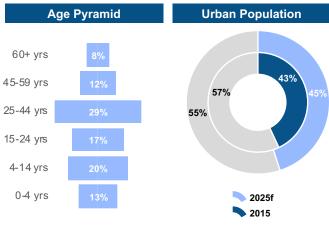




Solid Demographic Profile

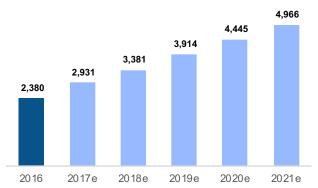
Egypt's demographic profile makes it the region's largest consumer market



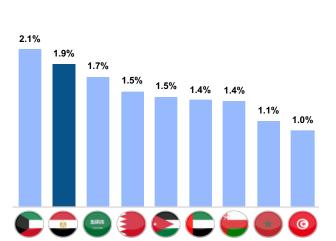


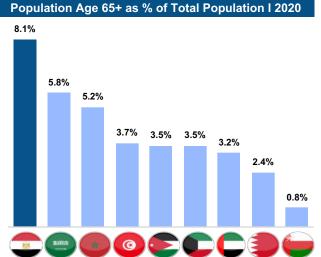
An increasingly aging, more urbanized demographic profile drives an increase in health awareness

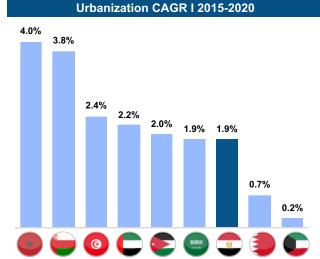
Disposable Income | EGP bn Egypt has seen a growth in health awareness on the back of a growing middle class and rising GDP per capita and decreased government spending











