

Middle East & Africa Pharmaceutical Market Insights

Thirteenth Edition

Report Release Date: June 2019

Analytical Timeframe:

MAT Dec 2018

Table of Contents

- + **Newsletter Report Summary**
- + New IQVIA Initiatives
- + Regional Summary and Analysis
- + Regular Country Level Analysis
- + Additional Countries Analysis
- + Appendix

Market insights snapshot for MAT Q4 2018: Growth continues in leading large markets Saudi Arabia and Egypt



The **Retail** channel with nearly 70% value share at **\$17.3B** in overall MEA, grew at 8% PPG. **Institutional** channel has grown faster over last MAT period, growing at 19% by value and 28% by volume, **driven by Saudi Arabia & South Africa****; **UAE & Egypt*** witnessed fast growth of 12% & 29% PPG respectively through Retail channel



Volume sales growth has increased at **11% PPG¹ (Previous Period Growth)** and at **4% CAGR²**, reaching **5.7B units**



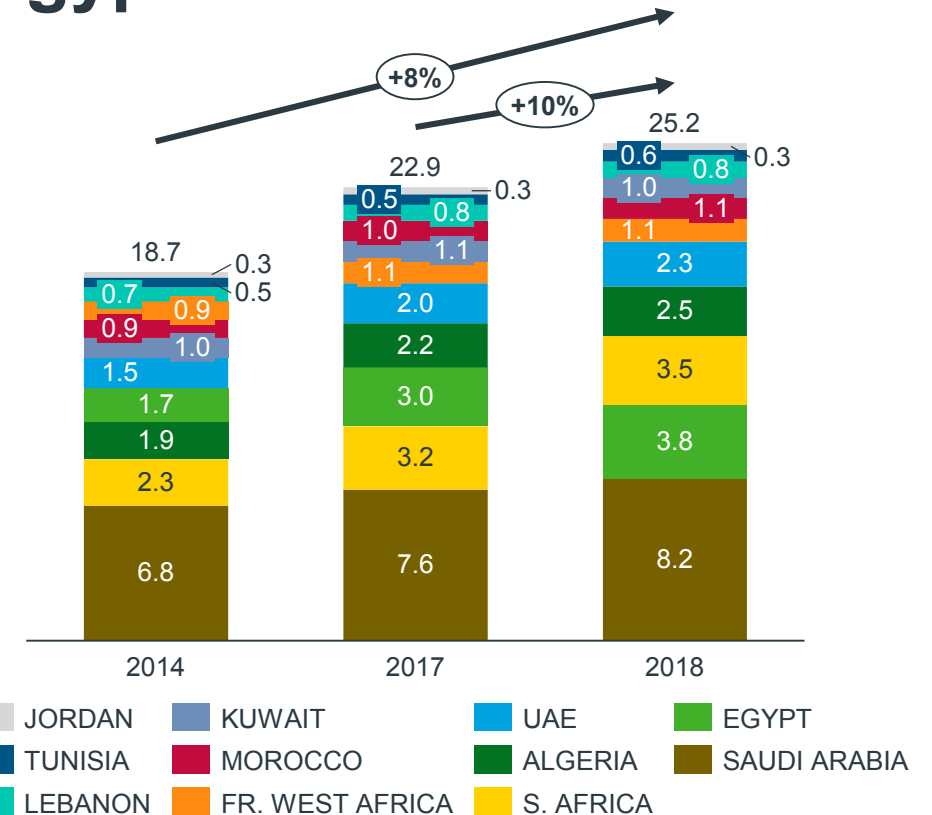
While MNCs account for 63% market share growing at 7%PPG; **Local/regional companies continue to grow faster** at 14% PPG taking away share from MNCs; **Hikma Pharma (b. \$215M), National Bioprod (b. \$21M), Generic Healthcare (b. \$9M) & Polymedic (b. \$16M)** being the fastest growing corporations in **KSA, South Africa, FWA and Morocco** respectively



Sanofi, Novartis and Pfizer are the top selling corporations in MEA together generating additional **~\$232Mn in value** in 2018 over last MAT. **Biocare Lab** is the fastest³ growing corporation, at **125% PPG**



Alimentary tract is the top selling TA holding 18% of the market share with the highest growth in **Egypt (33% PPG)** and **Tunisia (20% PPG)** followed by **Algeria (17% PPG)**. **Lantus (insulin glargine), Novorapid (insulin aspart) and Novomix (insulin aspart)** are the leading Alimentary tract products growing at 16%, 18% and 5% PPG respectively



- The MEA market has reached **\$25B** in value, growing at **8% CAGR**; short term growth stood at **10%** from 2017 to 2018
- Saudi Arabia**, the largest market in MEA at **\$8.2B** in value, grew at **7%** in value terms. Egypt, Algeria and UAE are other large markets that had double digit growth

(1) PPG: Previous Period Growth: MAT Q4 2018 vs. MAT Q4 2017 growth
 (2) CAGR: Compound Annual Growth Rate for the period MAT Q4 2018 to MAT Q4 2017
 (3) Fastest growing corporations (by PPG) with value greater than \$USD 50 million

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and doesn't account for any currency fluctuation or devaluation,

*Egypt real growth at variable exchange rate is 26% | **South Africa market growth last year driven by spike in sales of HIV market through Institutional channels

b. : Base period MAT Q4 2017 Sales

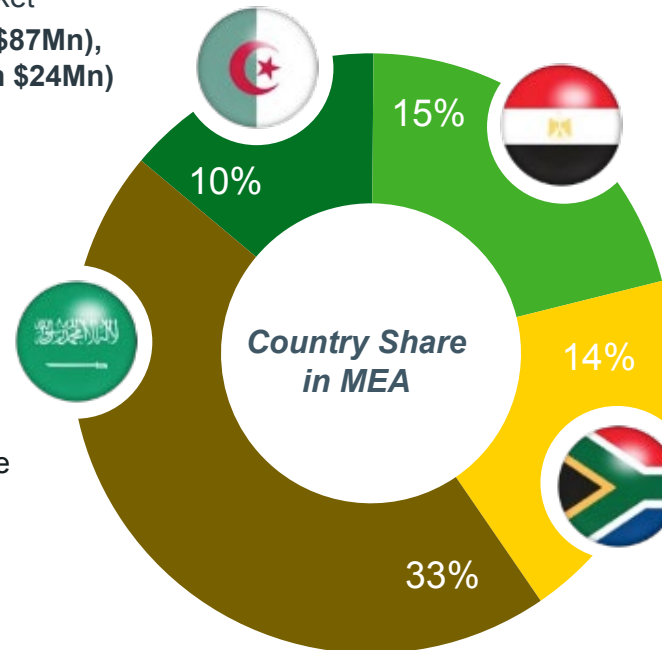
Among the key major markets, Egypt saw maximum growth at 26%, followed by Algeria at 13%

Algeria (ALG)

- Algeria market is valued at **\$2.5Bn** growing at **13% PPG**. **Alimentary** TA with \$569Mn sales and 100 new launches in 2018 leads the market
- Sanofi** is the leading corporation with **Lantus (insulin glargine \$87Mn)**, **Lovenox (enoxaparin \$25Mn)** and **Coaprovel (HCT/irbesartan \$24Mn)** featuring among the top 10 selling brands
- Local companies** dominate among the fastest growing firms

Saudi Arabia (KSA)

- KSA market is valued at **\$8.2Bn** growing by **7.1%** over last MAT. Tender and LPO grew at a rate of 15% and 12% respectively while retail channel slowed down by 1%
- Pfizer** is the leading corporation with **\$644Mn** in sales and its **Prevnar (Vaccine, Pneumococcal Conj.)** is the top selling brand growing at 28% PPG
- Fastest growing corporations are a mix of locals and MNCs



Egypt (EGY)

- Egypt pharma market is valued **\$3.8Bn** with a growth rate of **26%** over last MAT. **Alimentary** and **Anti-infectives** are the top selling TAs together accounting for 36% sales of the total market
- Novartis** is the leading corporation with **\$301Mn** sales in 2018 while **Nestle(b. \$27M)** is the fastest growing corporation, growing at **131%** PPG over last MAT

South Africa (RSA)

- South Africa market reached **~\$3.5 Bn** in sales growing by **8.4%**¹ over last MAT. **Retail** channel accounts for **79%** of the total market
- Anti-infectives** is the top selling TA generating additional **~\$71Mn** sales in 2018 and grew at 12% PPG
- Aspen** is the leading corporation with 11.6% market share and **Mylan's Atroiza (efavirenz/emtricitabine/tenofovir)** leads in brands but lost over 19% of its 2017 sales in 2018

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and doesn't account for any currency fluctuation or devaluation, however real growth at variable exchange rate is 26%

Note 1: South Africa Retail includes data from Distributors, Wholesalers, Direct sales from Manufacturers, Buying groups covering nearly 86% of the market, excluding Public Hospitals. | Overall South Africa market includes Retail and State Sector data | Growth in State Sector includes direct to state deliveries, retrospective data addition and some direct buy outs from State Hospitals in 2018

b. : Base period MAT Q4 2017 Sales

Pharmaceutical Market Insights Report – Jun 2019

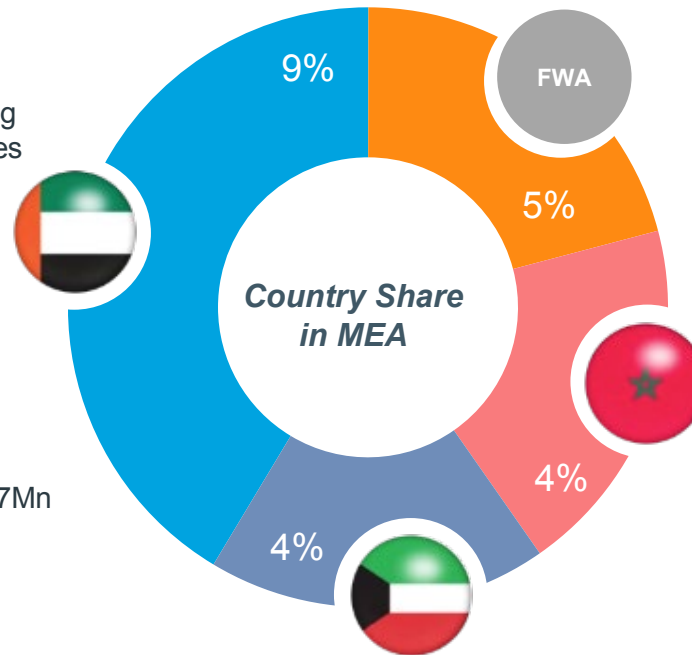
UAE grew at 12% with its Retail market growth at 12%; Kuwait sales dropped by 5% PPG

United Arab Emirates (UAE)

- UAE market is valued at **\$2.3 Bn** growing by **12%** over last MAT with **retail** channel being dominant having 78% share growing at 12% PPG
- **Alimentary** TA accounts for 22% market share growing at 14% PPG generating additional ~\$62Mn in 2018
- MNCs dominate the market in sales with **Novartis (\$196Mn)** being the leading player however local player **Julphar (\$102Mn)** features among top 10

Kuwait (KUW)

- Kuwait sales dropped by 5% over last MAT reaching ~\$1 Bn. **Hospital** channel accounts for 74% of sales.
- **Alimentary** is the leading TA accounting for 20% market share growing by 17%. **Cardio and Anti-infective** TAs lost \$48Mn & \$67Mn sales last year respectively
- **Pfizer with \$101Mn** sales has continued to be the top selling corporation while AbbVie's **Humira (adalimumab)** is leading the market with ~\$42Mn sales in 2018



Fr. W Africa (FWA)

- French West African countries grew at 4.5% PPG to reach **\$1.1 Bn sales**
- **Sanofi** is the top selling corporation with over 9% market share however declined by 0.4% last MAT
- **Generic Healthcare (b. \$9M)** became the fastest growing corporation owing to **Amloperin's (amlo/perindopril)** growth of 39% over last MAT

Morocco (MOR)

- Morocco market has grown at **5% PPG** reaching just above ~1.1 Bn sales in 2018
- **Sanofi with \$93Mn** sales is the leading player, local company **Bottu S.A's Doliprane (paracetamol)** with \$56Mn sales is the top selling brand and **Polymedic (b. \$16 M)** with 17% PPG is the fastest growing corporation

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and doesn't account for any currency fluctuation or devaluation, however real growth at variable exchange rate is 26%

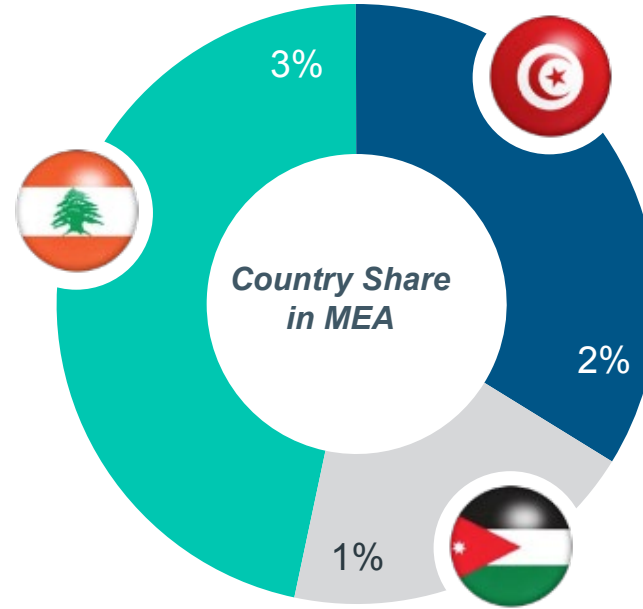
b. : Base period MAT Q4 2017 Sales

Pharmaceutical Market Insights Report – Jun 2019

Lebanon and Tunisia Retail markets grew at 2% and 14% respectively; Jordan Retail sales declined by 1%

