

Unicare Company Profile

01-03-2023



Procter&Gamble



Medtronic

Sealed Air

Johnson & Johnson

Albatha Group is one of the largest private business groups in UAE, fully owned by the ruling family of Sharjah

Current portfolio of businesses generate over +\$3 bn in revenue and is financed with 100% equity

The Group has sixty years of history and employs over 8,000 associates

The Group undertakes sales & marketing, distribution and manufacturing activities across +32 autonomous business entities across various sectors

The Group represents multinational brands focused on Quality and Compliance to International Standards

Totally customer focused for both our Principals and Trade Partners

Albatha's distribution companies in the UAE market



Pharma
Consumer

Medical

Patient &
Customer



J&J

Henkel

Syndicated

Pharma

Medical

Consumer

Shared services support

Supply Chain, Logistics & PMO

Human resources & PRO

Finance

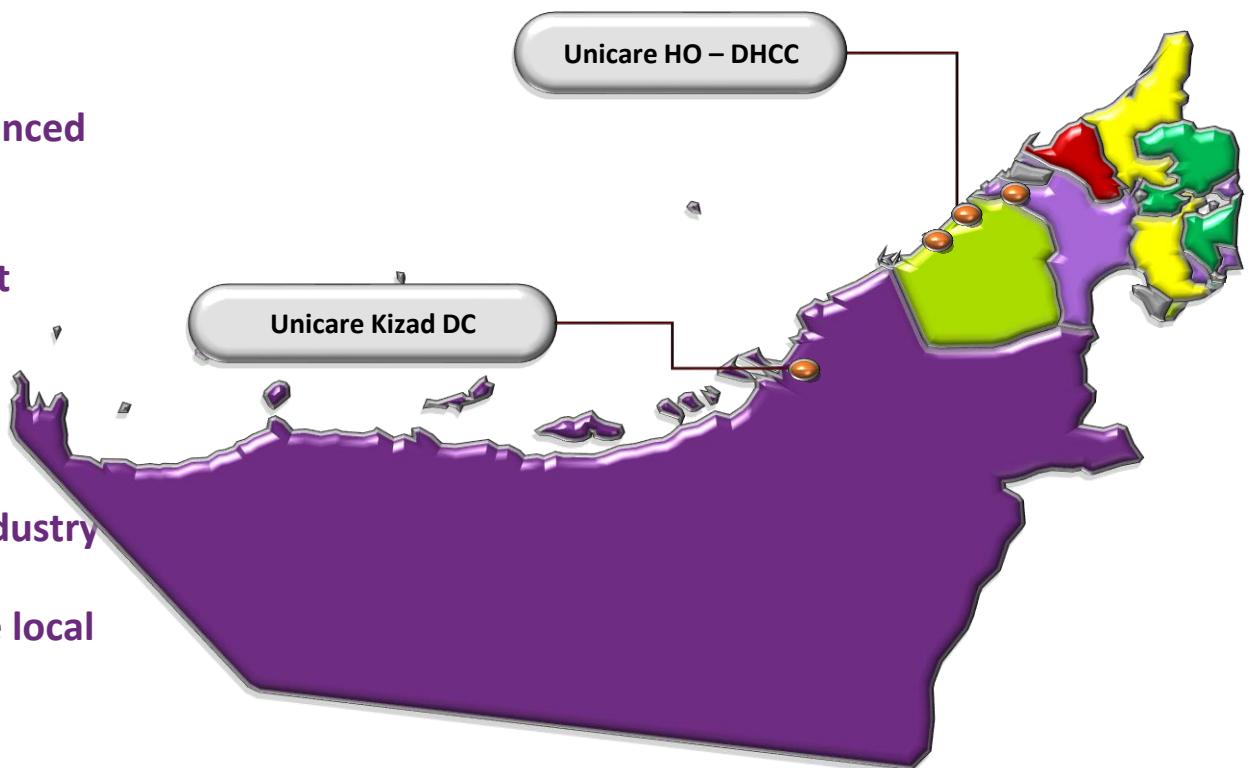
Legal, quality & compliance

Marketing

Quality

Albatha IT Support

- ◆ Originally was established in Year 1995
 - ◆ From July 2020 onwards Unicare started operating under new leadership and with new brand portfolios
 - ◆ Works under the sponsorship & guidance of Sheikh MOHAMMED SULTAN MOHAMMED SULTAN ALQASIMI
 - ◆ A separate legal & standalone operating entity with ring fenced route to market model
- ◆ Full coverage across all healthcare channels such as Government Institutions, Private Hospitals and Clinics & Pharmacies
- ◆ Delivering comprehensive product offering to the healthcare industry
- ◆ Providing in-depth knowledge, guidance and support within the local market