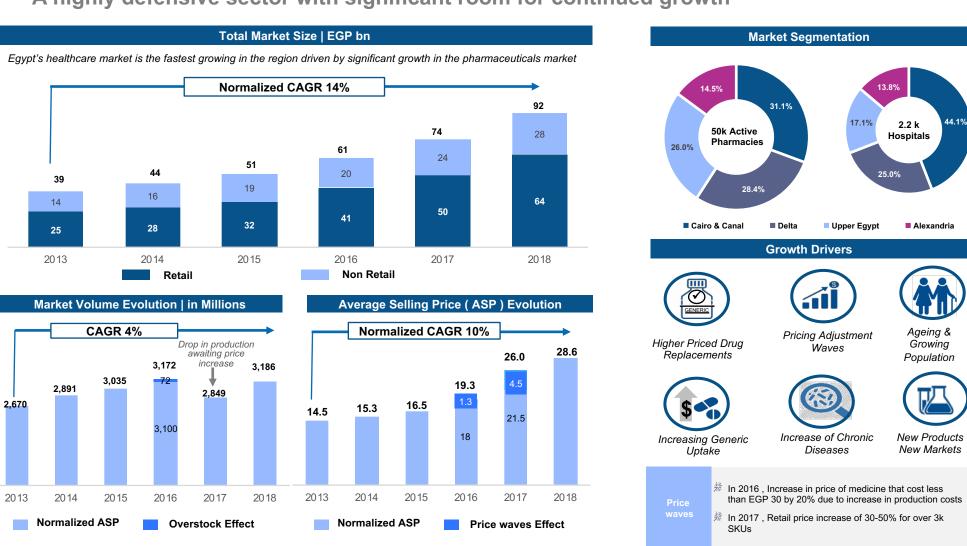


Source: BMI, WHO



2 Attractive Industry Dynamics (I/II)

A highly defensive sector with significant room for continued growth

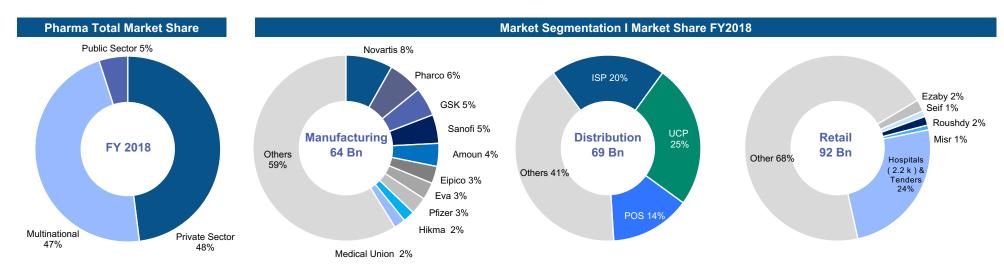






2 Attractive Industry Dynamics (II/II)

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



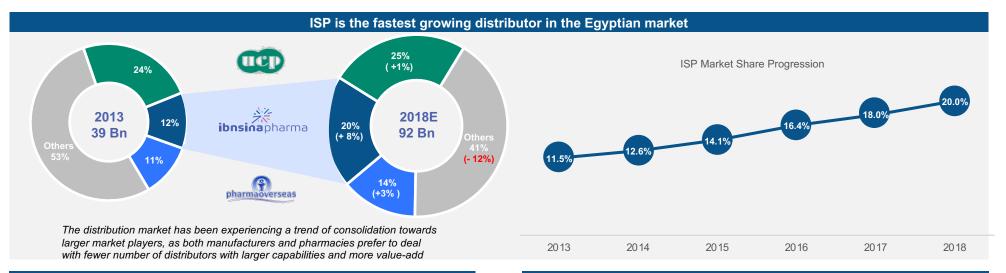




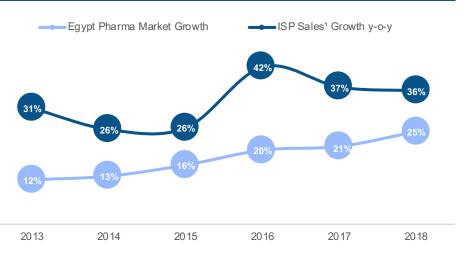
3

Strong Market Share

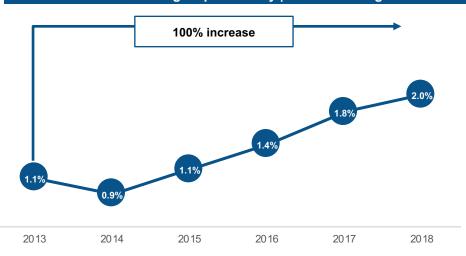
Exceptional profitable growth on the back of a solid value-based differentiation strategy



ISP has been constantly outperforming the market...



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







Efficient Business Model (I/II)

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

Distribution Value Chain Overview

- # Commercial team sources orders from 350+ suppliers while focusing on maintaining market competitiveness and managing inventory levels
- Monthly demand forecasting for over 9.5k SKUs
- # Expired inventory risk fully borne by suppliers

Processing

- # Over 200 platform operations employees handle and dispatch inbound deliveries to distribution centers
- # c.860 telesales agents communicate daily with c.42k clients, processing over 450k orders monthly
- # 1.5k warehouse staff perform order picking & packaging

- # Dynamic route optimization to enhance delivery performance
- A fleet of 656 vehicles handles order delivery from distribution centers to c.42k clients nationwide
- 2 Over 5.5mn drops completed per annum

Suppliers



Ordering



Demand Planning

Information Flow



Data Processing

Clients



Delivery to platforms



ibnsinapharma **Order Preparation**



Delivery to clients

Product Flow

Enhancements

In-progress

Efficient supply chain utilizing advanced technology



Mobile Racks

Enhances capacity management and increases shelf space by approximately 2.5x

ibnsinapharma



Order Picking

Error proofing tool. decreases order fix time and speeds up shelf replenishment process



Fleet Tracking

Sets geo-fence to support route optimization and ensure efficient product delivery

Transportation Management System

Enhances inbound shipments, collects data for route optimization, facilitates sales, collections and returns

Call Center Management

Manages call scheduling and handling, utilizing a newly improved sales interface

Field Force Mobility Solutions

Ability to manage schedule, track visits, create orders, process returns, and receive customer feedback

B2B Module

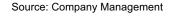
Customer order management tool includes features such as placing & tracking orders with further integration into an online sales platform

