

“Leading the path to Cure”

A Middle East & North Africa
Biopharma Company

Commercial Partner

January 2026



Disclaimer

Various statements in this deck concerning Cureleads's future expectations, plans and prospects, including without limitation, Cureleads's expectations and timing of product candidates that Cureleads may get to the market, may constitute forward-looking statements for the purposes of the safe harbor provisions and are subject to substantial risks, uncertainties and assumptions.

Although Cureleads believes that the expectations reflected in the forward-looking statements are reasonable, Cureleads cannot guarantee such outcomes.

Actual results may differ materially from those indicated by these forward-looking statements as a result of various important factors.

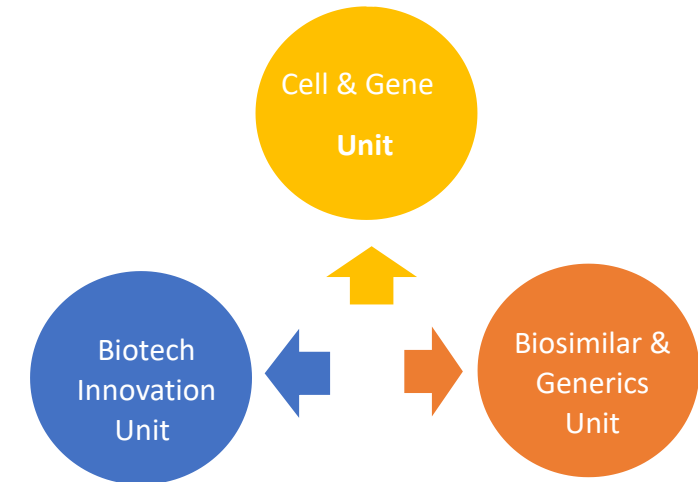
Accordingly, you should not place undue reliance on these forward-looking statements. All information contained in this deck is strictly confidential and not to be disclosed.

CureLeads, a Glocal Company



Founded in November 2019 and headquartered in Dubai, embodies a **GLOCAL** approach by combining a local team with **extensive global experience** and exposure

CureLeads has established partnerships with numerous **International Specialty Biomedical companies** and is staffed by **veterans** of the International Pharmaceutical Industry



CureLeads uses 3 vertically integrated units leveraging **Science & Technology, Innovation & Quality, Affordability & Access**

Vision and Value Proposition



MISSION

Enabling patient access to **affordable, high quality** and **innovative** medicines and medical diagnostics



VISION

Leveraging **Science, technology** and affordability to **transform the lives of patients** across Middle East and North Africa



DIFFERENTIATORS



Extensive expertise in **Specialty Care** areas, including **Hematology/Oncology, Cardiovascular, Neuroscience,** and **Women's Health**



Leading the advancement of **Cell & Gene Therapies** and enhancing patient access across the MENA



Strong **Regional Network** led by **Industry veterans**, in accordance with the **Pharma Code of Ethics**

In-House capabilities



Focus on
**Specialty
Medicine**



Deep experience in **managing**
medical experts, **scientific
advisory boards**, patient
advocacy groups and
government affairs



Operations in key
**Middle Eastern and
North African** markets



Well-established
relationships with **key
stakeholders, decision-
makers, and payers**

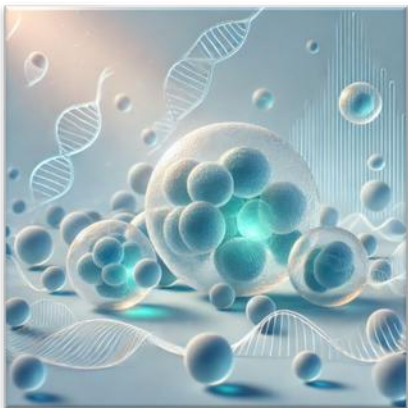


Exceptional **Market Access**,
Tender expertise,
Commercial and
Regulatory capabilities

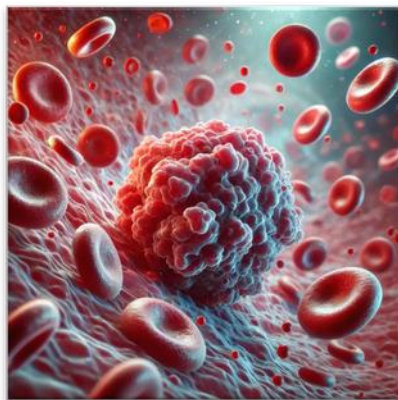


Offer world-class
distribution and logistics,
QA, PV, Regulatory and
Compliance

Disease Focus



**Innovation Cell &
Gene Therapy**



**Hematology
Oncology**



Biosimilars



Neurology



Cardio-Vascular



Point of care Diagnosis



Women's Health



Ophthalmology

MENA at a glance

A region with complexity, diversity, and opportunities

A largely untapped yet potentially hugely fruitful part of the world for the pharmaceutical industry, both as a sales region and for the establishment of manufacturing facilities.



