

A stylized map of the Middle East region, including countries like Saudi Arabia, UAE, Iraq, and Jordan, rendered in a light pink color against a dark pink background. The map is positioned in the upper right quadrant of the slide.

Yalla **Rx**

**One-stop B2B service for
pharmaceutical market
access in the Middle East**

 Dubai, UAE

 Riyadh, KSA



since
2019

5 years
expertise in
the GCC

5.540
SKU

Number of
items of
YallaRx clients

79

Companies as
partners

YallaRx is a specialized company that assists businesses in successfully entering the GCC market.

We provide analytical services, marketing and consulting solutions powered by:

- Big Data and AI
- Comprehensive business intelligence
- Highly skilled team of international experts
- Strong relationships with key local distributors

Our mission is to make the GCC market more affordable for all pharma-market players and to empower our clients to make strategic and successful business decisions in this dynamic market.

Why do manufacturers choose to enter the GCC market with us?

- We know the Middle East market specifics and rules and conduct all necessary paper and communication work on behalf of our clients
- We shorten the period of clients' market entry
- We prevent manufacturers from making common mistakes

Как бы тут усилить?

One-stop B2B Service

Market entry strategy

- Market research and data analysis
- Go-to-market strategy

Regulatory affairs

- Classification of products
- Production site accreditation
- Product registration: Rx / OTC medicines, medical devices, food supplements

Market access

- Business Missions to the GCC Countries
- Partnerships facilitation in the region
- Scientific office establishment

Sales Management

- Tendering and purchasing

Marketing

- Marketing Activities

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Market Entry Strategy

Before entering new regions, it is essential to **evaluate market potential** and gain insights into the **local competitive landscape**



Market Research and Data Analysis

We conduct:

1. General market analysis with its trends, gaps and uniqueness
2. Market size and prospects, detailed by active ingredient type, form, dosage and distribution channel
3. Competitive analysis
4. Primary market research through distributors, HCRs and HCPs
5. Price analysis

Data sources:

- Medicines registered in the region (SFDA, MOHAP)
- Market and sales data (IQVIA, IMS Health)
- Goods and competitors reference book
- Purchasing behaviour and prescription

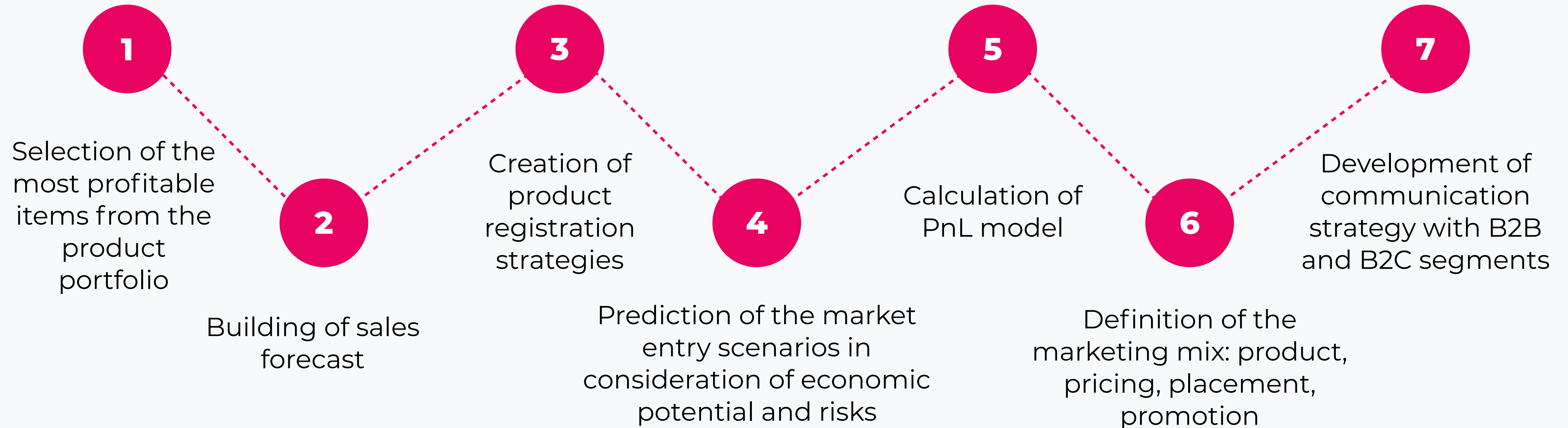
You get the **detailed analysis of the company's perspective in the region**

from \$2.500
for report

Go-to-market Strategy

Ставить ли сроки?
Стоимость?