Lebanon (LEB)

- The Lebanese market grew at **2.4% PPG**, to reach **\$0.8Bn sales**; top 10 corporations comprise 42% of the total sales in Lebanon which include 2 local/regional companies
- **Alimentary and Cardiovascular** are the top 2 TAs together accounting for **37% market share** in 2018
- **GSK's Panadol(paracetamol)** leads the market with **\$12Mn** in sales, however it lost 4% of its sales over the last MAT



Tunisia (TUN)

- Tunisia market has grown at 11% PPG to reach **\$0.6Bn sales**. Retail channel dominates with 70% market share generating ~\$422Mn in 2018
- **Sanofi, Medis and Novartis** are the top selling corporations, however, **Sanofi (b. \$56M)** lost around 3% of its sales in 2018
- **GSK's Augmentin (trastuzumab)** is the top selling brand growing at 22% PPG last MAT

Jordan (JOR)

- Jordan market remained at ~**\$0.3Bn sales**, but lost nearly 1% of its sales over last MAT
- Top 10 corporations account for 47% market share. **Hikma (\$31Mn)** leads the market, however lost 4% of its sales over last MAT
- **Menarini(b. \$3M)** is the fastest growing corporation, growing at 30% PPG, while **Danone Groupe's Bebelac (infant milks)** leads the market with **\$7Mn** in sales

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and doesn't account for any currency fluctuation or devaluation, however real growth at variable exchange rate is 26%

b. : Base period MAT Q4 2017 Sales

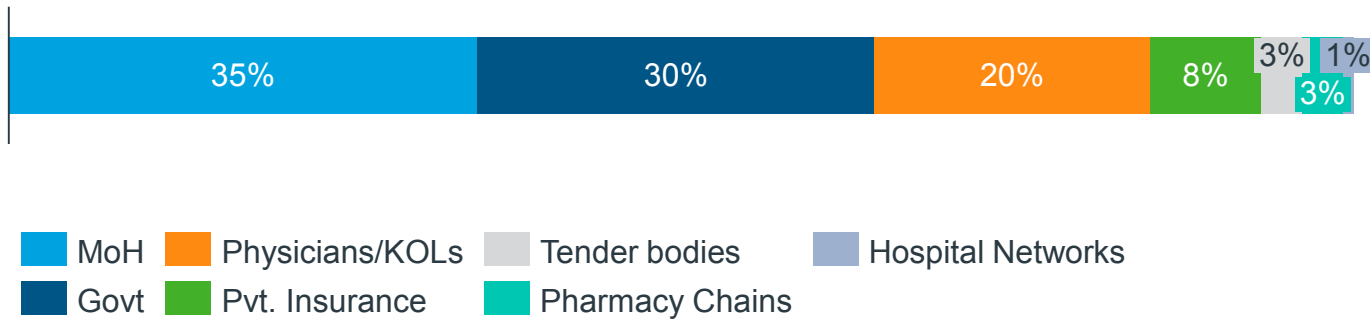
Herewith the results of our MEA market survey we conducted last quarter

We asked 3 questions pertinent to MEA market and received inputs from more than 150 experts from MEA region for each survey question

In MEA region, identify the 3 most Important Stakeholders that influence the Speed of Market Access for innovative medicines

1

First Choice for Access

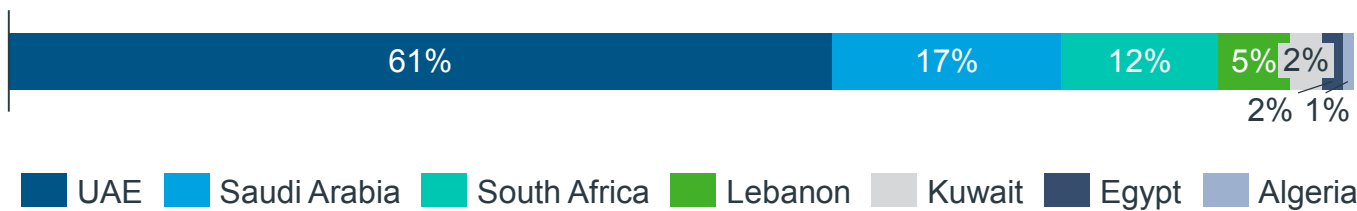


- **35% of respondents chose MoH¹** as the most important entity for Market Access
- Govt. and Physicians/KOLs were selected by 30% and 20% of the respondents respectively

Which country is most receptive to Technological Interventions, improving patient adherence?

2

Most Receptive Country



- **UAE** has been chosen as the most receptive country, improving patient adherence through Technological Interventions
- Among the GCC, **Kuwait was identified as least receptive**

Out of the countries with lesser data coverage, which country needs to be prioritized by IQVIA for improving data robustness

3

Country Priority for Data



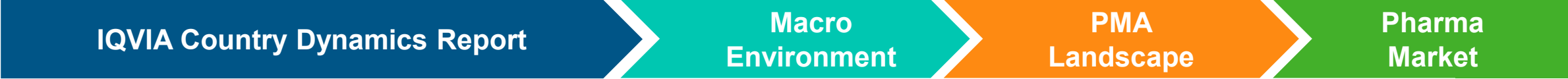
Nigeria has been identified as the country that most needs to be prioritized at improving data coverage by IQVIA

Source: IQVIA Market Survey

Table of Contents

- + Newsletter Report Summary
- + **New IQVIA Initiatives**
- + Regional Summary and Analysis
- + Regular Country Level Analysis
- + Additional Countries analysis
- + Appendix

New Country Dynamics report has been recently launched that captures broad market trends across key African markets



- Economy
- Business Climate
- Demographics
- Healthcare Dynamics
- Private/Public
- Disease Burden

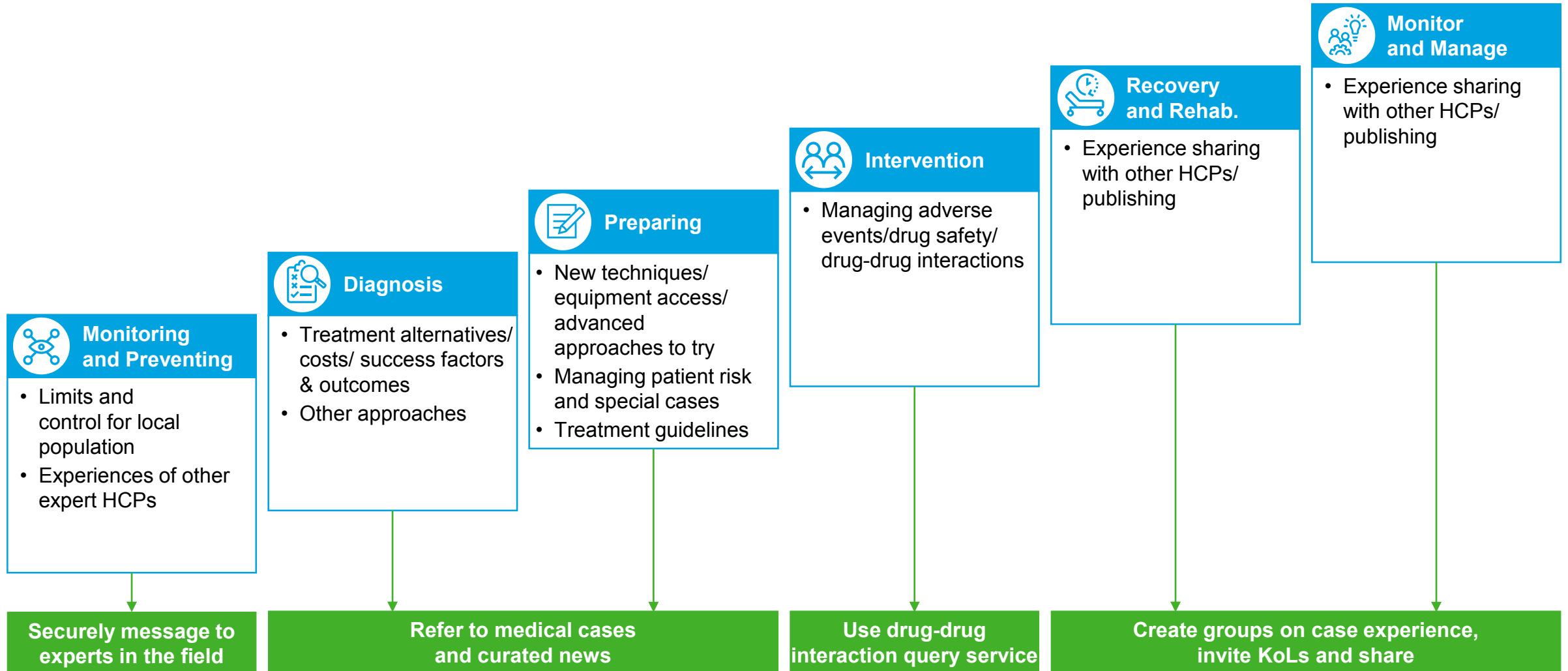
- Intellectual Property
- Counterfeits
- Drug Approval
- Pricing (Mark-Ups)
- Health Insurance
- Supply Chain

- Sizing
- Originators/Generics
- Therapeutic Areas
- Top Products
- MNC/Regional/Local
- Key Competitors

Country	Content Slides	Macro Environment	PMA Landscape	Pharma Market
Kenya	25	++++	++++	+++++
Nigeria	21	++++	+++++	+++
Ivory Coast	17	+++	+++	++++
Tanzania	15	+++	+++	++
Mozambique	15	+++	+++	++
Uganda	15	+++	+++	++
Angola	14	++++	+++	+
Rwanda	14	+++	+++	+
Ethiopia	14	+++	+++	++
Ghana	14	+++	+++	+
Zambia	13	++++	++	+

+++++ (9-10 Slides) ++++ (7-8 Slides) +++ (5-6 Slides) ++ (3-4 Slides) + (2 Slides)

Another new initiative is HCP Space, an exclusive professional networking platform for healthcare professionals across MEA



Our capabilities in Primary Intelligence address all stages of a product lifecycle, maximizing brand performance

Insights for key areas across the Product Lifecycle

- Market Understanding
- Market Sizing
- Concept Testing
- Pricing Research
- Patient Journey
- Patients Segmentation
- Physicians Segmentation
- KOL Identification
- Conjoint Analysis
- Target Product Profile & Willingness to Prescribe
- Price Elasticity and Affordability



1: ATU: Awareness Trial Usage – Tracks the brand awareness among KOLs over a period of time

IQVIA data coverage in rest of the markets also has been enhanced, improving the robustness of our analysis over time

Private Market¹: Data coverage and enhancements

Geography	Countries	Number of DS ²	Coverage ³	Enhancements in 2018/2019 Planned	Period of enhancement
Middle East	Saudi Arabia	27	97%	<ul style="list-style-type: none"> Adding 2 Distributors Including 1 New Attribute and 2 New Measurements 	Q2 2018
	UAE	20	97%	<ul style="list-style-type: none"> Adding 2 Distributors Including 1 New Attribute and 2 New Measurements 	Q4 2018
	Kuwait	18	98%	<ul style="list-style-type: none"> Adding 2 Distributors Including 1 New Attribute and 2 New Measurements 	Q2 2018
	Jordan	21	70%	<ul style="list-style-type: none"> Adding 9 Agents 	Across the year
	Egypt	44	95% (100%) ⁴	<ul style="list-style-type: none"> Adding 8 Distributors Including 1 New Attribute and 2 New Measurements 	
	Lebanon	28	85-90%	<ul style="list-style-type: none"> Including 1 New Attribute and 2 New Measurements Adding 2 New Agents 	Q3 and Q4 2018
	Iraq	6	65%	-	-
Africa	South Africa	38	91% (100%) ⁴	<ul style="list-style-type: none"> 1 New Distributor added for Oncology market 	Q2 2018, Q2 2019
	Tunisia	42	72%	<ul style="list-style-type: none"> Added 5 new Wholesalers in 2018; 2 new Wholesalers planned in 2019 improving market share by 8% 	Across the year
	Algeria	53	75%	<ul style="list-style-type: none"> Added 7 new Wholesalers in 2018; 3 new Wholesalers planned in 2019 improving market share by 3% 	Across the year
	Morocco	40	84%	<ul style="list-style-type: none"> Adding 1 Wholesaler; Additional 3 Wholesalers planned for 2019 contributing additional 2% market 	Q3 2018
	Fr. West Africa	27	85%	<ul style="list-style-type: none"> Adding 2 New Wholesalers in 2018, 6 New Wholesalers planned for 2019 	Across the year
	Kenya	18	40%	<ul style="list-style-type: none"> Adding 3 Distributors 	-

1: Non-Exhaustive List | 2: DS – Distributors | 3: Coverage refers to National level data coverage in market value terms | Coverage projected to 100%

Even in the Public channel, we are constantly improving our understanding of the market