Enterprise Asset Management

Ability to manage procurement & warehousing processes, in addition to tracking maintenance for equipment & vehicles

Work Flow Module

Enhances internal communication and optimizes internal approval cycles







Innovative Technology Solutions Map

Innovative B2B Loyalty Program enhance business relationship with all the customers and applies to all digital solutions



ERPSM
Financial & Operational
Excellence



CRMSM
Marketing ,Sales ,&
Service Excellence



Business Intelligence & AnalysisSM

Support all business partners with real time data analysis for more business engagement

All Digital systems and services are fully integrated to assure accuracy, excellence and real-time decisions



Pharmacy ManagementSM

IT solutions for pharmacies



Mobile App®

Personalized tool to enhance brand loyalty and build lifelong customers



Online OrderingSM

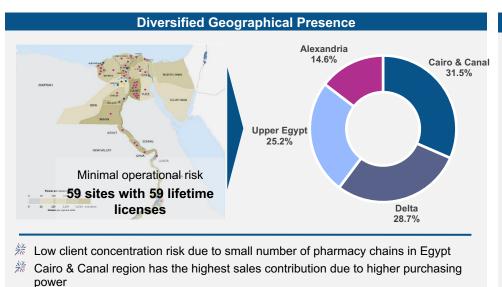
24/7 sales channel with differentiated approach



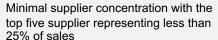


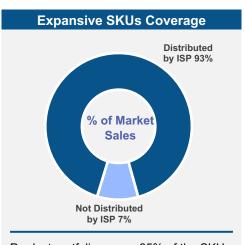
Resilient Supply Chain

Highly diversified supplier/client base significantly mitigating supply chain risks