Unicare Leadership Team



Akesh Shanawas
Chief Executive Officer

A science graduate and a management postgraduate, with an extensive industry experience and long-standing market relations. A successful track record of heading a leading multi billion distribution house in the UAE market which involved Pharma, Consumer, Medical, Veterinary, Educational Supplies & Supply Chain verticals involving brands like Beiersdorf, Himalaya, Nestle, Pfizer, Sanofi, Siemens, 3M etc. Experienced in many agency transfers & new start ups in the UAE market

Industry Experience: 23yrs



Dr. Mahmoud Mohamed
General Manager (Pharma)

A pharmaceutical professional with an extensive experience in the sales, promotion & marketing of major multinational brands with extensive experience in different Middle East & North Africa markets.

Industry Experience: 20yrs



Girish Shetty
Deputy General Manager (Medical)

A people's man, with an extensive experience as an Administrator in a business role. A journey in the school of learning, from GMP, to community Pharmacy, adventure in FMCG, Consumer health, Medical and Veterinary. A pharmacy graduate with qualified, extensive professional training both technical and in leadership modules.

Success is Passion with hard work.....

Industry Experience: 26yrs

The leadership team showcases vast and rich experience in their respective functions coupled with a strong educational background.

Retain & strengthen business verticals delivering sustainable growth year after year

Driving strategic brand & company acquisitions

Instrumental in winning many awards, awarded by principals, trade customers & government authorities

Unicare Leadership Team



Mina Milad
*Business Unit
Manager (Demand
Generation)*

An experienced business leader with more than 10 years of commercial success in the pharmaceutical sales industry – Graduated from Faculty of Pharmacy, Alexandria university at Egypt, Followed by a demonstrated history of success and achievements within different local and multinational organizations like Nestle, Pharmalink & Acino, driving growth through deep understanding of market dynamics while developing and leading high performing teams and future successors

Industry Experience: 12yrs



Fazle Khan
*Business Unit
Manager
(J&J Consumer
Health)*

A sales & marketing professional graduated from Mumbai University-India with Master's in Business Administration from Manipal University majoring in Marketing, having a strong and successful track record in Pharmaceutical Sales & Distribution driven by strategic collaboration with internal & external stakeholders, thus ensuring optimum P&L deliverables.

Industry Experience: 14yrs



Liby Baby
*Business Unit
Manager
(Medical)*

Electronic graduate with post graduation in business administration, having a strong and successful track record in healthcare sales & distribution of multinational brands in UAE and Oman, with market relationship driven by strategic collaboration with internal & external stakeholders. Experienced in new brand launch and establishing substantial market share with strategical & solution-based sales promotional activities, thus ensuring achievement of set goals

Industry Experience: 18yrs

Strong trade relations resulting in preferential supplier status with the trade and effective utilization of in market investments

Division wise structure enabling to focus and utilize category expertise for business gains

Setting up of clear objectives to work towards a common goal

Unicare Executive Team



Alaadin Alkhatib
Market Access & BD
Manager (Pharma)

Wide experience in pharmaceutical markets extended in different regions - GCC and LEVANT, having multi experience in all of sales, marketing, market access & business development with successful records over the years.

Industry Experience: 18yrs



Feras Ibrahim
Institution Sales
Manager
(Pharma)

An extensively experienced Pharma Institutional Sales Manager with a magnificent record in building up sales and also strong relations with decision makers and KOL's (like DHA, MOH, MOPA, SEHA)

Industry Experience: 22yrs



Vinodh Rajan
Trade Marketing
Manager

A business management professional with a comprehensive experience in marketing strategies, branding, budgeting, direct marketing, new products/brand launches, analysis, reporting and positioning in the field of Trade Marketing.