**381
Mio**

inhabitants in
2 continents &
18 countries



60%

of the world's
oil reserves



**1,300 –
124,500**
GDP/capita (USD)



**USD 32.6 bn. 2% of the
Global Market**

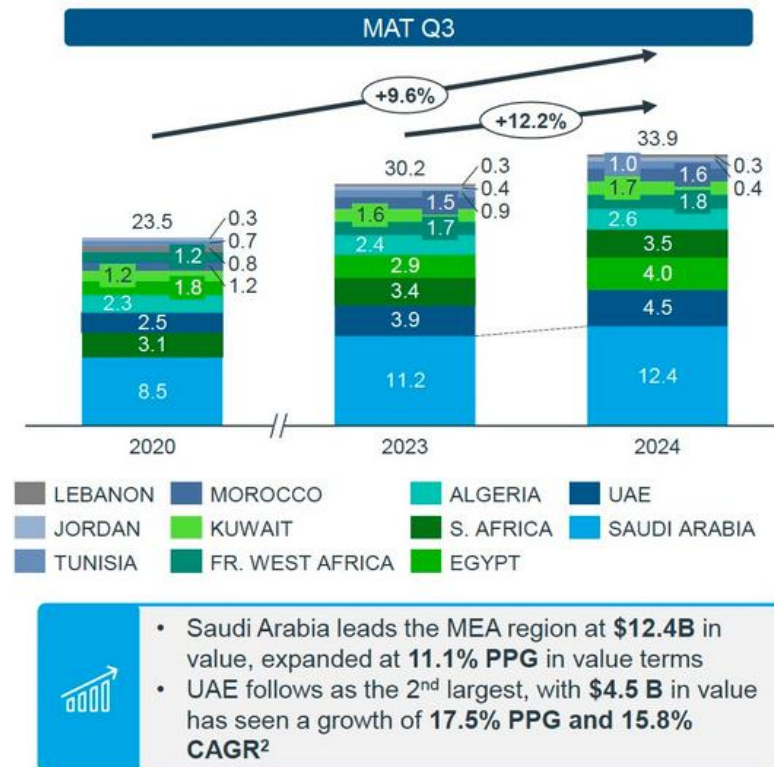
Pharmaceutical Market (USD)



By 2028, Global pharma business is expected to reach US\$ 2.27 T; Middle East & Africa pharma business collectively to be US\$ 63.3 B.

MENA at a glance

MENA Pharma market is a sizable and fast-growing market



- Overall, MEA Pharmaceutical Business has reached **\$33.9 B value** and **8.7 B Units**
- Value sales growth has been at **12.2% PPG¹ (Previous Period Growth)** and **9.6% CAGR²** while Volume sales has declined at **-0.7% PPG** & increased at **1.6% CAGR²**



Key Developments & Trends 2022 – 2026

- Increased need for transformative technologies (Cell and Gene therapies) Advancement in the Use of Generics and Biosimilars
- Enhancements in Regulatory Frameworks to manage CAR-T and Biotech
- Transition Towards a Value-Based Healthcare Model Expansion of Local Pharmaceutical Manufacturing Centralization of Medicine Procurement Processes

1. PPG: Previous Period Growth: MAT Q3 2024 vs. MAT Q3 2023 growth 2. CAGR: Compound Annual Growth Rate for the period MAT Q3 2020 to MAT Q3 2024; Source: IQVIA Audited Data, MAT Q3 2024, includes IQVIA private, LPO, Institutional data where available; Value sales at ex-factory price level without discount; All sales are at constant exchange rate and don't account for any currency fluctuation or devaluation

Established Business Models & Opportunities YTD

Partnerships

Licensing & Supply



CURELEADS' **Licensing and Supply agreements** are structured around **exclusive collaborations** with global product license holders, granting us **territory rights** across the MENA region.

This **exclusivity** enables CURELEADS to act with **strategic autonomy** in the region, facilitating:

- Local market development
- Tailored access programs
- Regulatory acceleration

It also allows us to:

- Secure long-term supply
- Explore joint ventures
- Develop localized manufacturing capabilities

ensuring that **innovative therapies** are effectively **scaled** and **sustainably delivered** to meet regional healthcare demands.

Regional Distribution



Established Business Models & Opportunities YTD

Strategic Partnerships

Regional CDMO



With exclusive territorial rights across MENA, CURELEADS has **proactively** secured **CDMO partnerships** in **Saudi Arabia**, the **UAE**, and **Lebanon** to enable localized manufacturing and supply of advanced therapies.

This approach directly aligns with GCC and MENA **Vision 2030** agendas, which prioritize **biopharmaceutical localization**, technology transfer, and industrial self-reliance.

