



# CORPORATE PROFILE

Bringing Cures To MENAT Patients

## Message From The Founders

Having led multinational pharmaceutical companies, we asked ourselves in 2012, how would our careers be defined and what contributions could we now be making. Most individuals reach a stage, where having a bigger purpose in life by which to define one's legacy, becomes the main motivation. Something to be proud of sharing with your children. That reflection led to the birth of Genpharm.

Looking at the rare disease environment in the Middle East and Turkey region and the significant gaps in meeting patients' needs, we decided to take on these challenges.

Rare and genetic diseases are prevalent in the region due to the higher rate of consanguine marriages and rather large family size. Nevertheless, the small number of experts, the lack of disease awareness and timely diagnosis makes the patient pathway littered with obstacles. These diseases are generally pediatric in nature and have a significant socio-economic impact on families and society. They have a major influence on quality of life and life-expectancy.

On the bright side, the advances in scientific research, the number of on-going clinical trials in rare diseases and pushing the boundaries of cell and gene therapy have started showing breakthroughs in treating some of these diseases.

We want to be at the core of this trend in the MENA region and facilitate access to these innovative therapies. Hence, everything we do at Genpharm is focused on helping the patients and their families.

From our mantra: "Bringing Cures to MENAT Patients";  
To our tag line "Commit. Connect. Cure";  
To our three core values:  
"We Always Put Patients First";  
"We Deliver on Our Promises";  
"We are Passionate about what we do";

Patients are at the core of our purpose.





## Who We Are and What We Do

Genpharm is a financially sound privately-owned company based in the Dubai Science Park (DSP), U.A.E. A Rare Disease and specialty pharmaceutical company providing partners with fast track market access and sustainable commercial solutions into the Middle East, North Africa and Turkey (MENAT) region. We are the preferred regional commercial partner for rare genetic diseases, orphan drugs, and specialty therapeutics. We are the first organisation to successfully introduce gene therapy in the MENAT Region. We also provide strategic advice on disease areas, product launches, and go to markets strategies. We operate through evidence-based medicine and the highest ethical standards.



**WE ALWAYS PUT  
PATIENTS FIRST**

**WE DELIVER ON  
OUR PROMISES**



**WE ARE PASSIONATE  
ABOUT WHAT WE DO**

## Our Promises And Mission

**Commit. Connect. Cure.**

Our promise is centred around the people we touch. Our Commitment to our patients is our key priority. Connecting our partners and their innovative drugs to our patients is what we do best. Providing access to the best drugs and to curative therapeutics with the advancement of gene therapy is why we exist.

### Bringing Cures To MENAT Patients

Genpharm is driven by a clear Purpose. Our employees, associates, and partners take this to heart. It is apparent in our daily work, in every interaction within our communities and with every partnership we forge.



## Management & Board of Executives



### KAMEL GHAMMACHI

Co-Founder & Chairman

- Former Managing Director Examon MENA
- Former Managing Director Farbro Group
- Former General Manager Janssen Cilag ME
- Honored by Rotary several times a Paul Harris Fellow for meeting outstanding personal, professional standards and charitable work



### KARIM SMAIRA

Co-Founder & CEO

- Former VP Intercontinental Merck
- Former Middle East and Eastern Europe Head at Serono
- Launched and managed operations for several Biotech and rare disease products
- Wide expertise in emerging markets
- Active member of YPO and several industry associations



### MARK ROTHERA

President and CEO of Viracta Therapeutics, Inc.

- Former CEO and President of Silence Therapeutics
- Former CEO and President of Orchard Therapeutics
- Over 20 years of experience in bringing rare disease drugs to market
- Former Member of the Board of American Alliance of Regenerative Medicine (ARM)
- Former Chief Commercial
- Former Head EMEA region Shire Human Genetic Therapies
- Former Commercial Director EMEA for Chiron & Pathogenesis



### ELMAR SCHNEE

Chairman of Board at Calliditas Therapeutics

- Former Chairman at Santhera Therapeutics
- Board of Directors Member at Jazz Pharmaceuticals
- Former General Partner and Member of the Executive Board of Merck KGaA
- Held senior positions in Marketing, Strategy & BD at UCB, Sanofi & others