Based on the conducted analysis, we create strategy and stage-by-stage action plan



Regulatory Affairs

We represent manufacturers at DHA, MOHAP, SFDA and DOHAD and help them prepare dossiers and submit all necessary applications for:

- Classification of products
- Production site accreditation
- Product registration



• **Rx / OTC medicines**



• **Medical devices**



• **Food supplements**

Classification of Products

Based on a pharmaceutical company dossier, the regulatory authority (MOHAP, SFDA) classifies the product **as medicine, nutritional supplement, or medical device.**

The classification of the product may vary between the country of origin and the country of localization. A supplement may become a registered medicine, and a medicine may be recognized as a nutritional supplement.

from \$1,500
for 1 product

The decision of the regulatory body determines the subsequent strategy for market entry and promotion in the GCC market

Production Site Accreditation



We facilitate production site accreditation at all stages:

- 1 Analysis of master file for the production site, SOPs and other documents
- 2 Adaptation of the documents to the needs of regulatory bodies
- 3 Dossier preparation
- 4 Application process
- 5 Production site visit by MOHAP / SFDA, if required
- 6 ??????????? Euro GMP?

Product Registration



With deep knowledge and experience of the product registration process in the local market, we help manufacturers to avoid mistakes and decrease the market entry period

We facilitate:

- Product classification
- Validation and aligning of the dossier in compliance with local requirements
- Submission of declarations and a dossier to the regulatory body (MOHAP, SFDA)
- Clinical trials, if required

Market Access Services

Business Missions to the Middle East Countries

We introduce clients to the local economic, business and cultural market uniqueness and provide deep insights into expanding and developing business in the region

Regular group tours to KSA and UEA:

- Hospital and commercial pharmacies visits
- The GCC market features workshops
- Networking events with local distributors
- Pharmaceutical warehouses site visit
- Production site visits

from \$3.200
for 1 business
representative



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Facilitation of partnership establishment in the region

From suitable distributors, pharmacy chains and hospitals to production sites, logistic operators and legal advisors

We drive thorough due diligence and analysis to ensure compatibility in terms of market positioning, values, and business goals. By conducting market research and competitor analysis, we identify strategic partnership opportunities that can provide a competitive edge and drive growth.

- Preparation and facilitation of negotiation
- Structuring of partnership agreements
- Agenda verification
- Contracts follow-up

Scientific Office Establishment

Scientific office is a representative office that qualifies to file medicines with regulatory authorities, carry out their marketing and sale to distributors and direct deliveries

We help manufacturers to:

- Establish scientific office in UAE and KSA under its business requirements
- Manage its operations