Global Partnerships



CURELEADS has established a strategic **global alliance** with **Wellesta (Asia)** and **Nassa Partners (Latin America)**, forming an intercontinental network across **Southeast Asia, Latin America, and MENA**.

While structurally independent, the partners operate synergistically to unlock **cross-regional growth**, with an **MoU** scheduled for signing on **June 25** to expand licensing agreements into new territories.

Complementing this, the strategic deal with **U.S.-based Teucer Biotech**, the developer of **a novel biomarker** for early detection of vascular dysfunction, to bring cutting-edge diagnostics to the MENA region.

CureLeads Sub-Distributors

Regional Market Access & Strategic Alliances



CureLeads Current Portfolio

Expanding Horizons: Our 2025–2026 Product Portfolio

Showcasing our growing product range, highlighting the launch of our new own-label brands and key partnerships.



Introducing Our Own Product Label

A new era begins with our proprietary line of products, developed to meet specific market needs.



Nilora Curtazo Lymvia Curelimod Ovadia



New Strategic Launches & Partnerships

Expanding our market presence through key product launches and powerful collaborations.

Estaporin

SKIIP 
Shared ownership with Wellesta

Our Comprehensive Portfolio (2025–2026)



A diverse range of established continuing to serve our customers.

Pembrolizumab

EZ-ONE

Macitentan

Keroz

Enzalutamide

Dienosis

Gazelle Test Kits

NAJAT

Dimethyl Fumarate

Ampicillin /
Sulbactam

Piperacillin /
Tazobactam

Fingolimod

EZ-ONE

Lenalidomide

Keroz

Empagliflozin

Serving Key Regional Markets

Our growing portfolio is available across a wide network of countries in the region.

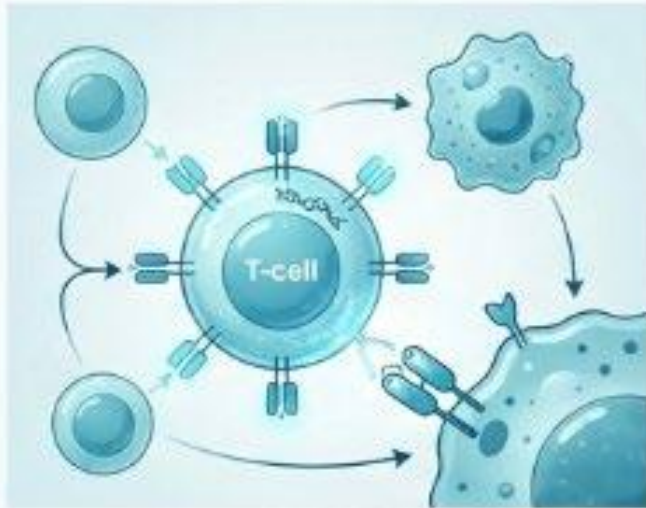


Additional Opportunity

Beyond the Forecast: Advanced Therapy Opportunities

Unpriced Upside: Disruptive Access Models & Commercialization Rights

CAR-T Therapy



- Disruptive Access Model designed for selected MENA countries.

Gene Therapy



- Development and Commercialization Rights.
- Status: Projects currently under negotiation.

Meet the Team – The Board

Board of Directors



Walid Kattouha
Chairman of the Board
30+ years of Industry
Experience
Global, MENA



Kassem Harb
Managing partner
30+ years of Industry
Experience



Mohamad Rammal
CEO , Co-Founder
28+ years of Industry
Experience
Global, MENA



Dr. Marielouise Abi Hanna
Board Member
Corporate Strategy & Market
Access 25+ years of Industry
Experience Global, MENA



Scientific & Business Advisory Board



Dr. John Ketchum
International Business
Advisor, USA, Deep
experience in
hemoglobinopathies



Pr. Ali Taher
Professor of Medicine, Hematology
& Oncology and Director of
Basile Cancer Institute American
University of Beirut



Krista Mckerracher
International Business
Advisor, USA
Deep experience in
hemoglobinopathies
and rare anemia



Dr. Farhatullah Syed
Senior Scientist (Autologous,
Allogenic CAR-T, CD34
Head of Advance Cell & Gene
Therapy, King Faisal Specialist
Hospital & Research Centre



Meet the Team – The Executive Committee



Dr. Marwan Tabbal

Head of Quality & Medical Affairs

20+ years of experience in medical affairs
MENA



Dr. Bahr Joujou

Head of Business Development

20+ years of healthcare management on OTC and Rx
Middle East, Emerging markets



George Varghese

Head of Finance

35+ years of experience in finance, various senior management roles



Sameh Emara

Commercial Head

30+ years of Industry Experience
Global, MENA



Mohammad Rawwas

Logistics & Supply Chain Manager

15+ years of experience in diverse fields of Pharma Operations



Dania Qreyeah

Regional Regulatory Manager

15+ years of experience regulatory affairs in fields of Pharma in MENA



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