Industry Experience: 20yrs



Alen Henry
Group Product
Manager (Pharma)

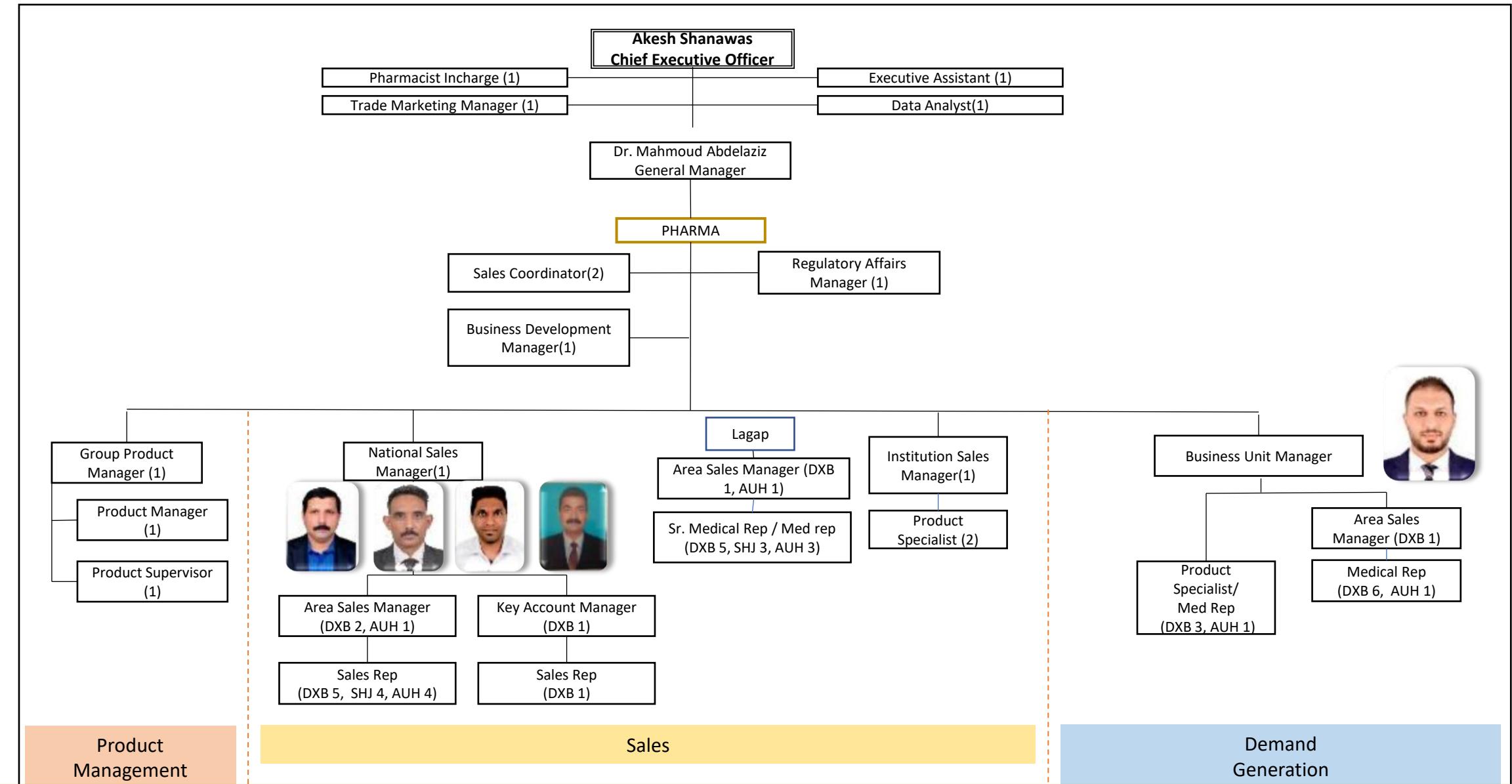
Pharma graduate with Masters in Business Administration with Marketing and Operations, having successful and exclusive track record in pharma with expertise in scientific liaison ship, principal affairs management, distributor product management, demand planning, budget strategies, marketing along with strong negotiation skills & finance acumen and hence highly focused on achieving P&L goals.