Public/Govt. Market¹: Data coverage and enhancements

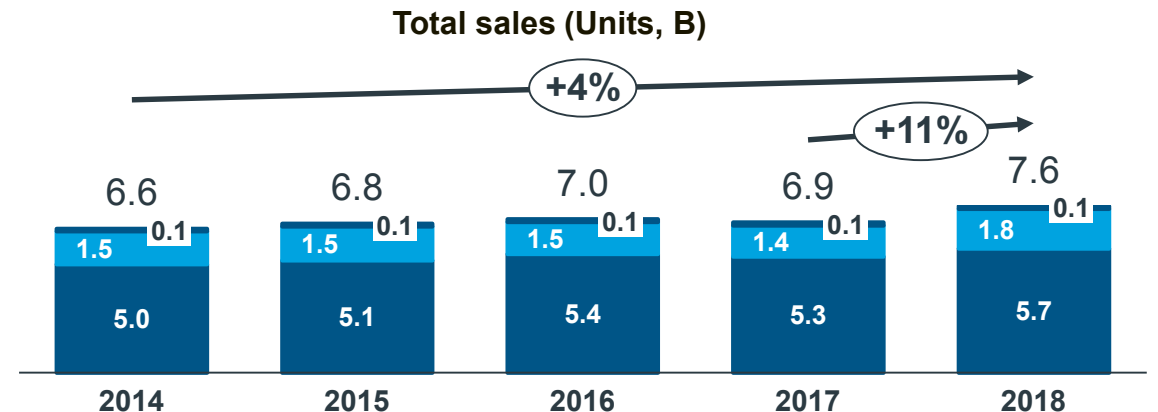
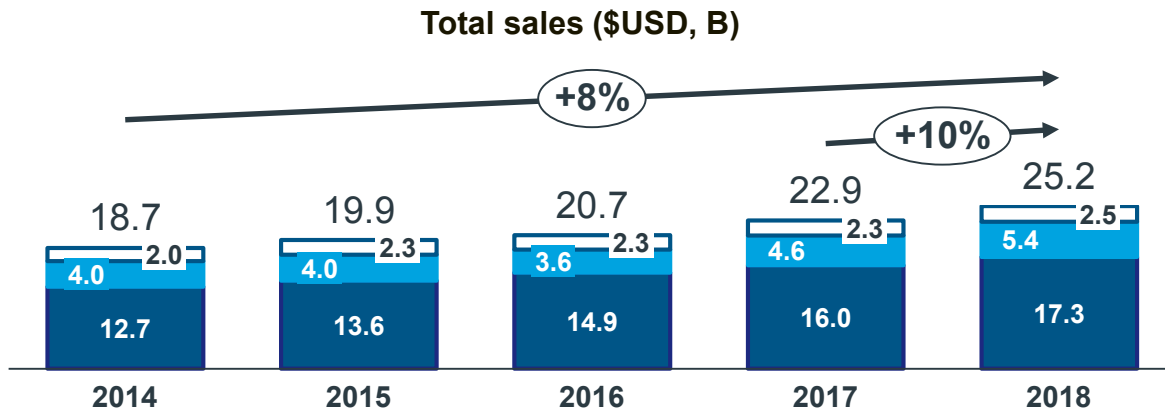
Geography	Countries	Number of DS ²	Coverage	Enhancements in 2018	Period of enhancement
Middle East	Saudi Arabia	27	85%	Adding 1 Distributors	Q3 2018
	UAE	20	95%	Adding 2 Distributors	Q4 2018
	Kuwait	18	90%	Adding 2 Distributors	Q2 2018
	Egypt	44	75%	Adding 8 Distributors	Across the year
Africa	South Africa	18	50%	-	-
	Tunisia	1	100%	-	-

1: Non-Exhaustive List | 2: DS - Distributors

Table of Contents

- + Newsletter Report Summary
- + New IQVIA Initiatives
- + **Regional Summary and Analysis**
- + Regular Country Level Analysis
- + Additional Countries analysis
- + Appendix

MEA Pharma continues to grow strong at 10% PPG, driven by Institutional channel growth in KSA, Egypt and South Africa



	PPG % ¹	CAGR % ¹
LPO ²	4%	5%
RETAIL ³	8%	8%
INSTITUTIONAL ⁴	19%	8%
Total Market	10%	8%

	PPG % ¹	CAGR % ¹
LPO ²	-0.4%	3%
RETAIL ³	7%	3%
INSTITUTIONAL ⁴	28%	5%
Total Market	11%	4%

- Institutional channel growth continues in the region in 2018, with **South Africa, KSA and Egypt growing at 41%, 15% and 19% PPG respectively**
- Retail value sales have grown fastest in Egypt (29% PPG) and Tunisia (14% PPG) while slowdown in LPO channel is driven by Kuwait losing 9% value sales and 21% volume sales through LPO last year; in **KSA however the Retail channel declined by 1%**, driven by declining consumptions through expats

(1) PPG (Previous Period Growth) calculated for MAT Q4 2018 vs MAT Q4 2017 and CAGR (Compound Annual Growth Rate) is calculated for MAT Q4 2014 - 2018

(2) LPO data available for UAE, Kuwait and KSA

(3) Retail includes private hospitals and is available for all countries included

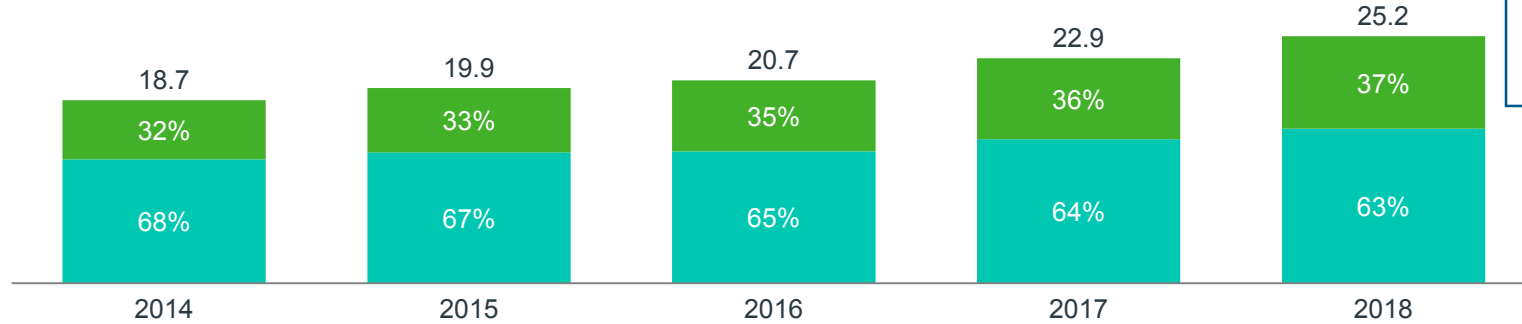
(4) Institutional data available for KSA, Egypt, RSA, Tunisia

Analysis based on Algeria, Egypt, Fr. West Africa, Jordan, Kuwait, Lebanon, Morocco, Saudi Arabia, South Africa, Tunisia, UAE

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and doesn't account for any currency fluctuation or devaluation

Share of Local/Reg companies continues to increase in both value and volume terms, reaching 37% by value out of \$25.2B

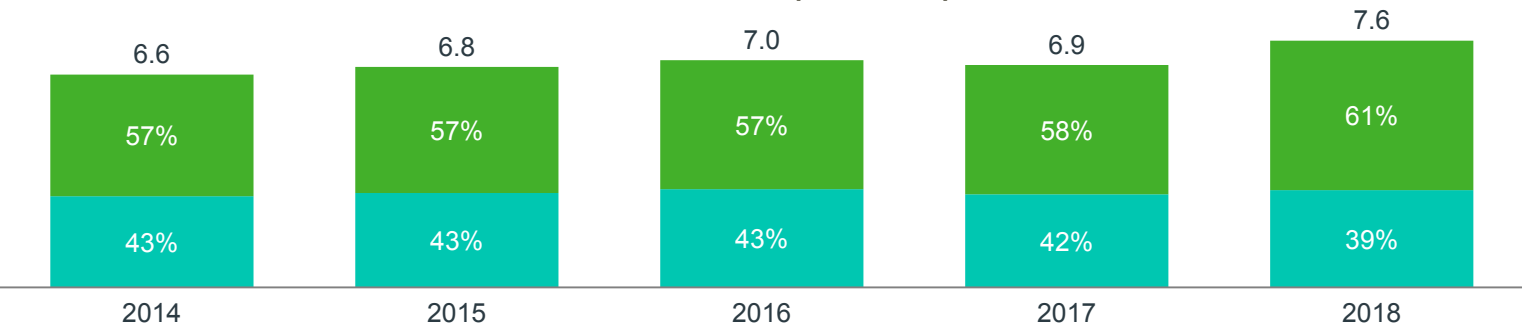
Total sales (\$USD, B)



Hikma, Aspen, Adcock Ingram, Jamjoom are among largest Local/Regional companies in the region, growing at double digits

	PPG %	CAGR %
LOC/REG ¹	14%	12%
MNC ¹	7%	6%
Total Market	10%	8%

Total sales (Units, B)



	PPG %	CAGR %
LOC/REG	16%	5%
MNC	5%	2%
Total Market	11%	4%

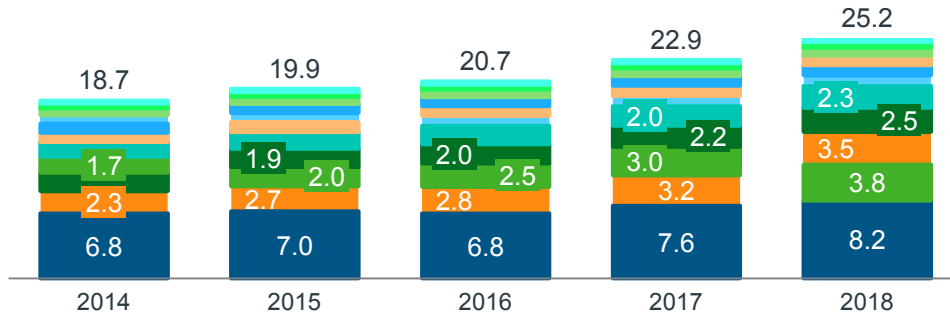
- Growth of **Local companies** in the region was mainly observed in Turkey, Egypt and Algeria where local companies grew by 31%, 29% and 25% PPG respectively
- South Africa, Algeria and Egypt had high volume growth for local/Reg companies

(1) MNC: Multinational companies are top companies having global presence, Loc/Reg: Local and Regional companies are those that have operations limited to MEA region or a particular MEA country; refer Appendix for more details

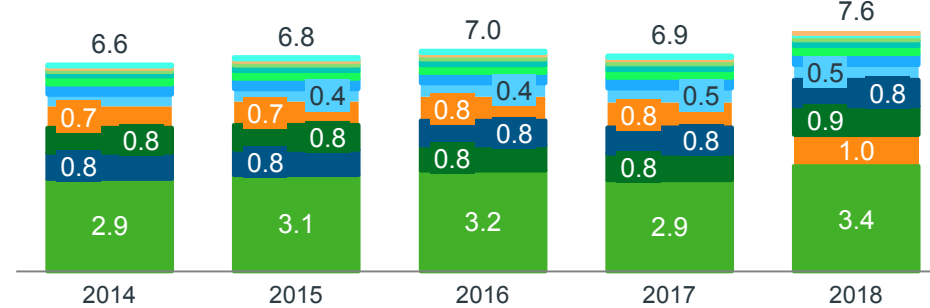
Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and doesn't account for any currency fluctuation or devaluation

Most MEA countries have continued to grow in value terms, however, Kuwait and Jordan sales have dropped by 5% and 1%

Total sales (\$USD, B)



Total sales (Units, B)



	PPG%	CAGR	R:I ¹	L:M ¹
KSA	7%	5%	44:56	31:69
UAE	12%	10%	79:21	22:78
KWT	-5%	0.2%	26:74	11:89
EGY	26%	22%	70:30	50:50
LEB	2%	4%	100:0	29:71
JOR	-1%	5%	100:0	42:58
ALG	13%	7%	100:0	50:50
MOR	5%	3%	100:0	40:60
TUN	11%	4%	70:30	36:64
FWA	4%	6%	100:0	37:63
RSA	8%	10%	82:18	48:52
Total Market	10%	8%	69:31	37:63

	PPG%	CAGR	R:I ¹	L:M ¹
KSA	1%	0.1%	61:39	55:45
UAE	6%	7%	88:12	39:61
KWT	-11%	1%	41:59	21:79
EGY	15%	3%	70:30	67:33
LEB	-3%	5%	100:0	33:67
JOR	-2%	4%	100:0	52:48
ALG	7%	4%	100:0	60:40
MOR	2%	2%	100:0	47:53
TUN	4%	1%	81:19	50:50
FWA	4%	6%	100:0	39:61
RSA	27%	10%	55:45	73:27
Total Market	11%	4%	75:25	61:39

- Double digit PPG in value sales was observed in **UAE, Egypt, Algeria and Tunisia** growing by 12%, 26% 13% and 11% respectively.
- Kuwait saw declining sales with PPG at -5%, driven by drop in volumes in LPO channel. Jordan sales also fell at -1% PPG
- **In Kuwait, LPO sales** for prominent MNCs AZ, MSD, Abbott declined more than 40% over last year
- Volume sales of **South Africa** experienced increase¹, with 70% sales growth through hospital channel last year

1. R:I represents Retail vs. Institutional sales; L:M represents Local vs. MNC sales

Analysis based on Algeria, Egypt, Fr. West Africa, Jordan, Kuwait, Lebanon, Morocco, Saudi Arabia, South Africa, Tunisia, UAE

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and doesn't account for any currency fluctuation or devaluation

Note 1: Growth in South Africa State Sector (Hospital Channel) includes direct to state deliveries, retrospective data addition and some direct buy outs from State Hospitals in 2018

Aliment. treatment products continue to be the largest TA; all of the top TAs managed to grow, retaining their respective positions

