



GRIFFIN
PHARMA

company profile



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www.griffin-ltd.com

GRIFFIN PHARMA DIVISION COMPANY PROFILE

Vision

To reach and maintain a leading position as a health care corporation in Yemen through partnership and team work.

Mission

To continue strengthen our role in providing the community with the most effective and affordable medications, that role is a key to lasts our corporate profitable for generations.

Core values

- Customers: We aim to exceed our customer's expectations
- Employees: The primary assets of the company & will go through a continuous development to reach the maximum potential
- Partnership: Trust, respect & team work are essential in building up a successful & prosperous partnership.

Line of business

Private, direct purchase, tenders and consumer in the future.

Our customers

1. Hospitals (private and Institutions)
2. Polyclinics
3. Private Clinics
4. Pharmacies
5. Consumers in the future

Introduction

Griffin Pharmaceuticals is one of Griffin Group of Companies known as Griffin Limited. We are one of Yemen's Top 20 importers and distributors for

pharmaceuticals now and aiming for the Top 10 in the future. The company acts as the agency representative for a range of international companies in the competitive market in Yemen.

Location of the head office in Sana'a and our contacts details as follow:

Mailing address: Diplomatic area, Villa # 27 Street # 18

Sana'a P.O. Box 7292
Tel: +967 1 445 961 /2/3/4
Fax +967 1 444 845
email: griffinpharma@griffin-ltd.com
Khaled@griffin-ltd.com

Working hours from 08:00 AM to 01:00 PM and from 04:00 PM to 07:00 PM also you can call the general manager throughout the day on cell phone +967711401140

Griffin Pharma has started in 1999 with a distribution of few products from one company. Using our expertise and key contacts in pharmaceutical product registration and supply in the Yemeni market in addition to excellent reputation acquired; we could attract nine more companies, five companies are active and the rest under registration and planned to launch by 2008/2009.

Companies and products represented

Products supplied include medical pharmaceuticals for private and public sectors. The products range we have today is covering most potential and biggest market share among the therapeutic classes e.g. Antibiotics, Anti-inflammatory, Alimentary tract, Vitamins, anesthesia and very soon the specialized range for Central Nervous System and Cardiovascular medications. New range for Consumers and OTC products are under evaluation. As marketing strategy we are aiming to cover more than 90% of all therapeutic classes to add more value to our



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existing portfolio supplied to customers. For that we do our effort in selecting the proper companies and products after careful study and reliable market survey.

The key & active companies represented by Griffin Pharmaceuticals include:

- Tabuk of Saudi Arabia, one of the Middle East's largest manufacturers; they are leader in manufacture of injectable and oral antibiotics and wide range of many classes of generic medications. They are member of GCC and exporting to many European, Arab and African countries. www.tpmc.com.sa
- Claris of India, manufacturer of premium injectable products mainly anesthesia products, nutrients and antibiotics. They exports to more than 70 countries including Americans and European countries. www.clarislifesciences.com
- Sun Naturals, Vitamins and Nutrients from Arnet of the USA, with highest level of quality control of manufacturer food supplements. www.arnetusa.com www.vvwbc.com
- Therapeutic and prescription drugs from Doc Pharma of Belgium, with different products for Cardiovascular, Respiratory, Anti-inflammatory and others. www.docpharma.be www.phare.be
- Canada's Pharmascience and PendoPharm for prescription and OTC therapeutics with a great range of about 150 products and specialized range for CNS expecting to cover the market need of this class soon in Nov 2007. PendoPharm has great range of OTC medication. www.pharmascience.com www.pendopharm.com

Product registrations are also underway for:

- Qualiphar & Purna of Belgium, producers of medicines

of miscellaneous generics of the best Belgium quality www.qualiphar.com www.purna.be www.phare.be

- J L Ferreira of Portugal, Quality of Life health products and Herbal with every year innovation for new medication. www.qualityoflifelabs.pt
- India's Sami Labs for Herbal, chemicals, oils and extracts, exporting for many countries and has a division in USA. www.samilabs.com
- Almirall, Spain's first multinational pharmaceutical producer. www.almirall.es

The benefits of improved health and healthcare for the people of Yemen are only beginning to be seen. Griffin Pharmaceuticals is keen to work with pharmaceutical producers who want to bring quality and affordable products into the Yemen market, and we have the team to realize it for them.

Yemen market data

2006 market for pharmaceuticals, medical diagnostics and equipments in Yemen exceeded USD 120 million and the market continue to grow strongly each year. More than 350 foreign manufacturers of pharmaceuticals are represented in Yemen by 135 importers. However, only 15% of the available pharmaceuticals are locally manufactured leaving strong opportunities for suppliers of quality pharmaceuticals once registered.

We get use of the population and demographic indication as guideline for the proper planning of our activities and future expansion: Yemen population is about 22 million distributed equally male and female in 5 major areas and the highest percentage 70% are in rural areas, about 40% are below 15 years.

The increasing numbers of private and governmental hospitals, polyclinics and primary health care units are



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more than 4000 providing the health care through more than 15,000 physician and nurses. Patients can easily reach the health care units and get the required medication from over than 3000 pharmacies and drug stores.

Revenue and market share

Griffin Pharmaceuticals annual revenue is USD one million and plans to reach above USD 3 million by 2010.

We believe we have the resources to achieve our goals mainly by people, products, services and facilities.

Sales and marketing team realize the importance to deliver the right message of our products to the medical staff in order to provide the maximum benefits for patients. This activity is supported by sponsorship of some scientific activity.

Infrastructure and facilities

We have the infrastructure and facilities required to keep maintain and grow in our business; the distribution channels are through 4 branches in the main 4 cities Sana'a, Taiz, Hodeidah and Aden in addition of more than 12 wholesalers to distributes in rural areas mainly villages. All branches have the communication facilities Tel, fax and emails. The branches have enough space for storage and refrigerators to keep certain types of medications.

We distribute our products mainly by cars and directly by our team in one day of receiving the customer order.

We continue improving our infrastructure and facilities to get the customer satisfaction, e.g. recruiting additional sales peoples, more distribution cars, and expansion and modernize the branches with recent tools and equipments to better serve our customers.

Marketing and distribution teams realize that better customer services, credibility, and cooperation are the keys to success.

Total number of people is 45 out of them 40 are skilful, 21 in sales and marketing, 11 in distribution and collection, and 13 in administration and others. Our marketing and distribution teams are dedicated to provide our clients in Yemen with the right products and services at the right places and time.

All our activities in marketing, sales, distribution and collection are running smoothly due to cooperation of the different departments.

Management:

In Griffin Pharma we strongly believe in team work of motivated and loyal people. All employees fully respect the company policy which regulates the healthy relation between the company and employees.

From the beginning the company is seeking to recruit the highest quality professions. Developing our people is one of our priorities and we always look for well reputation institutes, training centers and experts to add more skills according to the organizational and personal needs.

Every member knows his job description and the performance standards he should follow in order to achieve the company objectives.

Fully dedicated managers are there to keep the performance of staff, motivate them through rewards, recognition, delegations and guarantee good healthy business environment.