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

Multiple Contracts with Key Suppliers



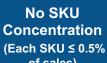














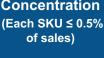
























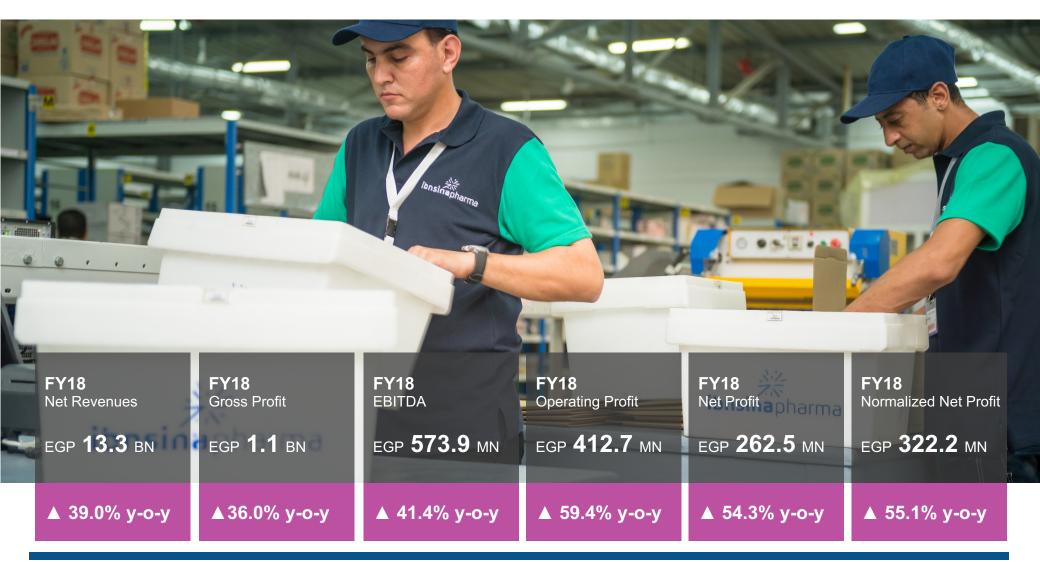






Robust Financial Performance

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

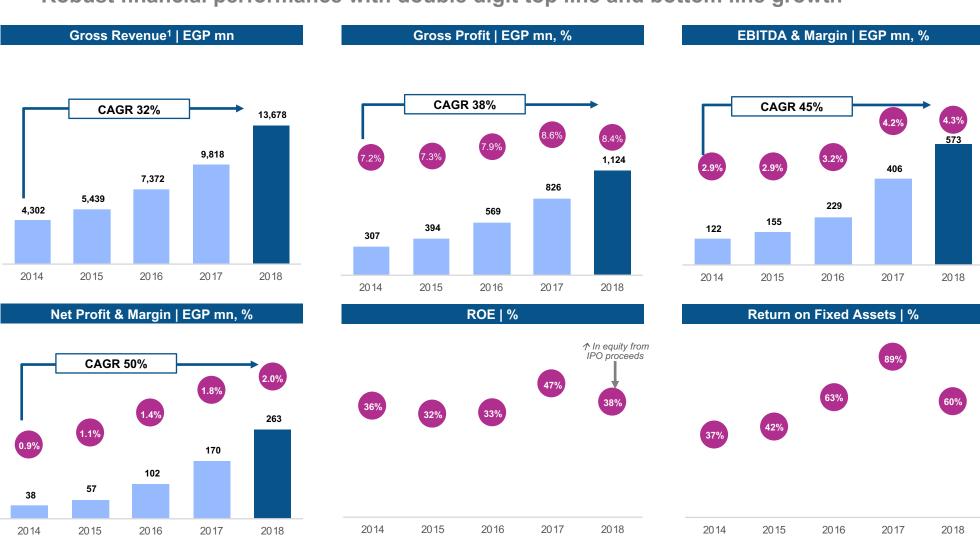






Robust Financial Performance

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

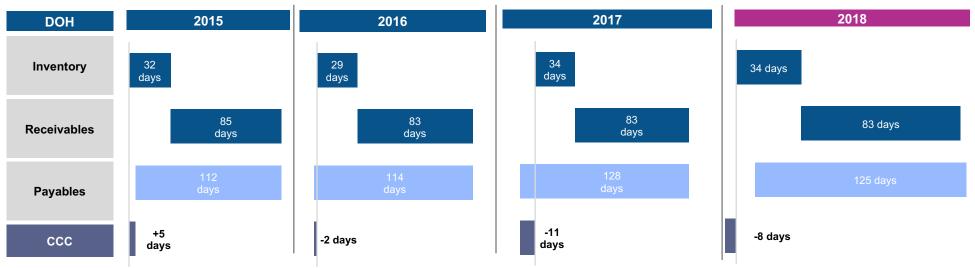






Robust Financial Performance

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



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



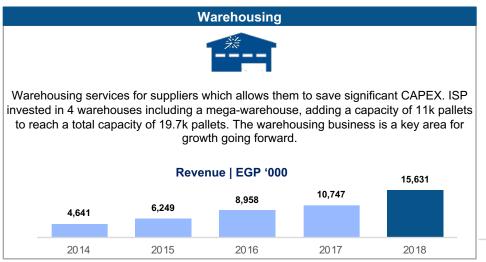




7

New Revenue Streams

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





Other



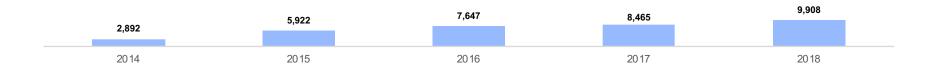




ISP offers overprinting and re-packaging of pharmaceutical products to comply with national regulations and to support manufacturers for promotional needs. This business complements the warehousing activity.

Other revenue also includes exports, fleet advertising, market micro-research for manufacturers, bulk SMS, and various service-oriented business lines.

Revenue | EGP '000









Highly experienced management team with strong track record

Mahmoud Abdel Gawad Co-Founder & Co-CEO

- 28 years of pharmaceutical industry experience with focus on commercial operations, IT, quality assurance and administration.
- * Prior to Ibnsina, Mahmoud held several senior-executive positions at various pharmaceutical companies in Egypt and abroad.
- # B.S in Pharmacy from Cairo University and MBA from the Arab Academy for Science and Technology.