Top selling therapy areas

PPG%	CAGR%	Ranking change	Sales (\$USD, B) 2018	R:I	L:M
13%	10%	↔ 1	A (ALIMENT) 4.7	73:27	35:65
4%	4%	↔ 2	J (ANTI-INF SY) 4.0	57:43	46:54
9%	8%	↔ 3	N (NERVOUS) 2.7	70:30	44:56
6%	5%	↔ 4	C (CARDIO) 2.5	72:28	38:62
7%	6%	↔ 5	R (RESPIR) 1.9	81:19	43:57
18%	14%	↔ 6	L (ANTI_NEO) 1.6	27:73	10:90
9%	6%	↔ 7	M (MUSCULO) 1.4	83:17	48:52
8%	7%	↔ 8	G (GU SYST) 1.3	89:11	41:59
17%	10%	↔ 9	B (BLOOD) 1.2	52:48	28:72
12%	10%	↔ 10	D (DERMA) 1.1	85:15	45:55

- **KSA accounts for 25%** share in total **Alimentary tract** sales in MEA while **Egypt** recorded the fastest PPG of 33% in value
- **Anti-Neoplasm TA** has grown at the fastest rate with strong growth originating from KSA (19% PPG) and Egypt (28% PPG)
- Growth in **Blood Products** was driven by Egypt (36% PPG), S. Africa (28% PPG) and Kuwait (26% PPG)

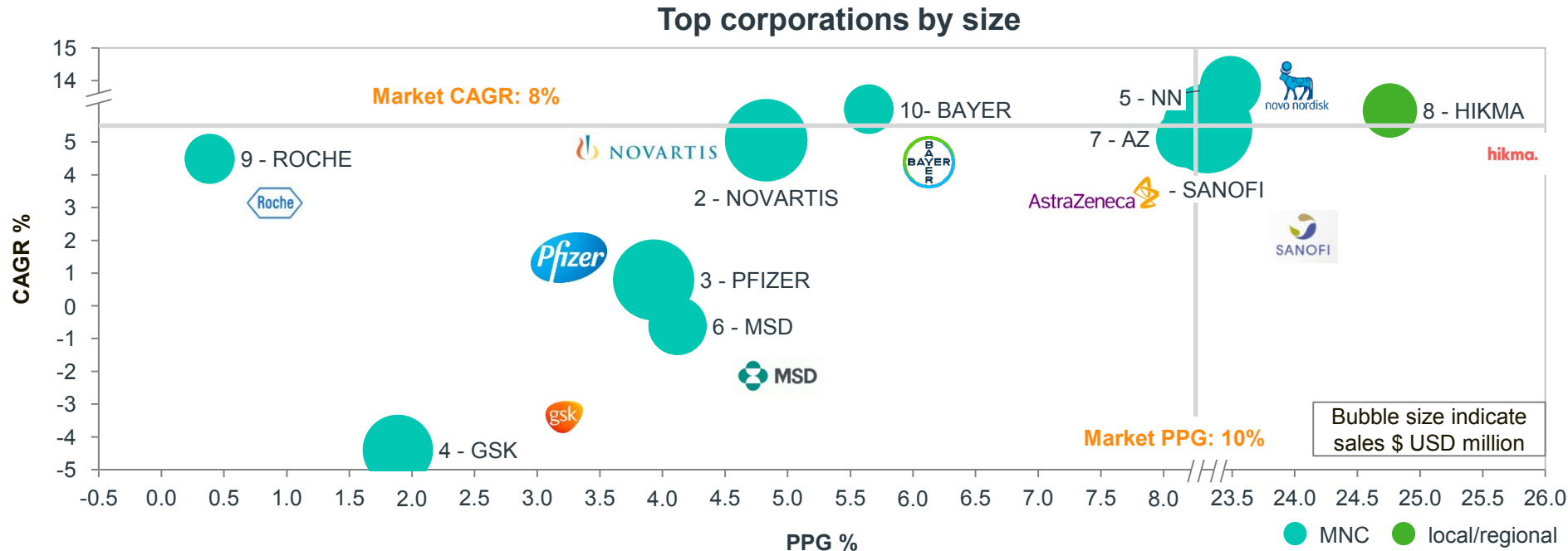
(1) R:I stands for Retail:Institution and L:M stands for Local:MNC; Institution includes LPO tender data where available

(2) Arrows indicate change in companies ranking in reference to its ranking in the previous MAT (MAT Q2 2018 vs MAT Q1 2018)

Analysis based on Algeria, Egypt, Fr. West Africa, Jordan, Kuwait, Lebanon, Morocco, Saudi Arabia, South Africa, Tunisia, UAE

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and doesn't account for any currency fluctuation or devaluation

Sanofi & Novartis continue to be the largest companies; MSD moved a place up and AZ moved a place down



Rank	Corporation	Sales ¹	Rank	Corporation	Sales ¹
1	SANOFI	1,692	6	MSD	722
2	NOVARTIS	1,438	7	AZ	708
3	PFIZER	1,384	8	HIKMA	621
4	GSK	1,049	9	ROCHE	530
5	NN	785	10	BAYER	509

1. \$USD (M), MAT Q3 2018

Analysis based on Algeria, Egypt, Fr. West Africa, Jordan, Kuwait, Lebanon, Morocco, Saudi Arabia, South Africa, Tunisia, UAE

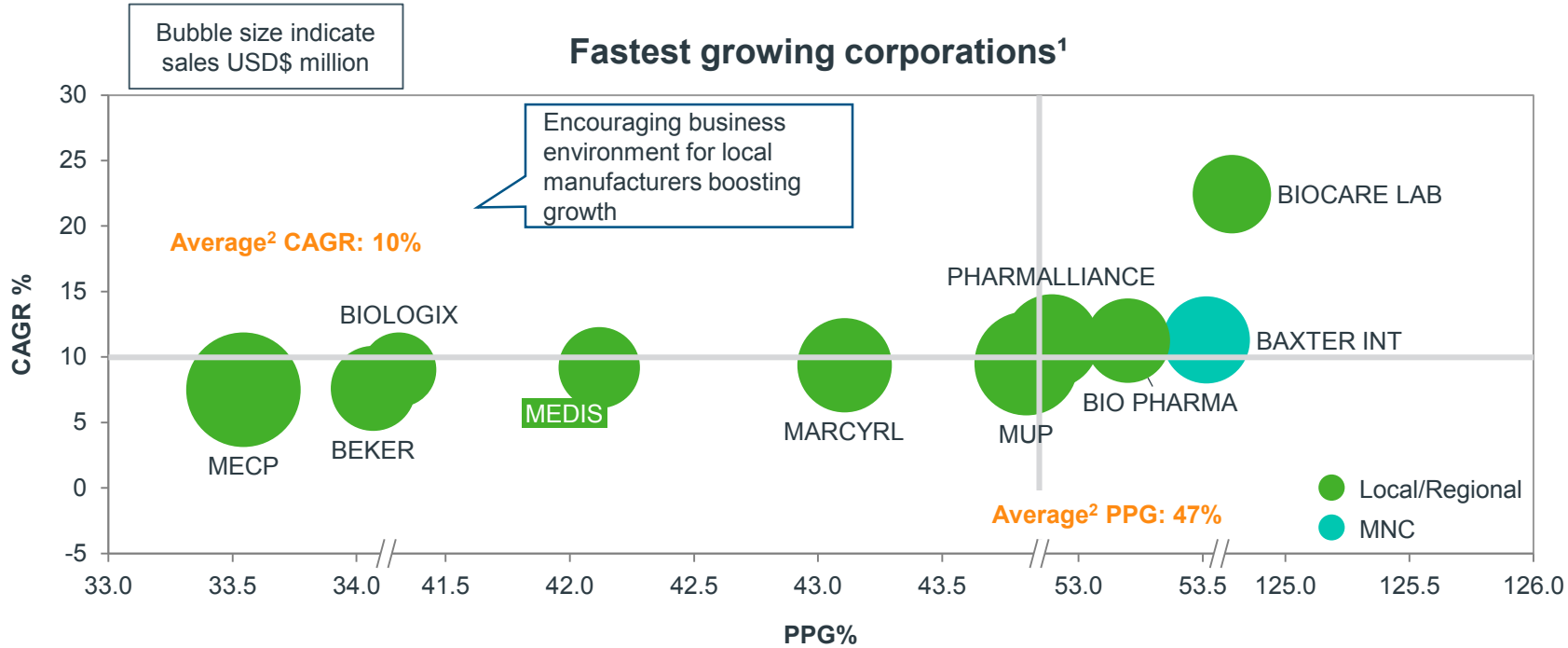
Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and doesn't account for any currency fluctuation or devaluation

- Top 10 corporations remain same as in previous report
- Top 10 corporations contribute **37% value market share** in MEA region with **Sanofi** leading the market
- **Novo Nordisk's (b. \$635M)** growth is mainly driven by **Norditropin(somatropin), Victoza(liraglutide) & Saxenda(liraglutide)** which have grown at 60%, 18% and 190% PPG respectively
- **Hikma's (b. \$497M)** growth has been the fastest due to **Remox (amoxicillin)and Pranza (olanzapine)**, growing at 108% and 477% PPG respectively.

b. : Base period MAT Q3 2017 Sales

Pharmaceutical Market Insights Report – Jun 2019

9 out of top 10 fast growing corporations are local/regional; Baxter is the only MNC to feature in top 10 fastest growing list



Rank by PPG	Corporation*	Sales ¹
1	BIOCARE LAB	58
2	BAXTER INT	71
3	BIO PHARMA	67
4	PHARMALLIANCE	83
5	MUP	102
6	MARCYRL	84
7	MEDIS	62
8	BIOLOGIX	53
9	BEKER	68
10	MECP	124

- **Baxter INT's (b. \$46M)** growth is driven by **Human Albumin (albumin)**, **Cuvitru (Immunoglobulin base)** which have grown at 113% & 96% PPG respectively
- **Biocare Lab (b. \$26M)**, **Biologix (b. \$37M)** and **MECP (b. \$93M)** also featured among the fastest growing corporations replacing Sedico, Kahira and Minapharm from last report

1. Fastest growing corporations (by PPG) with value greater than \$USD 50 million

2. Average considering the sales of top 10 fastest growing companies

Analysis based on Algeria, Egypt, Fr. West Africa, Jordan, Kuwait, Lebanon, Morocco, Saudi Arabia, South Africa, Tunisia, UAE

Source: IQVIA Audited Data MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and doesn't account for any currency fluctuation or devaluation

*Ram Pharma excluded as it's fast growth is attributed to low base value in 2017, resulting in unusually fast growth in 2018

b. : Base period MAT Q4 2017 Sales

Lantus became the market leader; most top products have displayed positive growth - except Lipitor and Nexium

Top selling products

PPG%	CAGR%	Ranking change ¹	Sales (\$USD, M) MAT Q3 2018	R:I ²	ATC04	Presence										
						UAE	KWT	KSA	EGY	JOR	LEB	ALG	MOR	TUN	FWA	RSA
17%	12%	1	LANTUS/SANOFI 262	56:44	A10C5											
26%	13%	2	HUMIRA/ABBVIE 227	17:83	L4B0											
-4%	-1%	3	LIPITOR/PFIZER 216	40:60	C10A1											
26%	-5%	4	PREVNAR/PFIZER 210	13:87	J7D1											
4%	-9%	5	AUGMENTIN/GSK 172	92:8	J1C1											
21%	14%	6	LOVENOX/SANOFI 153	54:46	B1B2											
-1%	3%	7	NEXIUM/AZ 147	58:42	A2B2											
6%	14%	8	NOVOMIX/NN 145	64:36	A10C3											
18%	20%	9	NOVORAPID/NN 141	65:35	A10C1											
5%	4%	10	VOLTAREN/NOVARTIS 140	97:3	M1A1											

- **Lantus(insulin glargine) replaced Humira(adalimumab)** as the top selling brand with high growth in Egypt (47% PPG) & Kuwait (64% PPG)
- **Humira** slipped from 1st position in the previous report to 2nd position losing ~\$0.7 Mn sales in Lebanon and S. Africa over last MAT

(1) Arrows indicate change in companies ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)

(2) R:I stands for Retail:Institutional, Institutional includes LPO and tender data where available

Analysis based on Algeria, Egypt, Fr. West Africa, Jordan, Kuwait, Lebanon, Morocco, Saudi Arabia, South Africa, Tunisia, UAE

Source: IQVIA Audited Data, MAT Q3 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and doesn't account for any currency fluctuation or devaluation

IQVIA believes that there are six core emerging themes that could impact the MEA market in near future



Technology Adoption

- Rise of telemedicine and e-health adoption among countries
- Development of digital ICT¹ industry



Generic and Biosimilar Adoption

- Rising share of generics and biosimilars
- Biosimilars replacing biologics in leading tender bodies



Maturing Regulatory Environment

- Fast track processes for innovative meds
- HTA² is slowly adopted into approval process
- Clinical guidelines/local data generation importance



Expansion of Healthcare Coverage

- Innovative healthcare funding models
- Mandatory insurance coverage on the rise / Privatization
- Expanding PPP³ in HC services



Patient Centricity

- Increasing patient centricity
- Importance of patient education and patient support programs