### SAMY ASHKAR

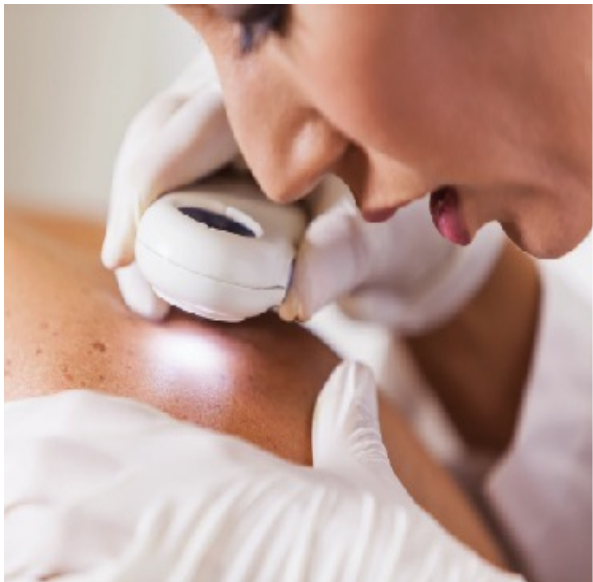
Chairman of the Board at Saro Sciences

- Board Member at Calmaste Sciences
- Former CEO of Sterling Natural Science and Sopherion Thx
- Former Faculty member Harvard Medical School and The Children's Hospital-Boston
- Author of several scientific publications in prestigious journals including Science and JBC
- Holder of multiple international patents



# Niche Therapeutics

Genpharm is focused on niche therapeutics for Rare Diseases and Specialty, with a particular attention on Neuromuscular, CNS, Lysosomal Storage Disease, Specialty and Rare Dermatology, and Rare Ophthalmic Diseases.



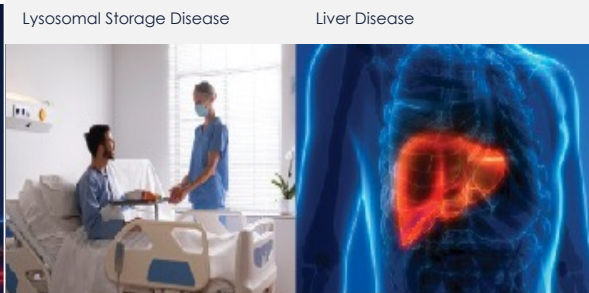
Dermatology



Specialty Care



CNS



Lysosomal Storage Disease

Liver Disease



Ophthalmic

Neurodegenerative

Rare Diseases

## Pioneers in Gene Therapy

Genpharm is the first company to launch gene therapy in the region. By partnering with biotechnology leaders and pioneers in the field, we have brought and continue to launch, innovative cures and treatments to MENA patients.

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We are the first company to introduce gene therapy into the Middle East helping us develop the internal capabilities and expertise. The space is very promising since the region allows NPS and fast track approvals. After the FDA approval and US launch, we are the first market to provide access to these innovative therapies. Since most diseases are paediatric and degenerative, early treatment is critical. We are very proud to support patients in the region to improve their prognosis.

**Kamel Ghammachi**  
Co-Founder and Chairman

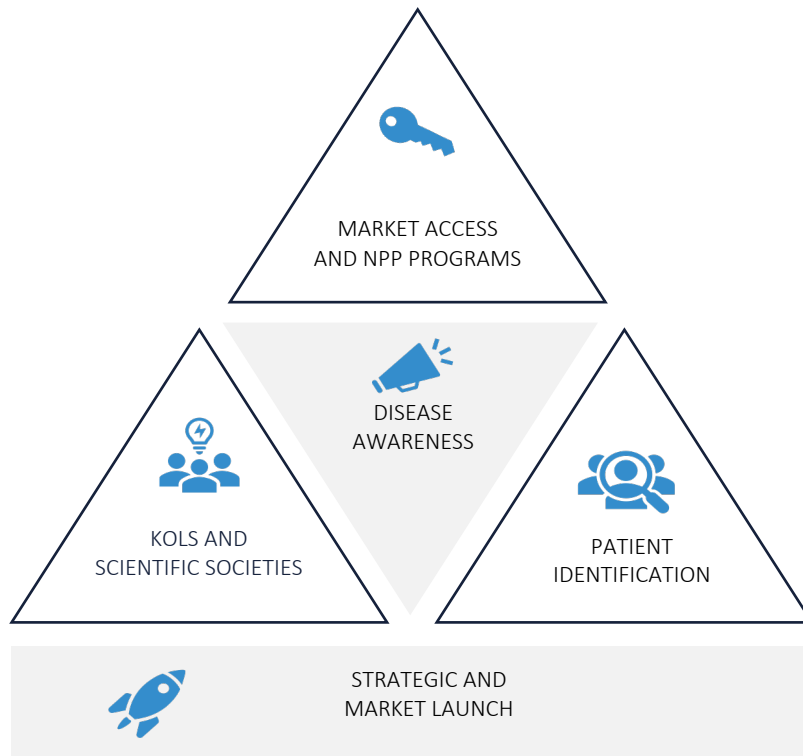


Genpharm Team at the Paediatrics Department in Qatar



## Capabilities and Competence

With extensive senior experience in the industry and specifically within the MENAT region, Genpharm has built a proven and effective track record of launching rare disease and innovative specialty drugs.