Industry Experience: 10yrs

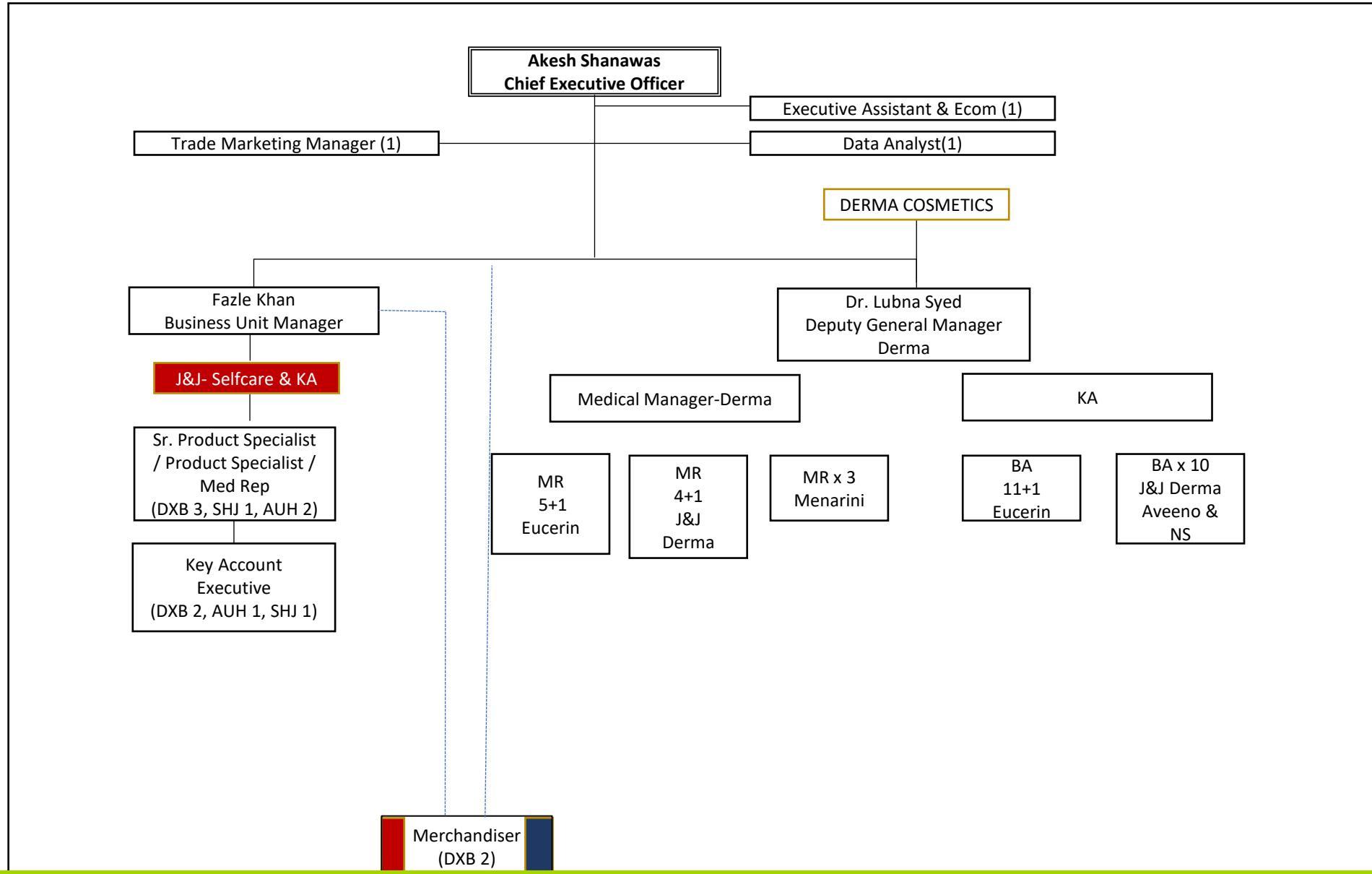
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