Localization/ Local Partnerships

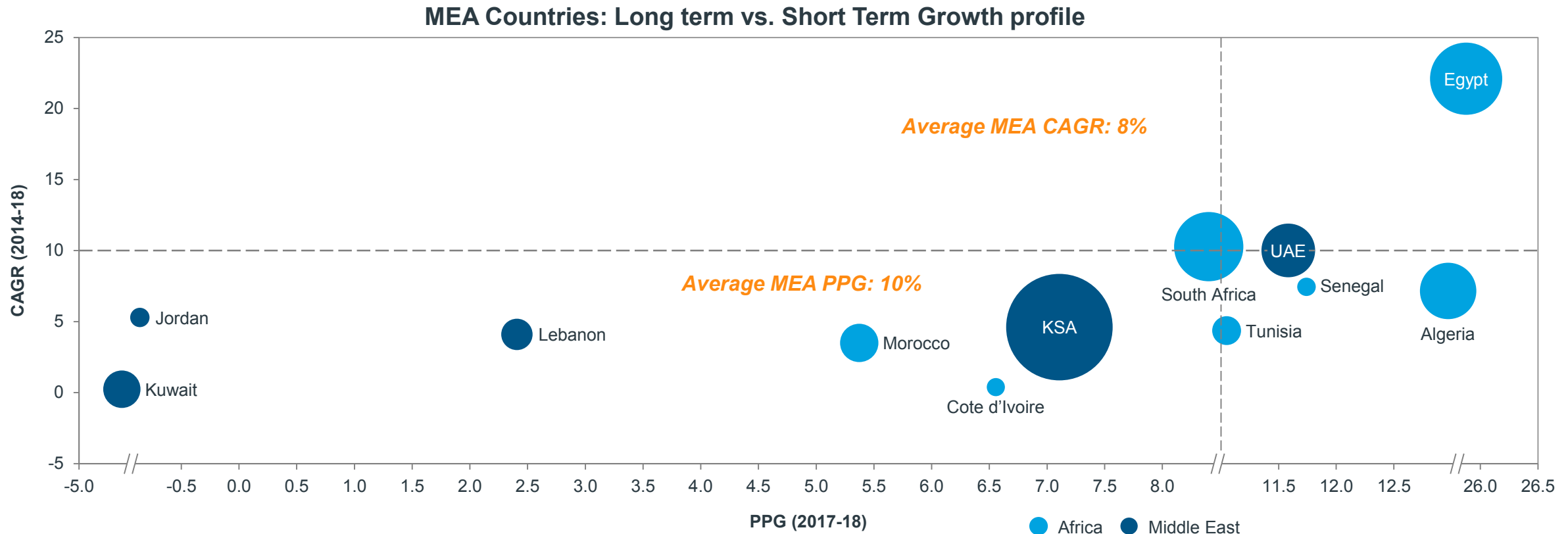
- Govt. endorsements and benefits to promote local manufacturing
- Rising investment in local manufacturing
- Stringent local labor laws

1: ICT – Information and Communications Technology | 2: HTA – Health Technology Assessment | 3: PPP – Public Private Partnership

Table of Contents

- + Newsletter Report Summary
- + New IQVIA Initiatives
- + Regional Summary and Analysis
- + **Regular Country Level Analysis**
 - Saudi Arabia
 - South Africa
 - Egypt
 - Algeria
 - UAE
 - Fr. West Africa Region
 - Morocco
 - Kuwait
 - Lebanon
 - Tunisia
 - Jordan
- + Additional Countries analysis
- + Appendix

In MEA region, Algeria, UAE and Egypt are key countries driving the growth of the region



Source: IQVIA Audited Data MAT Q4 2018 private, LPO, institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and doesn't account for any currency fluctuation or devaluation

KSA market is valued at ~\$8.2 Bn growing at 7.1% PPG; Pfizer is the leading in sales and its Prevnar is the top selling product

Key Statistics	Market Size (US\$,B)	PPG (US\$) (MAT Q3 2017 - 2018)	Retail vs Institutional Split (US\$)
	8.2	7.1%	44:56

	Top TA's (\$USD, M)		New launches ¹		Top products/selling corp (product sales M\$) ^{2,3}		Top corporations (M\$) ^{2,3}	Fastest growing corps ⁴ (M\$, PPG)
1	J (ANTI-INF) (1,496)		40	↑	PREVNAR/PFIZER (190)	↑	PFIZER (644)	HIKMA PHARMA (321,49%)
2	A (ALIMENT) (1,422)		48	↓	HUMIRA/ABBVIE (140)	↓	SANOFI (490)	BIOLOGIX (45,46%)
3	N (NERVOUS) (745)		34	↑	LIPITOR/PFIZER (103)	↓	NOVARTIS (439)	MECP (122,33%)
4	L (ANTI-NEO) (741)		28	↓	LANTUS/SANOFI (91)	↓	SPIMACO (409)	SANOFI (490,30%)
5	C (CARDIO) (672)		41	↓	MENACTRA/SANOFI (82)	↓	TABUK (404)	JOHNSON & JOHNSON (175,27%)
6	R (RESPIR) (528)		13	↓	NEXIUM/ASTRAZENECA (68)	↓	GLAXOSMITHKLINE (388)	NOVO NORDISK (313,24%)
7	V (VARIOUS) (514)		36	↓	NORDITROPIN/NN (62)	↑	HIKMA PHARMA (321)	ASTRAZENECA (235,20%)
8	B (BLOOD) (464)		12	↑	ARANESP/AMGEN (61)	↔	NN(313)	MSD (274,20%)
9	M (MUSCULO) (390)		15	↓	NOVOMIX/NOVO NORDISK (55)	↑	MSD (274)	LILLY (114,17%)
10	D (DERMA) (354)		23	↑	REKSON/TABUK (54)	↑	ASTRAZENECA (235)	AMGEN (100,14%)

- **Anti-infectives** TA leads the market with 18% share and ~\$48Mn increase in sales while **Anti-neoplast (b. \$741M)** grew the fastest, with 19% PPG
- **Menactra (meningococcal conj. vaccine), Humira (adalimumab) and Prevnar (pneumococcal conj. vaccine)** grew at 133%, 36% & 28% PPG while **Lipitor (atorvastatin) and Novomix (insulin aspart)** lost 8% and 5% of their sales respectively
- Although Pfizer is leading the market, it declined very slightly in 2018. Its **Lipitor (atorvastatin), Celebrex (celecoxib) and Zyvox (linezolid)** lost \$9Mn and \$7Mn in sales respectively

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount
b. : Base period MAT Q4 2017 Sales

- (1) New launches are classified as products launched in MAT Q4 2018 and have sales for the first time in this reporting period
(2) Arrows indicate change in ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)
(3) Number in brackets shows MAT Q4 2018 values sales in Million USD\$
(4) Fastest growing corporations among the top 30 corporations by value sales

In South Africa, the market has reached ~ \$3.5Bn growing at ~8.4% over last MAT; Aspen continues to be the top company

Key Statistics	Market Size (US\$,B)	PPG (US\$) (MAT Q3 2017 - 2018)	Retail vs Institutional Split (US\$)
	3.5	8.4%	82:18

	Top TA's (\$USD, M)		New launches ¹		Top products/selling corp (product sales M\$) ^{2,3}		Top corporations (M\$) ^{2,3}	Fastest growing corps ⁴ (M\$, PPG)
1	J (ANTI-INF) (676)		42	↔	ATROIZA/MYLAN (59)	↔	ASPEN (397)	NATIONAL BIOPROD (33,55%)
2	N (NERVOUS) (573)		28	↔	VIRADAY/CIPLA (52)	↔	ADCOCK INGRAM (299)	AUSTELL CORP. (45,38%)
3	A (ALIMENT) (489)		65	↔	DEPAKINE/SANOFI (32)	↔	CIPLA (256)	ASTELLAS PHARMA (27,26%)
4	R (RESPIR) (361)		20	↑	KALETRA/ABBVIE (31)	↔	SANOFI (215)	DR REDDYS LAB (27,25%)
5	C (CARDIO) (273)		16	↓	TRIBUSS/ASPEN (29)	↑	PFIZER (176)	ABBVIE (56,20%)
6	G (GU SYST) (186)		18	↑	LOVENOX/SANOFI (28)	↓	NOVARTIS (175)	ADCOCK INGRAM (299,15%)
7	L (ANTI-NEO) (179)		27	↓	VIROTRENZ/SUN PHARMA (26)	↔	MYLAN (155)	ALLERGAN (25,12%)
8	M (MUSCULO) (154)		15	↑	BETAPYN/ADCOCK INGRAM (22)	↔	J & J (107)	ACINO PHARMA (56,12%)
9	B (BLOOD) (151)		10	↓	NEXIUM/ASTRAZENECA (20)	↓	BAYER (100)	NOVARTIS (175,11%)
10	D (DERMA) (133)		16	↔	DUMIVA/MYLAN (16)	↑	MSD (96)	ASPEN (397,9%)

- **Anti Infectives** with 19.5% market share leads the market growing at 12% PPG however Alimentary TA had the maximum number of new launches adding \$1.2Mn to sales in 2018
- **Cipla's Viraday (efavirenz/ emtricitabine/ tenofovir disoproxil) & Sanofi's Lovenox (enoxaparin sodium)** are the fastest growing brands among top 10 with 47% and 35% PPG respectively
- **National Bioprod** became the fastest growing corporation owing to exponential growth of **Haemosolvate VIII (factor VIII) & Bioplasma FDP (plasma protein fraction)** growing at 161% and 104% PPG respectively

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount

b. : Base period MAT Q4 2017 Sales

- (1) New launches are classified as products launched in MAT Q4 2018 and have sales for the first time in this reporting period
- (2) Arrows indicate change in ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)
- (3) Number in brackets shows MAT Q4 2018 values sales in Million USD\$
- (4) Fastest growing corporations among the top 30 corporations by value sales

*South Africa Retail includes data from Distributors, Wholesalers, Direct sales from Manufacturers, Buying groups covering nearly 86% of the market, excluding Public Hospitals

Egypt market stayed at \$3.8Bn with growth at 26% at constant ex-rate, (at fluctuating rate growth was 26%)

Key Statistics	Market Size (US\$,B)	PPG (US\$) (MAT Q3 2017 - 2018)	Retail vs Institutional Split (US\$)
	3.8	25.9% (26%)*	70:30

	Top TA's (\$USD, M)		New launches ¹		Top products/selling corp (product sales M\$) ^{2,3}		Top corporations (M\$) ^{2,3}	Fastest growing corps ⁴ (M\$, PPG)
1	A (ALIMENT) (769)		53	↔	AUGMENTIN/GSK (29)	↔	NOVARTIS (301)	NESTLE (37,131%)
2	J (ANTI-INF) (574)		29	↔	HIBIOTIC/AMOUN PHARMA (27)	↔	PHARCO (224)	CHEMIPHARM (33,62%)
3	C (CARDIO) (348)		17	↔	CLEXANE/SANOFI (27)	↔	SANOFI (200)	MUP (92,56%)
4	N (NERVOUS) (345)		28	↔	INS MIXTARD 30/NOVO NORDISK (26)	↔	GLAXOSMITHKLINE (185)	BAYER (53,47%)
5	M (MUSCULO) (299)		10	↑	LYROLIN/HIKMA (22)	↔	AMOUN PHARMA (153)	MARCYRL (84,43%)
6	R (RESPIR) (260)		17	↓	CONCOR/MERCK (21)	↔	PFIZER (121)	ROCHE (62,38%)
7	G (GU SYST) (231)		30	↓	BRUFEN/ABBOTT (20)	↔	EIPICO (111)	ASTRAZENECA (79,38%)
8	L (ANTI-NEO) (224)		9	↑	RANI/PHARCO (19)	↔	EVA PHARMA (106)	MASH (37,37%)
9	B (BLOOD) (185)		15	↓	CONTROLOC/TAKEDA (19)	↔	MUP (92)	HIKMA PHARMA (90,36%)
10	V (VARIOUS) (173)		13	↓	CATAFLAM/NOVARTIS (18)	↔	HIKMA PHARMA (90)	NOVO NORDISK (47,34%)

- **Alimentary** TA remains the top selling TA with 53 new launches generating \$5.9 Mn sales in 2018
- Top 10 corporations account for 43% market share with double digit PPG at constant ex-rate however many top corporations experienced decline in growth, considering currency fluctuations
- **Nestle's** growth can be attributed to **Nestogen (instant milks)**, and **Nan (instant milks)** which together increased its sales by \$16 Mn over last year; **Chemipharm** growth continues to stay strong on back of products such as **Coloverin –D (Dimeticone/ mebeverine)** and **Kemirica (pregabalin)**

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount. Egypt sales at constant exchange rate and doesn't account for any currency fluctuation or devaluation however real growth at variable exchange rate is 26%

- (1) New launches are classified as products launched in MAT Q4 2018 and have sales for the first time in this reporting period
- (2) Arrows indicate change in ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)
- (3) Number in brackets shows MAT Q4 2018 values sales in Million USD\$
- (4) Fastest growing corporations among the top 30 corporations by value sales

*Growth rate at variable exchange rate, considering currency fluctuations

In Algeria, the market has reached \$2.5Bn in size, growing fast at 13.3% over last year

Key Statistics	Market Size (US\$,B)	PPG (US\$) (MAT Q3 2017 - 2018)	Retail vs Institutional Split (US\$)
	2.5	13.0%	100:0*

	Top TA's (\$USD, M)		New launches ¹		Top products/selling corp (product sales M\$) ^{2,3}		Top corporations (M\$) ^{2,3}	Fastest growing corps ⁴ (M\$, PPG)
1	A (ALIMENT) (569)		100	↔	LANTUS/SANOFI (87)	↔	SANOFI (312)	SALEM DIAGNOSTIC (28,10583%)
2	C (CARDIO) (402)		35	↔	NOVORAPID/NN (64)	↔	EL KENDI (197)	NEO MEDIC (29,197%)
3	J (ANTI-INF) (294)		16	↔	NOVOMIX/NN (55)	↔	NN (176)	SOPHAL (36,197%)
4	N (NERVOUS) (289)		30	↑	AUGMENTIN/GSK (38)	↔	GSK (109)	BIONIME (21,173%)
5	R (RESPIR) (192)		33	↓	AMOCLAN/HIKMA PHARMA (36)	↔	HIKMA PHARMA (101)	BIOCARE LAB (58,125%)
6	G (GU SYST) (156)		31	↔	VITAL CHECK/VITAL CARE (35)	↔	PHARMALLIANCE (83)	VITAL CARE (35,85%)
7	T (DIAGNOS) (153)		5	↑	CHECK 3/SALEM DIAGNOSTIC (28)	↔	PFIZER (72)	BIO PHARMA (67,53%)
8	M (MUSCULO) (109)		21	↑	LOVENOX/SANOFI (25)	↔	MERINAL (68)	PHARMALLIANCE (83,53%)
9	B (BLOOD) (81)		8	↓	LEVEMIR/NN (24)	↔	BEKER (68)	BIOGALENIC (41,40%)
10	H (SYST HORMONES) (76)		7	↔	COAPROVEL/SANOFI (24)	↔	BIO PHARMA (67)	HUP PHARMA (25,37%)