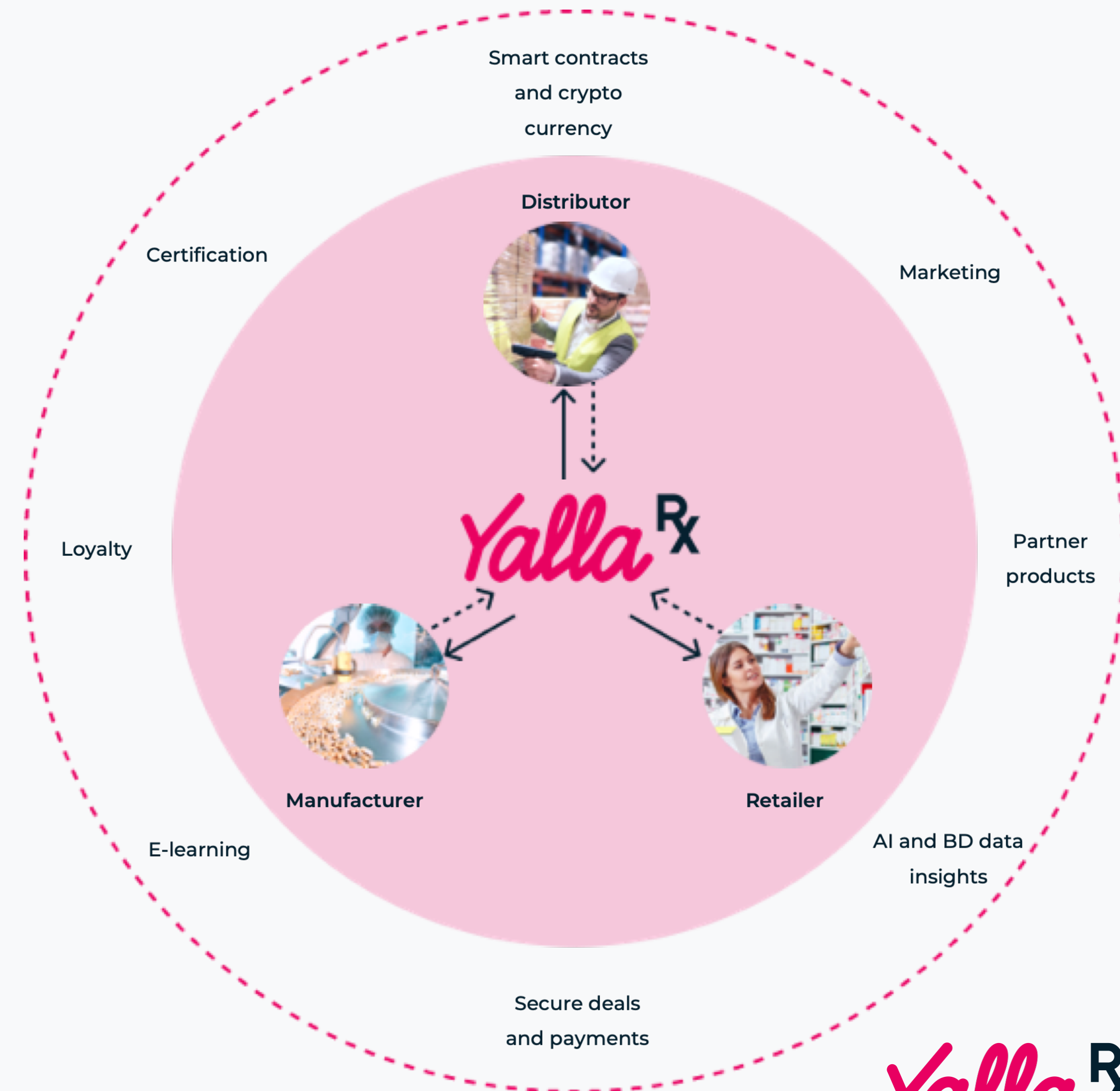


Sales Management

Through the YallaRx B2B platform, our clients get access to direct and tender purchases in the GCC countries, as well as to additional financial and marketing business tools

Additionally, we conduct:

- Contracts approval
- Accreditation of a partner in a bank to carry out transactions
- Conclusion of distribution agreements with logistics operators
- Conclusion of purchase contracts with clinics, hospitals, and pharmacies depending on the marketing strategy



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Marketing Activities



We prepare* and adapt marketing materials:

- Key messages
- Branding
- Materials for healthcare professionals
- Materials for B2B representatives (distributors, insurance companies)
- Materials for customers

We execute the marketing mix through:

- Digital marketing
- PR
- Online education of healthcare and pharmaceutical professionals****

* We engage local market KOLs to work on materials

** [PharmaCourses](#) is an e-learning platform for healthcare professionals in the Middle East

Yalla^{Rx}

10 years of building several pharmacy and healthcare businesses together

C-Level



Dr. Elena Vatutina, Founder&CEO

MBA n Strategic Management, Open University, UK, PhD.h.c. in Philosophy in business

18 years in pharma, launched regional pharmacy chains from scratch



Alisa Rodionova, Business Lead

MSc in Marketing, Loughboghough University London

12 years in project management, strategic business development, and marketing



Alex Tribunsky, Head of Business Development

10 years in analytics, helped 20+ business successfully enter new markets

Advisory board



Dr. Abdullah Khalfan Saeed Al Kindi

Pharmacist on the background, managing the registration department in MOHAP in the UAE



Dr. Swayam Prakash Bahinipati

25+ years in production and distribution pharma in India and the GCC region. Have the experience in M&A deals for the production pharma business. Pharmacists from the educational background.



Dr. Hanan Selim

Pharmacist on the background, leads the inspection group in MOHAP for pharmaceutical products



PARTICIPANT

1st pharmtech company in KSA
100% foreign owned



AWARDED

as «Entrepreneur of the year 2020» in “Women in business” by EY



WINNERS

in the sector “Healthcare igitchnology” at TAKEOFF-2019 (Istanbul)



WINNERS

in the sector “Healthcare international team” at TIP-2020 (AbuDhabi)

Let's Yalla!

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