

Bayer joins forces with Ibnsina Pharma by signing an importation and distribution partnership in Egypt

Ibnsina Pharma partner with Bayer to import and distribute Bayer's Consumer Health and Bayer's Pharmaceuticals products. Both companies looking forward to grow their partnership, offering patients in Egypt access to the latest innovations

Cairo, 21 February 2021

Ibnsina Pharma (ISPH.CA on the Egyptian Stock Exchange), Egypt's fastest-growing and second-largest pharmaceutical distributor, has signed an importation and distribution agreement with Bayer in Egypt. The agreement involves importing and distributing products from both Bayer's Over-the-Counter (OTC) portfolio within its Consumer Health Division and prescription-based medicine portfolio within its Pharmaceuticals Division. Bayer is a Life Science company with a more than 150-year history and core competencies in the areas of healthcare and agriculture. With their innovative products, Bayer improves quality of life for a growing population by focusing their research and development activities on preventing, alleviating and treating diseases. In 2019, the Bayer Group comprised 392 consolidated companies in 87 countries.

"We are excited to have partnered with Bayer, a multinational company with a visionary approach and innovative spirit that improve the health and well-being of people around the world. This strategic partnership will allow Ibnsina Pharma to not only further strengthen its product offering, but will give patients across Egypt unprecedented access to the latest pharmaceutical treatments available" said **Mohsen Mahgoub, Chairman of Ibnsina Pharma**.

"Signing a partnership agreement with Bayer was done after a thorough audit from Bayer on Ibnsina Pharma supply chain capabilities which is a testament that ibnsina Pharma is the distributor of choice for both foreign and domestic suppliers, and also a testament of the success of our business model, which provides our partners with distribution, importation, storage and value-added marketing services" added **Dr. Mahmoud Abdel-Gawad, Co-CEO of Ibnsina Pharma**.

Bayer aims to expand business in Egypt to offer the best support to patients to be able to access their innovative therapies and expand their coverage all over Egypt. According to IQVIA, Bayer Pharmaceuticals recorded Sales of EGP 722 million in 2020 with a target growth of double digit in 2021, while Bayer Consumer Health recorded sales of EGP 401 million with a target growth of 30% in 2021. Ibnsina Pharma has over 350 international and domestic suppliers who trust Ibnsina Pharma to distribute their products to over 43,000 pharmacies, hospitals, wholesalers and healthcare institutions across Egypt's governorates.

“At Bayer’s Consumer Health division, our vision is to make self-care for a better life a reality for billions of people around the world through everyday healthcare. Through our broad geographic footprint and portfolio of leading and trusted brands, people can get well, be well and stay well by taking charge of their everyday health, and the health of those they love. We touch billions of lives, helping provide them with safe, convenient and effective daily health solutions to treat minor illness and improve their lives. We are feeling optimistic to sign this distribution agreement with Ibnsina Pharma, trusting the high-efficiency, and the level of services offered to support our patients throughout Egypt. I look forward to growing our partnership, offering patients in Egypt access to the latest innovations” said **Mohamed Galal, Vice President and Head of Consumer Health Middle East at Bayer.**

“Egypt is one of the largest Pharmaceutical market in the MENA Region in terms of volume therefore having the right partner is crucial for Bayer. The Universal Healthcare law issued back in 2017 in Egypt is the most significant advance in healthcare provision for half a century, and a major step towards giving all Egyptians the right to health and to access universal quality healthcare. Bayer is supporting the Egyptian Government efforts and assure its commitment to offer patients in Egypt access to the latest innovations said **Samer Lezzaiq, Managing Director Egypt at Bayer.**

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About Bayer

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. At the same time, the Group aims to increase its earning power and create value through innovation and growth. Bayer is committed to the principles of sustainable development, and the Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2019, the Group employed around 104,000 people and had sales of 43.5 billion euros. Capital expenditures amounted to 2.9 billion euros, R&D expenses to 5.3 billion euros.

For more information, go to www.bayer.com

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 multinational and Egyptian pharmaceutical companies to more than 46 thousand customers including pharmacies, hospitals, wholesalers and healthcare institutions across Egypt’s governorates. Its fleet of around 750 vehicles completes an average of over 890 k deliveries each month.

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