- **Alimentary tract** leads the market with 23% share in sales and its 100 new launches generated ~\$5Mn sales in 2018
- **Bio Pharma (b. \$43M), Pharmalliance (b. \$54M) and Beker (b. \$51M)** grew at 53%, 53% and 34% PPG while **Hikma (b. \$107M)** lost 6% sales.
- **Vital care** experienced growth over last year owing to its product **Vital Check (blood test glucose)** adding ~\$16Mn to sales in 2018

* Institutional sales are not covered

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount

- (1) New launches are classified as products launched in MAT Q4 2018 and have sales for the first time in this reporting period
- (2) Arrows indicate change in ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)
- (3) Number in brackets shows MAT Q4 2018 values sales in Million USD\$
- (4) Fastest growing corporations among the top 30 corporations by value sales

b. : Base period MAT Q4 2017 Sales

Pharmaceutical Market Insights Report – Jun 2019

UAE has reached ~\$2.3Bn growing at 11.6%; MNCs dominate in sales; Nestle has grown at the fastest rate

Key Statistics	Market Size (US\$,B)	PPG (US\$) (MAT Q3 2017 - 2018)	Retail vs Institutional Split (US\$)
	2.3	11.6%	79:21

	Top TA's (\$USD, M)		New launches ¹		Top products/selling corp (product sales M\$) ^{2,3}		Top corporations (M\$) ^{2,3}	Fastest growing corps ⁴ (M\$, PPG)
1	A (ALIMENT) (496)		75	↔	LIPITOR/PFIZER (45)	↔	NOVARTIS (196)	NESTLE (40,75%)
2	J (ANTI-INF) (297)		33	↔	JANUMET/MSD (29)	↔	GSK (129)	ALLERGAN (34,34%)
3	C (CARDIO) (259)		23	↑	CETAPHIL/NESTLE (27)	↑	AZ (126)	NEOPHARMA* (79,31%)
4	R (RESPIR) (201)		18	↓	CRESTOR/AZ (26)	↓	PFIZER (123)	SAJA PHARM (20,27%)
5	D (DERMA) (165)		37	↔	NEXIUM/AZ (22)	↔	MSD (118)	BIOCON (INDIA) (18,27%)
6	N (NERVOUS) (152)		27	↔	SAXENDA/NN(21)	↔	JULPHAR (102)	ABBOTT (73,22%)
7	L (ANTI-NEO) (147)		17	↑	VOLTAREN/NOVARTIS/GSK (20)	↔	SANOFI (87)	BOEHRINGER INGEL (44,22%)
8	M (MUSCULO) (135)		15	↑	CIALIS/LILLY (20)	↔	NOVO NORDISK (79)	NOVO NORDISK (79,20%)
9	G (GU SYST) (120)		24	↓	AUGMENTIN/GSK (20)	↔	NEOPHARMA* (79)	TAKEDA (30,20%)
10	B (BLOOD) (88)		12	↓	HUMIRA/ABBVIE (19)	↔	BAYER (76)	LILLY (61,18%)

- **Alimentary** TA accounts for 22% market share with 75 new launches generating ~\$4Mn sales
- 8 out of top 10 corporations retained their positions with respect to last report. **Abbott** grew the fastest among top 10 corporations with \$13Mn increase in its sales last year
- **Nestle** is the fastest growing corporation owing to **Cetaphil's (1-hexadecanol comb)** growth of 92% adding \$12.8Mn to sales last year

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount

*Neopharma in UAE includes sales of partner company Biocon

- (1) New launches are classified as products launched in MAT Q4 2018 and have sales for the first time in this reporting period
- (2) Arrows indicate change in ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)
- (3) Number in brackets shows MAT Q4 2018 values sales in Million USD\$
- (4) Fastest growing corporations among the top 30 corporations by value sales

FWA market grew at 4.5% PPG reaching ~\$1.1Bn; Sanofi leading in sales and Generic HC being the fastest growing corporation

Key Statistics	Market Size (US\$,B)	PPG (US\$) (MAT Q3 2017 - 2018)	Retail vs Institutional Split (US\$)
	1.1	4.5%	100:0*

	Top TA's (\$USD, M)		New launches ¹		Top products/selling corp (product sales M\$) ^{2,3}		Top corporations (M\$) ^{2,3}	Fastest growing corps ⁴ (M\$, PPG)
1	J (ANTI-INF) (193)		53	↔	EFFERALGAN/BMS(32)	↔	SANOFI (107)	GENERIC HEALTHCARE (13,37%)
2	A (ALIMENT) (192)		88	↔	DOLIPRANE/SANOFI (17)	↔	NOVARTIS (65)	LI TAKA PHARMA (15,22%)
3	N (NERVOUS) (137)		48	↔	CALCIUM/VIT C NOVARTIS/NOVARTIS (11)	↔	BMS (48)	UBI (15,14%)
4	P (PARASITO) (111)		12	↑	ARTEFAN/AJANTA (9)	↔	GSK (43)	DANONE GROUPE (12,13%)
5	R (RESPIR) (95)		34	↓	COMBIMAL/AJANTA (9)	↔	AJANTA (42)	PHARMA 5 (17,13%)
6	C (CARDIO) (91)		48	↓	AUGMENTIN/GSK (9)	↔	DENK (31)	MEDICAL PHARMACEUT (12,13%)
7	M (MUSCULO) (60)		19	↔	SPASFON/TEVA (8)	↔	PIERRE FABRE (31)	DENK (31,11%)
8	B (BLOOD) (55)		10	↔	LITACOLD/LI TAKA PHARMA (8)	↔	EXPHAR S.A. (24)	NESTLE (14,11%)
9	G (GU SYST) (53)		35	↔	NAN/NESTLE (7)	↑	COOPER (22)	EXPHAR S.A. (24,10%)
10	D (DERMA) (46)		21	↔	BIMALARIL/MEDICAL PHARMACEUT (7)	↓	SERVIER (22)	FAES (12,8%)

- **Sanofi** with 9% market share continues to be the top selling corporation however it has lost ~\$0.5Mn sales over last year, **BMS (b. \$49M)** lost nearly 1.2% of its sales.
- **Nestle's Nan (infant milks)** is the fastest growing brand among top 10, growing at 33% PPG. **Combimal (pyrimethamine/ sulfadoxine), Augmentin (amoxicillin/ clavulanic acid) and Spasfon (phloroglucinol/ trimethoxybenzene)** on the other hand lost 33%, 17% & 5% sales respectively

* Institutional sales are not covered

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount

- (1) New launches are classified as products launched in MAT Q4 2018 and have sales for the first time in this reporting period
 (2) Arrows indicate change in ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)
 (3) Number in brackets shows MAT Q4 2018 values sales in Million USD\$
 (4) Fastest growing corporations among the top 30 corporations by value sales

Morocco grew at 5.4% PPG reaching \$1.1Bn sales; Sanofi continues to lead while Polymedic grew at the fastest rate

Key Statistics	Market Size (US\$,B)	PPG (US\$) (MAT Q3 2017 - 2018)	Retail vs Institutional Split (US\$)
	1.1	5.4%	100:0*

	Top TA's (\$USD, M)		New launches ¹		Top products/selling corp (product sales M\$) ^{2,3}		Top corporations (M\$) ^{2,3}	Fastest growing corps ⁴ (M\$, PPG)
1	A (ALIMENT) (198)		32	↑	AUGMENTIN/GSK (20)	↔	SANOFI (93)	POLYMEDIC (19,17%)
2	J (ANTI-INF) (151)		10	↓	DOLIPRANE/BOTTU S.A (17)	↔	COOPER (62)	NOVO NORDISK (11,12%)
3	N (NERVOUS) (130)		18	↔	NAN/NESTLE (16)	↔	BOTTU S.A (56)	PROMOPHARM (26,11%)
4	C (CARDIO) (102)		15	↑	NURSIE/DANONE GROUPE (13)	↔	GSK (51)	UNITED PHARM.MAN. (10,10%)
5	R (RESPIR) (81)		16	↓	OEDES/COOPER (11)	↔	NOVARTIS (43)	ASAC (11,10%)
6	M (MUSCULO) (79)		15	↔	VOLTAREN/NOVARTIS (11)	↔	PFIZER (42)	SUN PHARMA (15,9%)
7	G (GU SYST) (75)		9	↔	NOVALAC/UNITED PHARM.MAN. (10)	↔	GALENICA (32)	AFRIC PHAR (11,9%)
8	V (VARIOUS) (61)		3	↔	AMOXIL/GSK (9)	↔	PHARMA 5 (32)	BAYER (30,8%)
9	S (SEN ORG) (46)		17	↔	MARVELON/COOPER (7)	↔	SOTHEMA (32)	SOTHEMA (32,8%)
10	D (DERMA) (46)		15	↑	VENTOLIN/GLAXOSMITHKLINE (6)	↑	BAYER (30)	PFIZER (42,7%)

- **Alimentary** TA with 19% share is the largest therapy area in Morocco growing at 6% PPG with maximum number of new launches generating \$3.1Mn in 2018
- Top 10 corporations in Morocco generated a combined revenue of about 45% (\$474Mn), with MNCs being more prominent
- **Polymedic's** high growth is mainly driven by key products **Duoxol (paracetamol/ thiocolchcoside)** and **Antobio Synalar (Fluocinolone Acetonide/ neomycin/ polymyxin B)**

* Institutional sales are not covered

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount

- (1) New launches are classified as products launched in MAT Q4 2018 and have sales for the first time in this reporting period
 (2) Arrows indicate change in ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)
 (3) Number in brackets shows MAT Q4 2018 values sales in Million USD\$
 (4) Fastest growing corporations among the top 30 corporations by value sales

Kuwait sales reached \$1Bn but dropped by 4.6% over last MAT, Acino Pharma grew the fastest

Key Statistics	Market Size (US\$,B)	PPG (US\$) (MAT Q3 2017 - 2018)	Retail vs Institutional Split (US\$)
	1.0	-4.6%	26:74

	Top TA's (\$USD, M)		New launches ¹		Top products/selling corp (product sales M\$) ^{2,3}		Top corporations (M\$) ^{2,3}	Fastest growing corps ⁴ (M\$, PPG)
1	A (ALIMENT) (199)		26	↔	HUMIRA/ABBVIE (42)	↔	PFIZER (101)	ACINO PHARMA (23,214%)
2	L (ANTI-NEO) (133)		10	↑	LIPITOR/PFIZER (32)	↑	SANOFI (73)	BAXTER INT (9,201%)
3	C (CARDIO) (126)		15	↑	LANTUS/SANOFI (31)	↑	NOVARTIS (67)	NOVO NORDISK (64,63%)
4	N (NERVOUS) (97)		11	↑	NORDITROPIN/NN (28)	↑	NN (64)	UCB (23,55%)
5	J (ANTI-INF) (96)		20	↓	GASEC/ACINO PHARMA (19)	↑	ASTRAZENECA (61)	JULPHAR (27,41%)
6	R (RESPIR) (75)		17	↓	ZOCOR/MSD (18)	↓	ABBVIE (60)	SANOFI (73,32%)
7	D (DERMA) (65)		26	↔	KEPPRA/UCB (15)	↓	MSD (56)	BMS (13,29%)
8	B (BLOOD) (45)		1	↓	SYNAGIS/ABBVIE (14)	↓	GLAXOSMITHKLINE (47)	NESTLE (6,28%)
9	H (SYST HORMONES) (41)		0	↑	CRESTOR/ASTRAZENECA (14)	↑	ROCHE (43)	SAJA PHARM (8,24%)
10	G (GU SYST) (38)		6	↑	JANUVIA/MSD (12)	↓	ABBOTT (40)	ABBVIE (60,21%)

- **Alimentary TA** is leading with 20% market share, generating \$5.1 Mn additional sales through its 26 new launches in 2018
- **AstraZeneca, MSD and GSK** lost ~\$26Mn, ~\$40Mn and ~\$22Mn respectively over last year
- **Acino Pharma's** growth is mainly driven by **Gasec (omeprazole)** with its sales growing by 560% over last year

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount

- (1) New launches are classified as products launched in MAT Q4 2018 and have sales for the first time in this reporting period
 (2) Arrows indicate change in ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)
 (3) Number in brackets shows MAT Q4 2018 values sales in Million USD\$
 (4) Fastest growing corporations among the top 30 corporations by value sales

Lebanon market is valued at \$0.8Bn in value and has grown by 2.4% over last MAT

Key Statistics	Market Size (US\$,B)	PPG (US\$) (MAT Q3 2017 - 2018)	Retail vs Institutional Split (US\$)
	0.8	2.4%	100:0*

	Top TA's (\$USD, M)		New launches ¹		Top products/selling corp (product sales M\$) ^{2,3}
1	A (ALIMENT) (168)		71	↔	PANADOL/GSK (12)
2	C (CARDIO) (138)		28	↔	CRESTOR/AZ (8)
3	N (NERVOUS) (95)		26	↑	NOVALAC/NOVALAC (8)
4	J (ANTI-INF) (61)		17	↑	NURSIE/DANONE GROUPE (8)
5	V (VARIOUS) (57)		18	↓	NEXIUM/AZ (8)
6	R (RESPIR) (54)		8	↔	EURO D/EUROPHARM (7)
7	L (ANTI-NEO) (49)		16	↔	CONCOR/PHARMALINE IND (7)
8	M (MUSCULO) (44)		17	↔	JANUMET/MSD (6)
9	B (BLOOD) (43)		10	↔	IBRANCE/PFIZER (6)
10	G (GU SYST) (43)		14	↔	EUCREAS/NOVARTIS (6)