Omar Abdel Gawad Co- Founder & Co-CEO

- * 17 years of pharmaceutical industry experience with focus on finance, sales, marketing and human resources.
- * Prior to becoming Co-CEO, Omar has held various positions including marketing manager, sales manager and general manager.
- B.A in Economics from the American University in Cairo and MBA from the Arab Academy for Science and Technology.

Momen Gomaa *CFO*

- # 19 years of corporate finance and treasury experience with focus on financial management, treasury, accounting, budgeting and credit.
- * Prior to Ibnsina, Momen spent 4 years as an accountant at the Egyptian Pharmacists Company (EPC), a local pharma distributor.
- * B.A in Commerce from Ain Shams University.

Rabeea Marzouk Sales Director

- 23 years of pharmaceutical industry experience with focus on pharmaceutical sales.
- Rabeea has played a key role in increasing Ibnsina's market share and surpassing market growth rates over the past 6 years.
- B.S in Veterinary Medicine from Alexandria University and MBA from the Arab Academy for Science and Technology.

Mohamed AdelOperations Director

- 17 years of pharmaceutical industry experience with focus on operations management.
- Mohamed is responsible for management of all warehouses, purchasing, technical development and third-party logistics activities.

Ibrahim Emam Commercial Director

- * 17 years of pharmaceutical industry experience with focus on commercial operations and business development.
- Ibrahim leads the development of strategic supplier partnerships as well as import and export activities.
- B.A in Commerce from Ain Shams University and MBA from the Arab Academy for Science and Technology.

Mohamed Shawky *IR Manager*

- 14 years of experience in investor relations and corporate and family governance.
- * 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).
- 🗯 B.A. in Economics and MBA from Arab Academy for Science and Technology , Certified Investor Relations from UK IR Society







Seasoned board of directors with diverse experience across various industries

Mohsen Mahgoub Executive Chairman

- Over 40 years of experience across various industries including healthcare, FMCG, and financial services with focus on all investment activities pursued by the Company
- 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.
- 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.

Mahmoud Abdel Gawad Executive Director

- 28 years of pharmaceutical industry experience with focus on commercial operations, IT, quality assurance and administration.
- * Prior to Ibnsina, Mahmoud has held several senior-executive positions at various pharmaceutical companies in Egypt and abroad.
- # B.S in Pharmacy from Cairo University and a MBA from the Arab Academy for Science and Technology.

Omar Abdel Gawad Executive Director

- 27 years of pharmaceutical industry experience with focus on finance, sales, marketing and human resources.
- * Prior to becoming Co-CEO, Omar has held various positions including marketing manager, sales manager and general manager.
- # B.A in Economics from the American University in Cairo and a MBA from the Arab Academy for Science and Technology.

Lindsay Forbes Non-Executive Director

- 41 years of experience in finance and banking across several countries.
- k Lindsey has held several positions with EBRD, until 2017, where he managed multiple equity investments in excess of EUR 2.5bn.
- Prior joining EBRD in 1994, he spent 13 years with the British Linen Bank.
- * B.A in Jurisprudence from Oxford University and a MBA from INSEAD.

Amr Abdallah Independent Director

- Extensive experience in technology and entrepreneurial investment.
- 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.
- * MBA from Aston Business School in Birmingham, UK.

Ahmed Elnawawi Independent Director

- Decades-long track record of success in brand building and strategy development.
- Mr. Elnawawi held prominent posts at Procter & Gamble (PG) Company and Reckitt Benckiser (RB), leveraging superior consumer insight and strategic thinking at both posts. He currently serves as Director, Consumer & Market Insight, Developing Markets at RB
- 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.







Seasoned board of directors with diverse experience across various industries

Hany Badr Independent Director

- # 42 years of experience in finance and banking.
- # His experience included serving as Head of Treasury at Faisal Islamic Bank, until 2016, and Assistant General Manager at Delta Bank.
- B.A in Economics from Cairo University.

Abdel Aziz Ali Non-Executive Director

- 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.
- Currently serves as the Chairman of the Egyptian Agricultural Production Company.
- B.A in Commerce from Cairo University.

Abdel Rehim Omar *Non-Executive Director*

- Over 35 years of experience in finance and banking.
- 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.
- # B.A in Finance and Commerce from Ain Shams University.