## Stakeholder Engagement

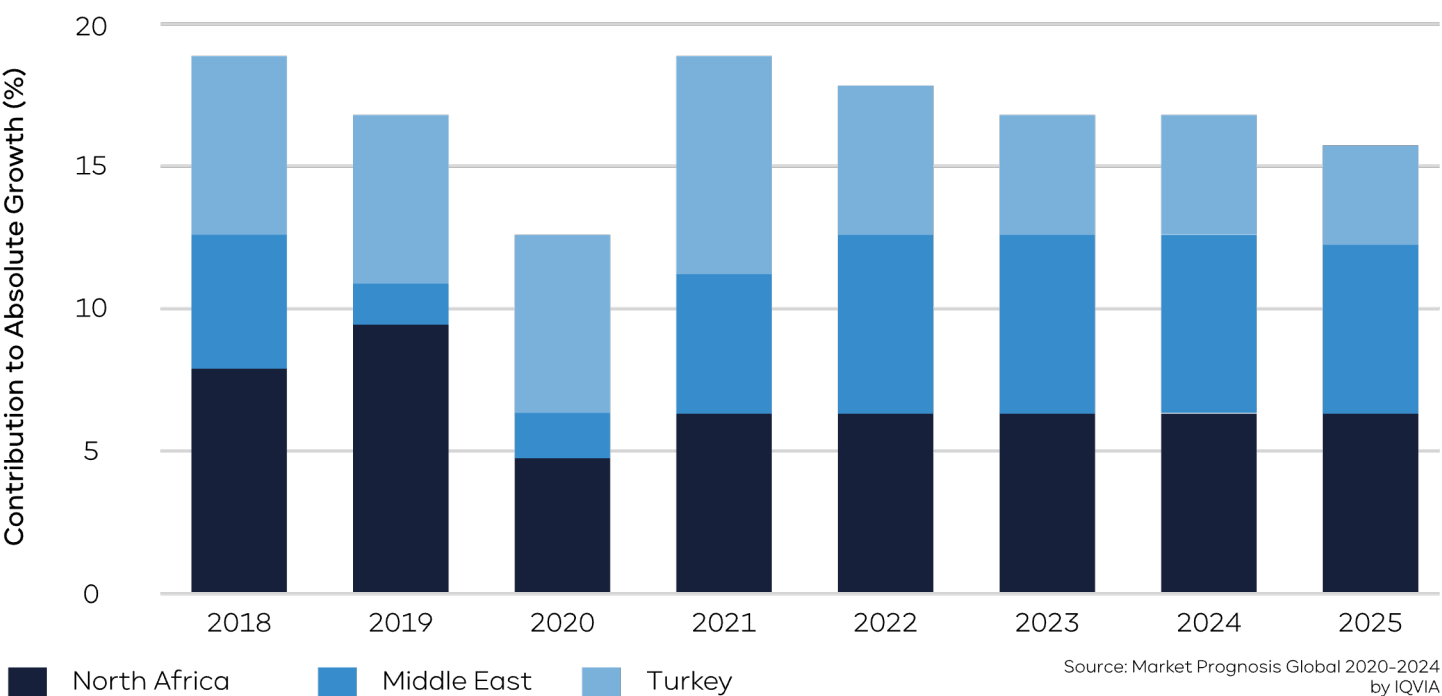
Genpharm has a well established access and actively engages with the key stakeholders and decision-makers

- Local Distributors
- Clinical Pharmacists and Purchasers
- Regulators
- Ministries of Health (MOH)
- Patient Associations
- KOLs and Scientific Societies
- Reimbursement and Funding bodies
- Hospitals and Pharmacies



# MENAT Region Market Growth

Current forecast for 202 sales for North Africa, Middle East and Turkey is 43.5 Billion Dollars



The Middle East North Africa Region is a sizeable and fast-growing market with:



22 countries with 300+ million people



Young population (20% ages 15-24)