- **Alimentary** TA with 20% market share generated additional ~\$1.5Mn sales through 71 new launches in 2018
- 7 out of 10 products have retained their positions, **AZ's Nexium (esomeprazole)** lost 26% (\$3Mn) of its sales over last year

* Institutional sales are not covered

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount

- (1) New launches are classified as products launched in MAT Q4 2018 and have sales for the first time in this reporting period
- (2) Arrows indicate change in ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)
- (3) Number in brackets shows MAT Q4 2018 values sales in Million USD\$
- (4) Fastest growing corporations among the top 30 corporations by value sales

Top corporations in Lebanon not shown for Lebanon owing to IQVIA internal differences in data

Tunisia market is valued at \$0.6Bn growing by 11% over last MAT; Sanofi continues to lead while Mylan grew the fastest

Key Statistics	Market Size (US\$,B)	PPG (US\$) (MAT Q3 2017 - 2018)	Retail vs Institutional Split (US\$)
	0.6	11.1%	70:30

	Top TA's (\$USD, M)		New launches ¹		Top products/selling corp (product sales M\$) ^{2,3}		Top corporations (M\$) ^{2,3}	Fastest growing corps ⁴ (M\$, PPG)
1	A (ALIMENT) (85)		18	↑	AUGMENTIN/GSK (9)	↔	SANOFI (54)	MYLAN (7,183%)
2	J (ANTI-INF) (82)		22	↑	PRIMALAC/PHARMALYS (9)	↔	MEDIS (30)	NN (10,47%)
3	N (NERVOUS) (81)		28	↑	TASIGNA/NOVARTIS (8)	↑	NOVARTIS (29)	TERIAK (13,36%)
4	C (CARDIO) (73)		21	↔	HUMIRA/ABBVIE (7)	↓	PFIZER (29)	ABBVIE (10,33%)
5	L (ANTI-NEO) (72)		14	↑	MABTHERA/ROCHE (7)	↓	GSK (28)	SAIPH (20,30%)
6	R (RESPIR) (46)		16	↓	HERCEPTIN/ROCHE (7)	↑	RECORDATI (21)	PHILADELPHIA PH. (10,25%)
7	M (MUSCULO) (26)		10	↑	LANTUS/SANOFI (6)	↑	SAIPH (20)	DANONE GROUPE (8,25%)
8	V (VARIOUS) (25)		5	↔	ENBREL/PFIZER (6)	↓	ROCHE (20)	UNIMED TUNIS (18,24%)
9	B (BLOOD) (23)		3	↓	AMOXIL/GSK (5)	↔	HIKMA PHARMA (19)	GALPHARMA (15,23%)
10	G (GU SYST) (21)		10	↑	ENOXA/MEDIS (5)	↔	UNIMED TUNIS (18)	RECORDATI (21,21%)

- Among the top selling corporations, **Saiph** gained ~\$4.7Mn sales, **Roche** lost ~\$7.2Mn sales in 2018
- **Roche's** slowdown can be attributed to **Herceptin (trastuzumab)** which alone lost ~\$9Mn in 2018
- **NN's** growth can be attributed to **INS. Protaphane HM (insulin human isophane)** which grew at a PPG of 193% in 2018

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount

- (1) New launches are classified as products launched in MAT Q4 2018 and have sales for the first time in this reporting period
 (2) Arrows indicate change in ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)
 (3) Number in brackets shows MAT Q4 2018 values sales in Million USD\$
 (4) Fastest growing corporations among the top 30 corporations by value sales

Jordan's pharma market has dropped by 0.9% to reach \$0.3Bn in size; Menarini is the fastest growing corporation

Key Statistics	Market Size (US\$,B)	PPG (US\$) (MAT Q3 2017 - 2018)	Retail vs Institutional Split (US\$)
	0.3	-0.9%	100:0*

	Top TA's (\$USD, M)		New launches ¹		Top products/selling corp (product sales M\$) ^{2,3}		Top corporations (M\$) ^{2,3}	Fastest growing corps ⁴ (M\$, PPG)
1	A (ALIMENT) (66)		79	↔	BEBELAC/DANONE (7)	↔	HIKMA (31)	MENARINI (3,30%)
2	J (ANTI-INF) (49)		10	↔	AMOCLAN/HIKMA (5)	↔	NOVARTIS (19)	NN (4,23%)
3	C (CARDIO) (40)		21	↔	NEXIUM/AZ (4)	↔	SANOFI (19)	TQ PHARMA (3,22%)
4	N (NERVOUS) (35)		24	↑	CRESTOR/AZ (3)	↔	AZ (17)	SERVIER (2,17%)
5	V (VARIOUS) (32)		35	↓	SAHHA/NUTRIDAR (3)	↔	UNITED PHARM.MAN. (15)	SANOFI (19,17%)
6	R (RESPIR) (28)		23	↔	VOLTAREN/NOVARTIS (3)	↔	PFIZER (13)	UNITED PHARM.MAN. (15,14%)
7	G (GU SYST) (24)		38	↑	AMARYL/SANOFI (3)	↔	DAR AL DAWA (13)	JULPHAR (5,13%)
8	M (MUSCULO) (22)		23	↓	MEGACEF MECE/HIKMA PHARMA (2)	↑	MSD (11)	JOSWE (9,12%)
9	D (DERMA) (18)		42	↓	EUCREAS/NOVARTIS (2)	↓	PHARMA INTERNATION (11)	DANONE (8,10%)
10	B (BLOOD) (14)		17	↔	LIPITOR/PFIZER (2)	↓	GSK (11)	MERCK KGAA (7,8%)

- **GSK (b. \$13M)** lost 14% of its sales while **Sanofi (b. \$16M)** grew at a PPG of 16%, gaining ~\$2.7Mn in sales
- **Hikma Pharma's Megacef (cefixime)** lost 19.2% of its sales, losing nearly \$0.6Mn over last year
- **Sanofi's Amaryl (glimepride)** is the fastest growing brand among top 10 selling products growing by 49% PPG over last year

* Institutional sales are not covered

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount

- (1) New launches are classified as products launched in MAT Q4 2018 and have sales for the first time in this reporting period
 (2) Arrows indicate change in ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)
 (3) Number in brackets shows MAT Q4 2018 values sales in Million USD\$
 (4) Fastest growing corporations among the top 30 corporations by value sales

b. : Base period MAT Q3 2017 Sales

Pharmaceutical Market Insights Report – Jun 2019

Table of Contents

- + Newsletter Report Summary
- + New IQVIA Initiatives
- + Regional Summary and Analysis
- + Regular Country Level Analysis
- + **Additional Countries analysis**
 - Bahrain
 - Senegal
 - Cote d'Ivoire
 - Kenya
 - KSA Sell Out Analysis
- + Appendix

Bahrain market has reached \$261 Mn in size, growing at 23% PPG

Key Statistics	Market Size (US\$,M)	PPG (US\$) (MAT Q3 2017 - 2018)	Retail vs Institutional Split (US\$)
	261	23%	28:72

	Top TA's (\$USD, M)		Top products/selling corp (product sales M\$) ^{1,2}		Top corporations (M\$) ^{1,2}	Fastest growing corps ³ (M\$, PPG)
1	A (ALIMENT) (58)	↑	PROGRAF/HIKMA PLC (24)	↑	PFIZER (41)	BIOMARIN EURO. (1,1548%)
2	L (ANTI-NEO) (48)	↑	LIPITOR/PFIZER (18)	↔	HIKMA PLC (30)	HIKMA PLC (30,312%)
3	C (CARDIO) (37)	↑	LANTUS/SANOFI (17)	↑	NOVARTIS (27)	NEOPHARMA (2,268%)
4	J (ANTI-INF SY) (34)	↑	HUMIRA/ABBVIE (9)	↔	SANOFI (24)	APOTEX (1,103%)
5	N (NERVOUS) (23)	↑	ENBREL/PFIZER (5)	↑	GSK (19)	UNITED PHARMA MAN (3,93%)
6	R (RESPIR) (14)	↑	CO-DIOVAN/NOVARTIS (5)	↑	NOVO NORDISK (14)	ALLERGAN (5,80%)
7	B (BLOOD) (11)	↑	NOVORAPID/NOVO NORDISK (5)	↑	ABBVIE (11)	RAM PHARMACEUTICAL (1,71%)
8	G (GU SYST) (9)	↑	PREVENAR/PFIZER (3)	↓	BAYER HEALTHCARE (11)	ABBOTT (4,64%)
9	D (DERMA) (8)	↑	NORVASC/PFIZER (3)	↑	MERCKSERONO (9)	TORRENT (1,58%)
10	M (MUSCULO) (8)	↓	ARANESP/AMGEN (3)	↑	TABUK (7)	ACINO PHARMA AG (2,48%)

- Top 3 TAs account for 55% sales in 2018 adding \$31Mn additional sales with **Anti-Neo TA** growing at 80% PPG
- **Hikma's Prograf** became the top selling product adding \$23Mn sales in 2018 and growing exponentially at 6119% PPG however **Sanofi's Lantus** lost 25% sales last year
- Top 10 corporations account for 74% market share in Bahrain with **Pfizer** leading with 16% share in sales followed by **Hikma** which has grown at 312% over last year. **Sanofi and Bayer** on the other hand have lost 21% and 35% sales respectively
- Local companies dominate among the fastest growing corporation

Source: IQVIA Audited, MAT Q4 2018, includes Private and Non Private market data; Value sales at ex-factory price level without discount

- (1) Arrows indicate change in ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)
 (2) Number in brackets shows MAT Q4 2018 values sales in Million USD\$
 (3) Fastest growing corporations among the top 30 corporations by value sales

In Senegal, the market has grown by 12% PPG to reach ~250 Mn US\$ sales in 2018

Key Statistics	Market Size (US\$,M)	PPG (US\$) (MAT Q4 2017 - 2018)	Retail vs Institutional Split (US\$)
	250	12%	100%*

	Top TA's (\$USD, M)		New launches ¹		Top products/selling corp (product sales M\$) ^{2,3}		Top corporations (M\$) ^{2,3}	Fastest growing corps ⁴ (M\$, PPG)
1	A (ALIMENT) (51)		64	↔	EFFERALGAN/BMS (5)	↔	SANOFI AVENTIS (20)	TROIKAA (2,48%)
2	J (ANTI-INF SY) (36)		22	↔	CA C 1000/NOVARTIS SANTE FAM (4)	↔	GSK (10)	GENERIC HEALTHCARE (9,37%)
3	N (NERVOUS) (33)		25	↔	DOLIPRANE/SANOFI AVENTIS (3)	↔	PIERRE FABRE MEDIC (9)	SOTHEMA (4,24%)
4	R (RESPIR) (25)		14	↔	LITACOLD/LITAKA PHARMACEUT (3)	↔	BMS (9)	LITAKA PHARMACEUT (7,20%)
5	C (CARDIO) (21)		21	↔	AMOXICILLINE UBI/UBI (2)	↔	GENERIC HEALTHCARE (9)	JANSSEN CILAG (3,19%)
6	M (MUSCULO) (14)		14	↔	ASPEGIC/SANOFI AVENTIS (2)	↔	LITAKA PHARMACEUT (7)	UBI (5,18%)
7	B (BLOOD) (13)		10	↔	AUGMENTIN/GLAXOSMITHKLINE (2)	↔	AJANTA (6)	FAES (4,18%)
8	G (GU SYST) (12)		29	↔	NURSIE LAIT/DANONE (2)	↔	UBI (5)	EXPHAR S.A. (5,17%)
9	D (DERMA) (11)		27	↔	ZENTEL/GSK (2)	↑	EXPHAR S.A. (5)	SANDOZ (5,16%)
10	P (PARASITO) (10)		4	↔	CLAMOXYL/GSK (2)	↓	NOVARTIS PHARMA (5)	DENK PHARMA (4,14%)

- All top 10 products have retained their positions from previous quarter. BMS' Ellergan grew at 18% PPG while GSK's Augmentin lost 16% sales over last MAT
- 8 out of top 10 corporations have retained their respective positions from last quarter, all growing at positive PPG. **Generic Healthcare and Litaka** are among the fastest growing corporations

* Institutional sales are not covered

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount

- (1) New launches are classified as products launched in MAT Q4 2018 and have sales for the first time in this reporting period
 (2) Arrows indicate change in ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)
 (3) Number in brackets shows MAT Q4 2018 values sales in Million USD\$
 (4) Fastest growing corporations among the top 30 corporations by value sales

In Cote d'Ivoire, the market has reached ~\$234 Mn growing at 7% PPG; Sanofi continues to be the largest player

Key Statistics	Market Size (US\$,M)	PPG (US\$) (MAT Q4 2017 - 2018)	Retail vs Institutional Split (US\$)
	234	7%	100%*