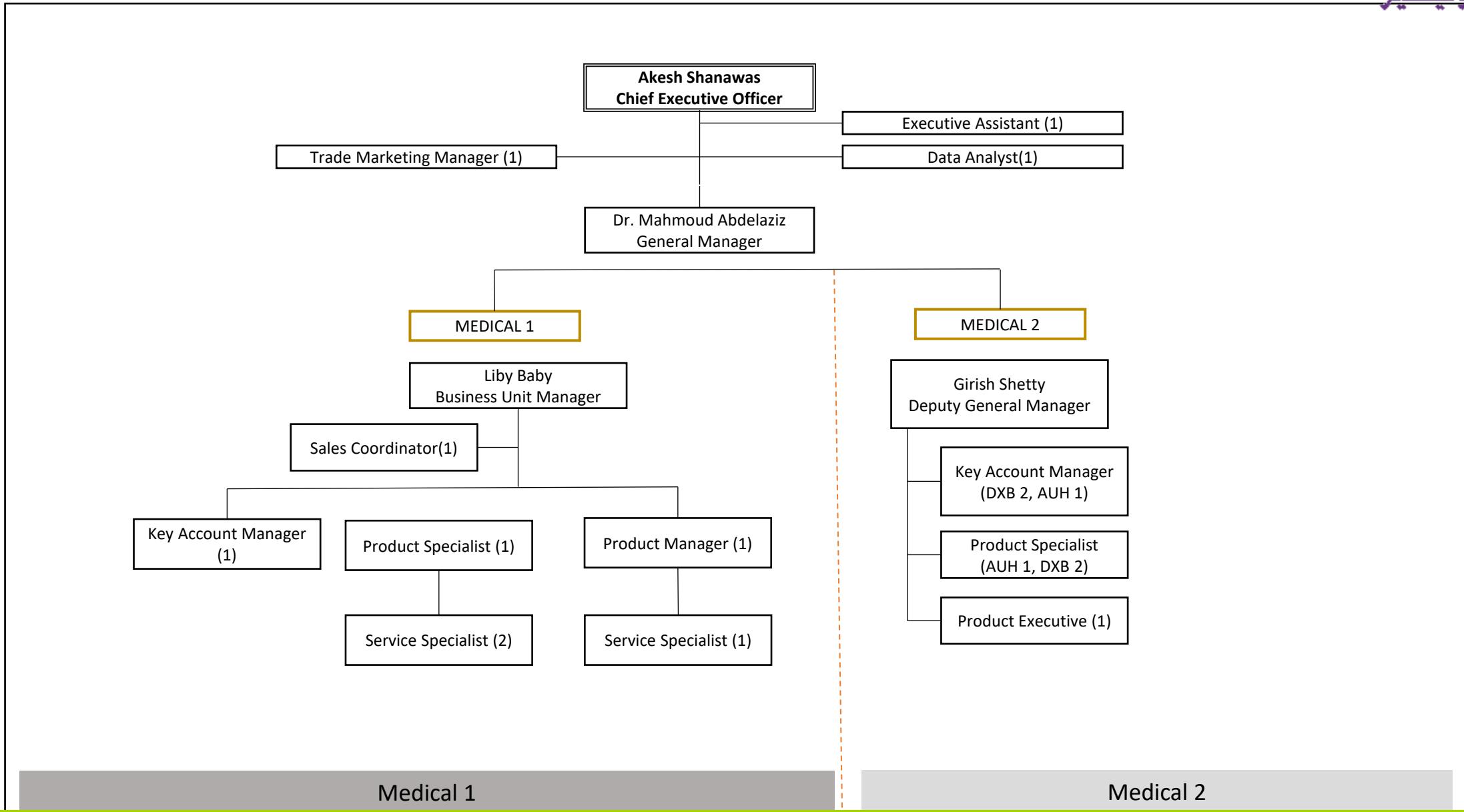
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Setting up of clear objectives to work towards a common goal