Mohamed Zaki Non-Executive Director

- Over 10 years of experience in consulting and social services.
- Mohamed is currently a research analyst at the United Nations Migration Agency in Egypt. Prior to that, he was a consultant at PricewaterhouseCoopers.
- B.A in Business Administration from the American University in Cairo, M.S and PhD in Social Anthropology from London School of Economics (LSE).

Mohamed Mahgoub Non-Executive Director

- 11 years of experience across multiple industries including financial services, consulting and consumer products.
- Mohamed is the founder of Sky Supplies; serves on the boards of Dar El Khebrah Consultancy and Mediterranean Securities Brokerage.
- * B.A in Marketing and International Business from Middlesex University.

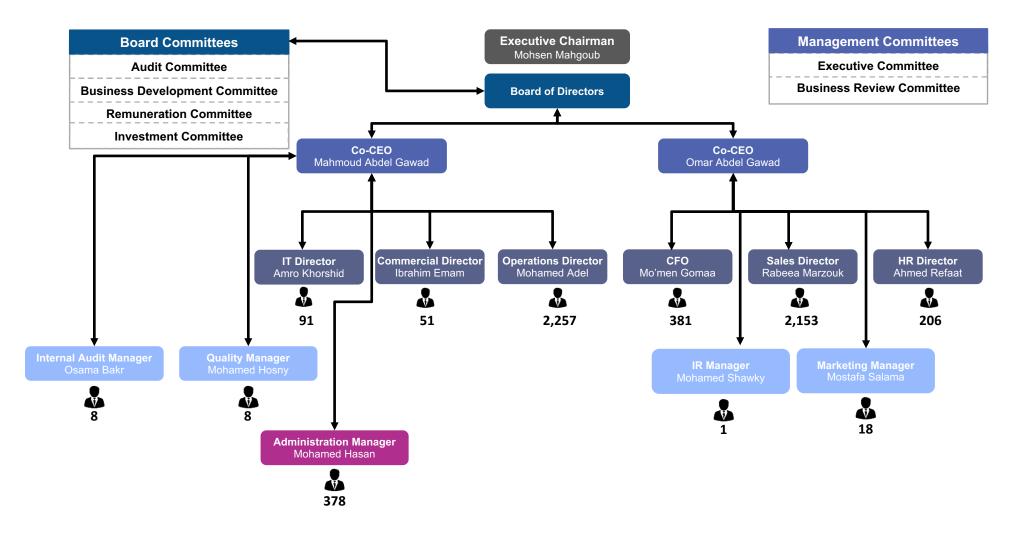
Ahmed Abdel Gawad Non-Executive Director

- 28 years of pharmaceutical industry experience with focus on pharmaceutical sales.
- * Ahmed has held various sales positions at multinational companies including Glaxo Smith Kline and Bristol Myers Squib.
- B.A in Business Administration from Ain Shams University.





Organizational Structure









A significantly complex industry with high barriers to entry

Barriers to Entry Operational Complexity

Demand

Inventory Management

Highly complex inventory management to maintain healthy levels without over stocking or running short in a large number of branches

A Variety of **SKUs**

9k unique drug therapies with a variety of handling requirements including fragile containers, liquids, and refrigerated products

Short-notice, short-turn deliveries occur frequently and require rapid response from distributers

High Variability of 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

Time to Build Scalable **Operations**

8+ Years

Nationwide distributors require a minimum of 50 sites and over 500 vehicles. New entrants will not be able to manage opening more than 6 branches a year

Low Margin Business

1.6%

Both developed and emerging market peers have an average net profit margin of 1.6%; reducing the attractiveness of venturing into this market space

Ease of Operations

Both manufacturers and pharmacies prefer to deal with few distributors which in return significantly reduces order processing and management costs; large distributors then redistribute to the smaller players

Economies of Scale

A human resource based business accustomed with a large workforce leads to significant fixed costs. Additionally, the aggregation of delivery volume reduces delivery costs therefore the total cost per shop does not increase significantly with volume.