	Top TA's (\$USD, M)		New launches ¹		Top products/selling corp (product sales M\$) ^{2,3}		Top corporations (M\$) ^{2,3}	Fastest growing corps ⁴ (M\$, PPG)
1	J (ANTI-INF SY) (38)		36	↔	EFFERALGAN/BMS (4)	↔	SANOFI AVENTIS (18)	DANONE (6,25%)
2	A (ALIMENT) (37)		52	↑	FERAMALT/OLEA (3)	↔	GSK (10)	NESTLE (3,20%)
3	N (NERVOUS) (27)		29	↓	DOLIPRANE/SANOFI AVENTIS (3)	↔	BMS (7)	UNI PHARMA (2,18%)
4	P (PARASITOLOGY) (20)		5	↓	CA C 1000/NOVARTIS SANTE FAM (3)	↔	OLEA (7)	DENK PHARMA (5,16%)
5	R (RESPIR) (20)		31	↔	CLAMOXYL/GSK (3)	↔	AJANTA (6)	AJANTA (6,15%)
6	C (CARDIO) (18)		23	↑	NURSIE LAIT/DANONE (2)	↑	DANONE (6)	UBI (4,15%)
7	B (BLOOD) (15)		7	↓	AUGMENTIN/GSK (2)	↓	PIERRE FABRE MEDIC (5)	BAILLY CREAT (2,14%)
8	V (VARIOUS) (12)		0	↓	MAG 2/COOPER (2)	↔	NOVARTIS (5)	OLEA (7,13%)
9	M (MUSCULO) (11)		19	↔	ARTEFAN/AJANTA (2)	↔	SERVIER (5)	PHARMA 5 LABORAT (3,12%)
10	G (GU SYST) (10)		15	↔	BIMALARIL/MEDICAL PHARMACEUT (2)	↔	DENK PHARMA (5)	PIERRE FABRE MEDIC (5,10%)

- **Efferalgan** continues to be the top selling brand however its sales have declined by 8% while products like **Feramalt, Clamoxyl and Nursie Lait** have grown at 21%, 17% and 42% PPG respectively
- 8 out of top 10 corporations have retained their positions from previous quarter, with **Sanofi** leading at 8% market share while **BMS** lost 8% sales over last MAT

* Institutional sales are not covered

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, LPO, institutional data where available; Value sales at ex-factory price level without discount

- (1) New launches are classified as products launched in MAT Q4 2018 and have sales for the first time in this reporting period
 (2) Arrows indicate change in ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)
 (3) Number in brackets shows MAT Q4 2018 values sales in Million USD\$
 (4) Fastest growing corporations among the top 30 corporations by value sales

b. : Base period MAT Q4 2017 Sales

Pharmaceutical Market Insights Report – Jun 2019

Kenya Pharma market has reached ~ \$235 Mn in MAT Q4 2018 growing at ~9% over last MAT

Key Statistics	Market Size (US\$,M)	PPG (US\$) (MAT Q4 2017 - 2018)	Retail vs Institutional Split (US\$)
	235	9%	40:60 ¹

	Top TA's (\$USD, M)		New launches ¹		Top products/selling corp (product sales M\$) ^{2,3}		Top corporations (M\$) ^{2,3}	Fastest growing corps ⁴ (M\$, PPG)
1	J (ANTI-INF) (60)		58	↔	AUGMENTIN/GSK (6)	↔	GSK (28)	VITABIOTICS (2,56%)
2	A (ALIMENT) (45)		88	↑	NEXIUM/ASTRAZENECA (4)	↔	PFIZER (13)	INNOCIA LIFE SCIEN (2,44%)
3	N (NERVOUS) (25)		36	↓	ZINNAT/GSK (4)	↑	DAWA (13)	SERVIER (3,35%)
4	R (RESPIR) (24)		37	↔	ROCEPHIN/ROCHE (3)	↔	NOVARTIS (9)	GLENMARK (9,35%)
5	C (CARDIO) (20)		26	↑	CLEXANE/SANOFI GEM (2)	↑	ROCHE (9)	COSMOS (9,32%)
6	M (MUSCULO) (13)		23	↓	PANADOL EXTRA/GSK CHC (2)	↔	GLENMARK (9)	SQUARE (4,30%)
7	G (GU SYST) (9)		23	↑	GALVUS MET/NOVARTIS (2)	↓	SANOFI GEM (9)	ROCHE (9,29%)
8	B (BLOOD) (8)		20	↑	TREVIAMET/GETZ PHARMA (2)	↓	COSMOS (9)	JANSSEN-CILAG (3,28%)
9	P (PARASITO) (7)		13	↔	MERONEM/PFIZER (2)	↔	ASTRAZENECA (9)	GETZ PHARMA (7,21%)
10	D (DERMA) (7)		16	↓	ESCLAM/CIPLA (2)	↓	GSK CHC (9)	ELI LILLY & CO (2,20%)

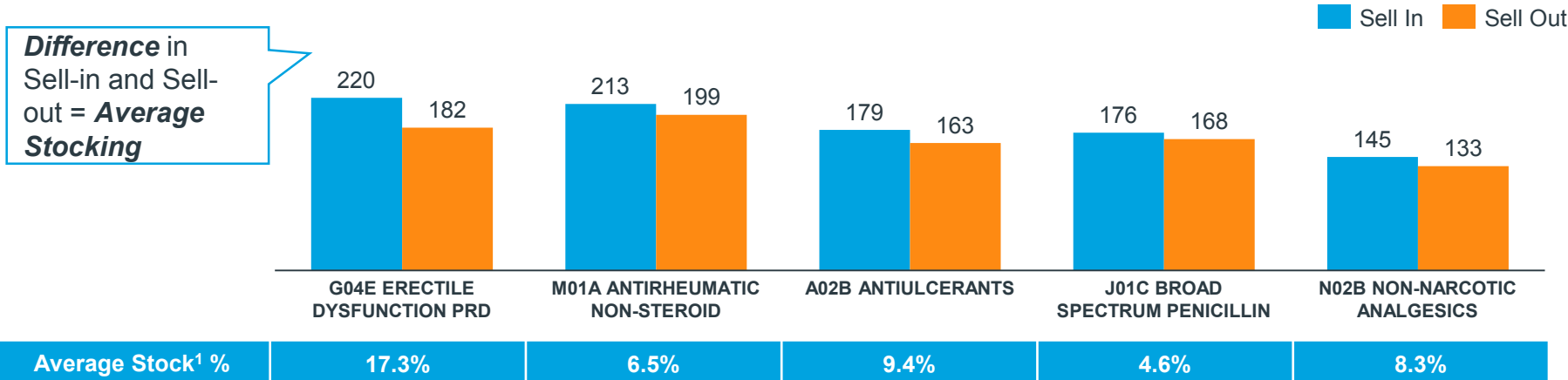
- Alimentary TA had the maximum number of new launches adding \$3Mn to sales in 2018
- AZ's **Nexium**, Getz Pharma's **Treviamet**, Roche's **Rocephin** grew by 17%, 51% and 37% in 2018, while Pfizer's **Meronem** & Cipla's **Esclam** lost 18% & 13% of its sales respectively
- Vitabiotics** became the fastest growing corporation owing to exponential growth of **Wellkid (143%)**, **Pregnacare (55%)** and **Osteocare (55%)** last year

Source: IQVIA Audited Data, MAT Q4 2018, includes IQVIA private, institutional data where available; Value sales at ex-factory price level without discount

- (1) Private vs. Public ratio is based on overall market estimates and not using IQVIA data
 (2) Arrows indicate change in ranking in reference to its ranking in the previous MAT (MAT Q4 2018 vs MAT Q3 2018)
 (3) Number in brackets shows MAT Q4 2018 values sales in Million USD\$
 (4) Fastest growing corporations among the top 30 corporations by value sales

In KSA, on an average Chain pharmacies stock higher proportion of ED products, and Anti-inflammatory products

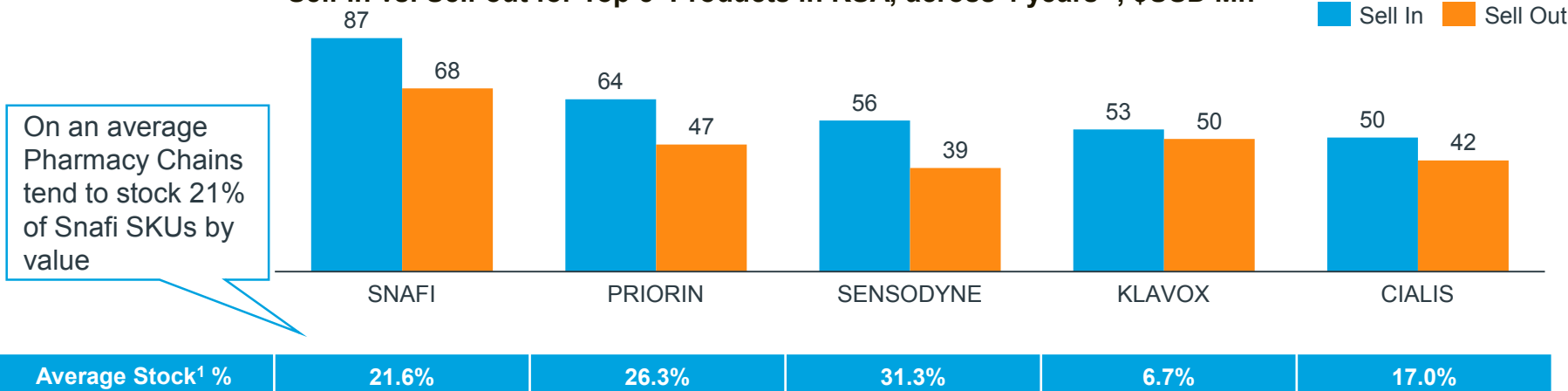
Sell-in vs. Sell-out for Top 5 TAs in KSA, across 4 years³, \$USD Mn



Sell-in vs. Sell-out Retail² Market Across 4 Years³, \$USD Mn



Sell-in vs. Sell-out for Top 5 Products in KSA, across 4 years³, \$USD Mn



1. Average Stock indicates (Sell In – Sell Out), data compared for the 9 chains covered by IQVIA for sell-Out data
 2. Sell-out market based on 9 Big Pharmacy chains in KSA Retail Chains Market that cover about 90% of KSA Pharmacy Chains Market
 3. Time Period: Jan 2015 to Dec 2018; Source: IQVIA Data; Value sales at ex-factory price level without discount

Table of Contents

- + Newsletter Report Summary
- + New IQVIA Initiatives
- + Regional Summary and Analysis
- + Regular Country Level Analysis
- + Additional Countries analysis
- + **Appendix**

Scope of the report (Regional and Regular countries)

Middle East & Africa	KSA, UAE, Kuwait, Lebanon, Jordan, Egypt, Algeria, Morocco, Tunisia, Fr. West Africa, South Africa
Data Coverage	KSA: Private, Tender & LPO UAE, Kuwait: Private & LPO Egypt: Private, MoH & semi-governmental Fr. West Africa, Jordan, Lebanon, Algeria, Morocco: Private South Africa, Tunisia: Retail & State Hospital
Focus	Time Period: MAT Q3 2014 to MAT Q3 2018 ¹ Measures: Value (US\$) and Volume (Units) Analysis conducted at constant exchange rates and at ex-factory price level ² Exchange rates per 1 \$USD: <ul style="list-style-type: none"> • Algeria: 118.34 DZD • Egypt: 17.89 EGP • Fr. West Africa: 0.86 • Jordan: 0.71 JOD • Kuwait: 0.30 KWD • Lebanon: 1,507.49 LBP • Morocco: 9.45 MAD • Saudi Arabia: 3.75 SAR • South Africa: 14.04 ZAR • Tunisia: 2.71 TND • UAE: 3.67 AED
Report Release Date	Feb 2019
Analytical Timeframe	MAT Q3 2018

*This report now also includes analysis on **additional countries** in Middle East and Africa region (see next slide). However, Regional summary analysis and Market Insights Snapshots are provided only for Regular countries due to historical data limitations in additional countries*

*Additionally, the report includes analysis on **Saudi sell-out data***

(1) Time period of analysis varies for different countries subject to historical data availability; exact time period of analysis is mentioned on the slide of respective country

(2) Converted from other price levels to ex-factory by using applicable discount factors

Scope of the report (Additional Countries)

Middle East & Africa	Bahrain, Cote d'Ivoire, Kenya, Senegal
Data Coverage	Cote d'Ivoire, Kenya, Senegal: Private Bahrain: State and Private
Focus	Time Period: MAT Q3 2014 to MAT Q3 2018 ¹ Measures: Value (US\$) and Volume (Units) Analysis conducted at constant exchange rates and at ex-factory price level ²
	Exchange rates per 1 \$USD: <ul style="list-style-type: none"> • Bahrain: 0.38 • Cote d'Ivoire: 0.86 • Kenya: 102.0 • Senegal: 0.86
Report Release Date	Feb 2019
Analytical Timeframe	MAT Q3 2018

(1) Time period of analysis varies for different countries subject to historical data availability; exact time period of analysis is mentioned on the slide of respective country

(2) Converted from other price levels to ex-factory by using applicable discount factors

Key Terminologies used in the report

PPG	Previous Period Growth: Growth over last MAT i.e. MAT Q4 2017 vs. MAT Q4 2018 growth
CAGR	Compound Annual Growth Rate for period MAT Q4 2014 to MAT Q4 2018
MAT	Moving Annual Total: Period considering the last 12 months from the available period, values at MAT level are rolling yearly sum
Local/Reg Companies	Companies having operations limited to Middle East and Africa region, Indian companies, other smaller companies having niche portfolio. For e.g. Hikma, SPIMACO, Cipla, Adcock Ingram, Aspen
MNCs	Large companies having global presence with diverse portfolio and having headquarters in developed markets such as US, EU, Japan. For e.g. Pfizer, Novartis, Takeda, GSK, Roche

Please contact us for more information



Divya Bipin
Assoc Director, Marketing
Middle East & Africa
IQVIA



Divya.bipin@iqvia.com
+91 80 49683311

Bhumit Majmudar
Senior Consultant, Real World & Analytics
Middle East & Africa
IQVIA



Bhumit.majmudar@iqvia.com
+91 70454 55008

Thank You