J&J & Derma Cosmetics Vertical



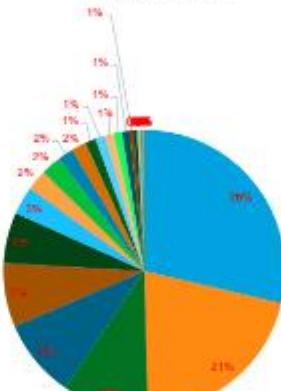


Unicare 2.0 is increasing its footprint

Top 15 Distributors' Total Mkt Share % (AED) - Q1, 2022



Top 15 Distributors' Total Mkt Share % (AED) - MAT 1



- 10 in value & No. 6 in Volume in Q1 22

Top 15 Distributors' Total Mkt Share % (Units) - Q1, 2022



Top 15 Distributors' Total Mkt Share % (Units) - MAT 1



Prestigious Partners of Unicare



Pharma Division



Prestigious Partners of Unicare

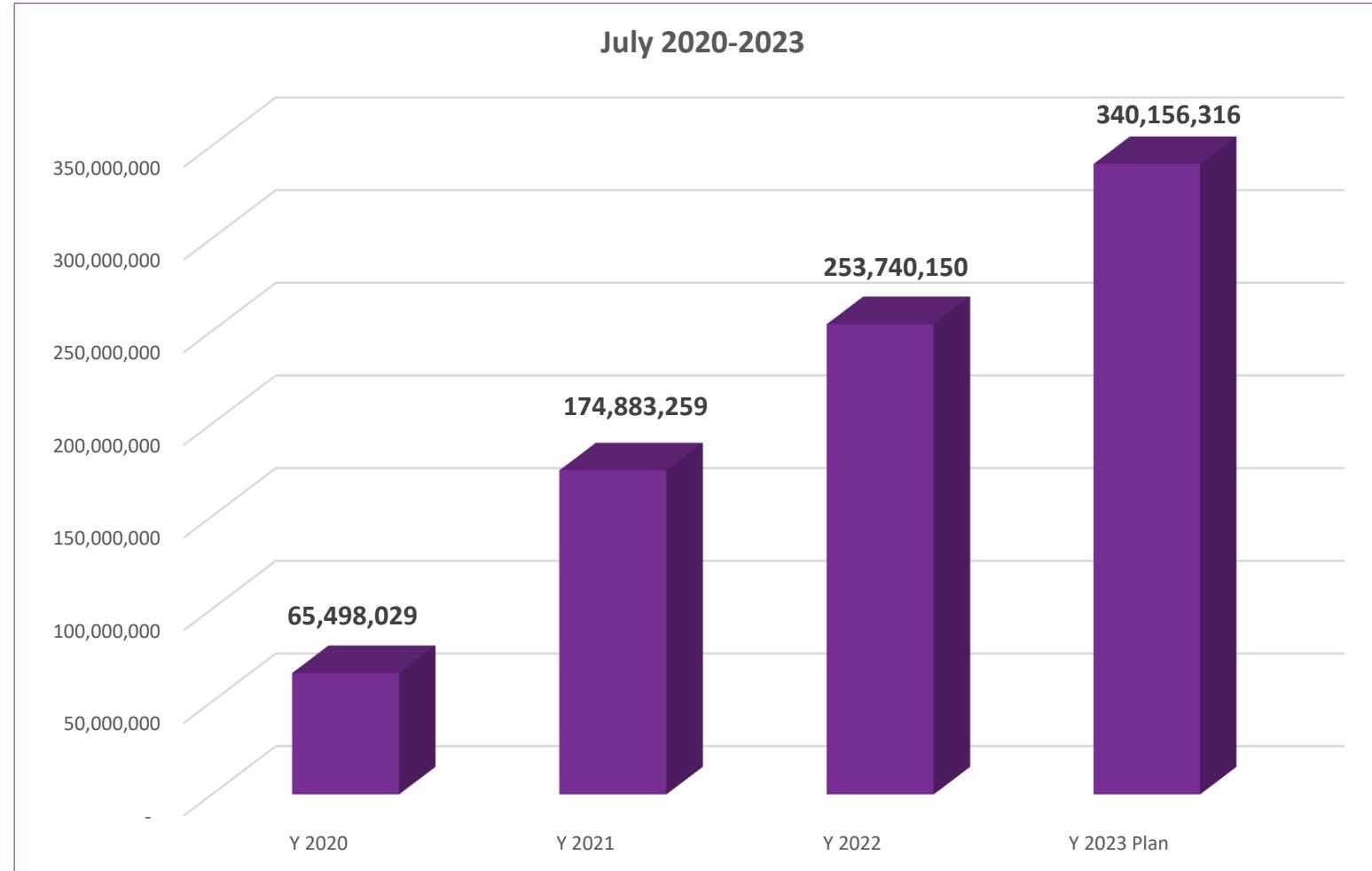


Medical Division



Consumer Division





- ◆ +45% growth over Y21
- ◆ Goal is to deliver \$100 M in Y2023

Medical activities



CME programs and Webinar training

- Webinars and on-site technical training
- CME programs
- KOL meets



Demonstration and In-service

- Demonstrations on-site for customer
- Scrubs and Meet
- In-service for Biomedical and technical staff



Unicare engages in clinical selling and CME support programs to our Medical KOLs

Medical capabilities



RTDs





Medical Briefing



Pharmacy Trading & Group Meetings

Major regional recognitions in this short span of time!

Partner of the Year award among MENA countries from Beiersdorf for overall excellence in fields like In-Market Sales, Medical Management & POS Excellence for the Y2021 & Y2022.



Awarded as the "DISTRIBUTOR OF THE YEAR" among AMET countries for Y21 & a platinum award winner for Y22 from J&J consumer!

Business with Values

At Unicare, it is our belief that **business and values are inseparable**. Values inspire trust, trust builds relationships and relationships drive growth.



Thank you for your consideration!