Growing healthcare expenditure at 6% of GDP



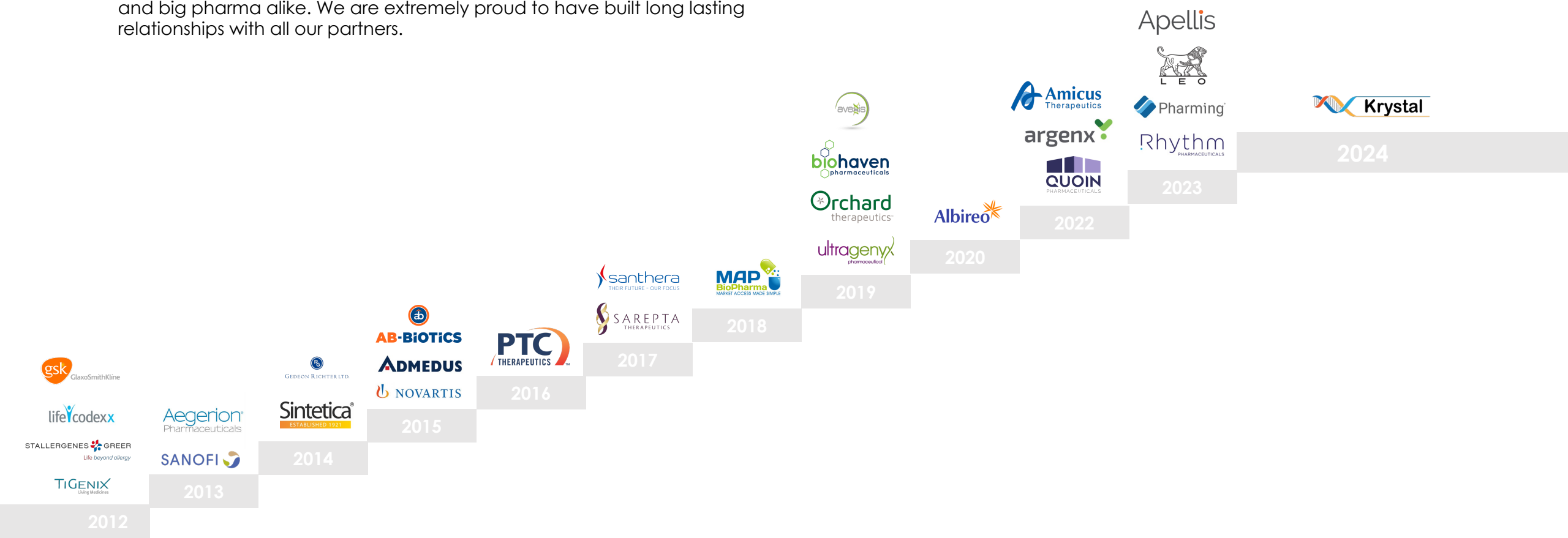
Growing government and private investments in healthcare





# Our Partnerships Timeline

Our number partnerships have successfully grown and evolved throughout the years. We are proud to have partnered with some biotech pioneers and big pharma alike. We are extremely proud to have built long lasting relationships with all our partners.





## Our Current Partnerships

We are pleased to be in partnership with various companies from all around the world as we strive to work together towards a common goal.



## Our People



A diverse group- more than 10 Nationalities



Qualified with specific and relevant competencies



Team of 80+ and Growing



Passionate and Purpose Driven





## More Than A Decade of History

In 2012, we started with our first product in the UAE. Today, we are operating from 13 countries across the MENAT region. We also hold more than 14 products in therapeutic areas such as rare disease dermatology, ophthalmology, neuromuscular, lysosome disorders, and more. The “**more**” is ever expanding as we aim to understand the needs of MENAT patients and bring them novel treatments and cures. Our growth reflects every patient's life that has inspired us to do more and become more.

Our founders created Genpharm with a purpose and at the core of this purpose are patients. The rare disease community in the MENAT region is largely underrepresented. With little to no patient groups to raise disease awareness, to support patients and their families, and to endorse change in the region – we took it upon ourselves to become an active advocate to the rare disease community.

For more than a decade, we have made it our mission to ensure centrality through keeping one of our values close – We Always Put Patients First. We hope to inspire the world to take a moment and do the same by stopping, listening, and understanding what is needed for a better and healthier community.

Rare Disease Day 2022 coincided with our 10th Year Anniversary. For the past decade, the Rare Disease community has been at the core of our mission from raising awareness to supporting the unmet needs of patients and families. To celebrate the occasion, we have partnered up with High Hopes and the Loulou Foundation to light up Burj Khalifa.



[View the video here](#)

# GET IN TOUCH WITH US

The MENAT region is a fast-growing market that represents a significant opportunity for companies interested in launching their innovations and expanding their geographical reach through a long-term partnership.

Genpharm's expertise and experience in the region makes it a highly reputable a partner of choice for MENAT.

Should you have interest in learning more, please direct inquiries to:

**[info@genpharmservices.com](mailto:info@genpharmservices.com)**

Visit our website:

**[www.genpharmservices.com](http://www.genpharmservices.com)**



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