Difficulty Contracting with Suppliers

350+ suppliers with rigorous contracting requirements, including quality audits, disables new entrants from obtaining 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	2015	2016		2017	2017 2018
s Revenue ¹	5,439,119	7,372,467		9,818,405	9,818,405 13,677,881
Revenue	5,327,728	7,205,983		9,586,344	9,586,344 13,323,674
ost Of Revenue	(4,931,515)	(6,636,864)		(8,759,914)	(8,759,914) (12,199,359)
ross Profit	396,213	569,118		826,430	826,430 1,124,315
Gross Profit Margin	7.3%	7.9%		8.62%	8.62% 8.44%
Selling, General & Administrative	(244,459)	(346,502)	(431,81	5)	5) 567,877)
Penalties On Returned Checks	3,296	5,579	11,241		17,453
EBITDA	155,050	228,195	405,856		573,890
EBITDA Margin	2.9%	3.1%	4.23%		4.31%
Depreciation & Amortization	(18,792)	(26,790)	(31,097)		(41,421)
ЕВІТ	136,258	201,406	374,760		532,470
EBIT Margin	2.5%	2.7%	3.91%		4.00%
Financial Expenses	(56,331)	(74,272)	(115,830)		(119,731)
Other Expenses	(5,912)	(3,173)	(37,432)		(59,701)
Other Income	1,873	9,137	6,326		4,092
ЕВТ	75,888	133,098	227,824		357,129
EBT Margin	1.4%	1.8%	2.38%		2.68%
Differed Tax	3,035	4,793	(600)		(650)
Income Tax	(21,564)	(36,143)	(56,960)		(93,957)
Net Profit	57,358	101,748	170,264		262,522
Net Profit Margin	1.1%	1.4%	1.78%		1.97%





Balance Sheet

I- 500	2045	2040	2017	2242
In EGP	2015	2016	2017	2018
Property & Equipment, net	152,479	171,327	210,264	431,409
Other Assets	5,307	6,667	8,804	7,641
Project Under Construction	13,787	47,639	161,267	336,288
Deferred Income Taxes	6,911	11,704	11,104	10,453
Total Long Term Assets	178,485	237,336	391,438	785,791
Inventories	455,770	611,993	1,050,549	1,407,363
	· ·	· ·		
Incoming Documents for Collection	442	2,357	273	3,648,233
Trade & Notes receivable, net	1,379,307	1,946,304	2,459,296	213,862
Supplier Advances	30,652	59,951	101,360	296,570
Debtors & Other Debit Balance, net	135,714	153,602	165,718	372
Due from Related Parties	371	372	372	96,618
Cash & Cash Equivalent	32,866	43,880	164,791	5,663,017
Total Current Assets	2,035,123	2,818,459	3,942,358	6,448,809
Total Assets	2,213,607	3,055,796	4,333,796	431,409
Paid In Capital	24,000	24,000	168,000	180,500
Share Premium	148,000	0	0	277,500
General Reserve	0	147,079	3,079	3,079
Legal Reserve	8,211	12,000	12,000	20,507
Retained Earnings	13,000	26,944	62,980	216,161
Net Profit For The Year	57,358	101,748	170,137	262,522
Total Shareholders' Equity	250,570	311,771	416,196	960,270
Non-current portion of medium term loan	14,768	29,632	25,083	348,179
Non-current notes payable	35,861	20,312	7,660	4,779
Other Non-current liabilities	0	11,251	20,815	30,360
Non-current portion of land creditors	141	71	0	-
Total Long-term Liabilities	50,771	61,266	53,559	86,726
Credit facilities	156,686	68,644	6,952	65,087
Contingency provision	600	3,100	24,067	70,400
Customers Advance Payments	6,003	6,324	6,453	5,276
Current portion of land creditors	1,001	101	71	-,
Trade and notes payable	1,678,860	2,519,985	3,700,786	4,753,051
Current portion of medium term loan	24,866	13,112	25,794	38,850
Creditors & other credit balances	44,251	71,492	99,919	172,557
Total Current Liabilities	1,912,267	2,682,759	3,864,041	5,105,221
Total Liabilities & Shareholders Equity	2,213,607	3,055,796	4,333,796	6,448,809









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