



UAE Country experience by SFI

- I. SFI Corporate Presentation
- II. Experience in UAE



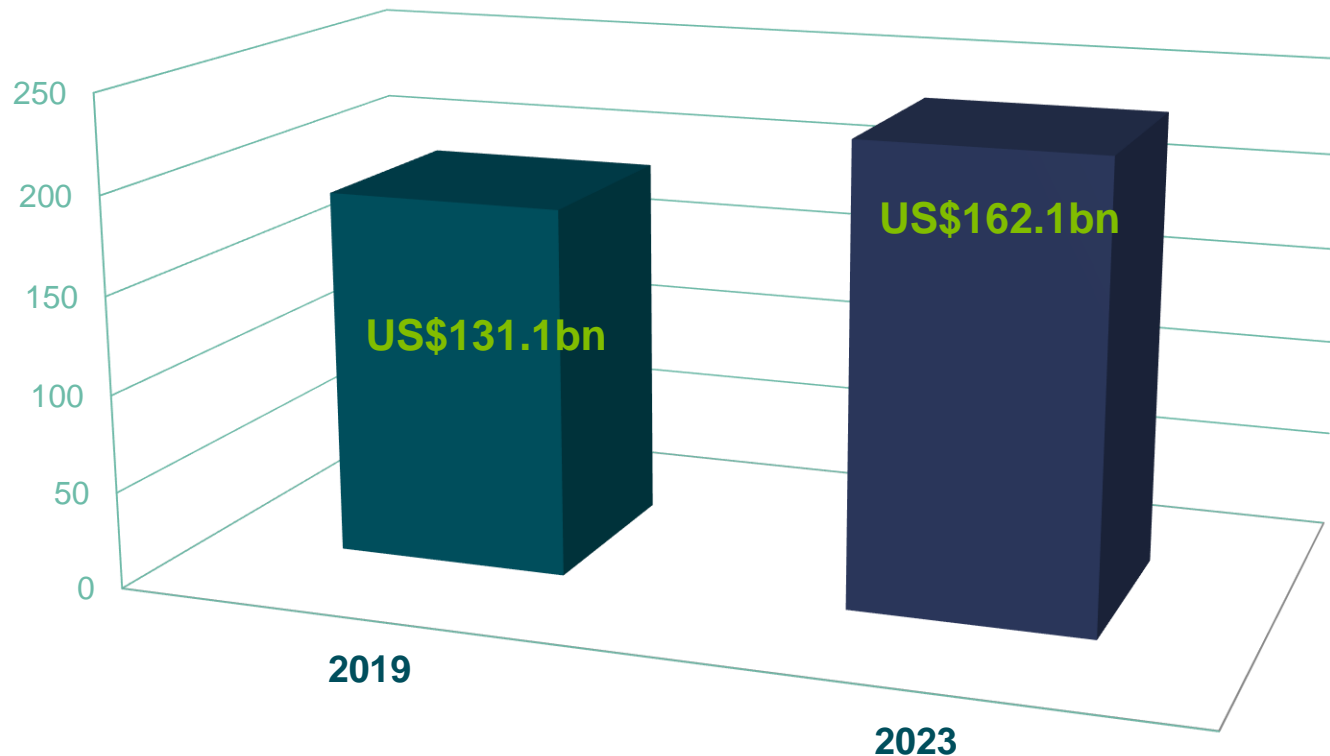
Presenter: Donald McKernan, Patricia Ceppi Bota
Date: Nov 2019



Natural Medicine Market – a Big Opportunity

Global Nutraceuticals Market

Predicted growth of **US\$31bn** due to increasing health consciousness among consumers



Source: Euromonitor 2019

A New Market – Best of Both Worlds





To establish SFI as the **first global brand** offering
best in class quality
natural health products accompanied by
exceptional service,
empowering people
to **responsibly resolve their health needs**

SFI History and why....

Our rich history
dates back over 200 years



SFI Global Summary

Global Business Footprint



Our Brands



Healthcare professional
recommended

Professionally recommended

- Premium **quality**
- Evidence-based ingredients and formulations
- Expertise and focus on healthcare professionals

FLORDIS™



Clinically proven

Clinically researched natural healthcare

- Highly **credible** products backed by clinical credentials
- Consistent quality through rigorous processes
- Clinical proof creates confidence for a broad healthcare professional audience

EST. 1812
Potter's™

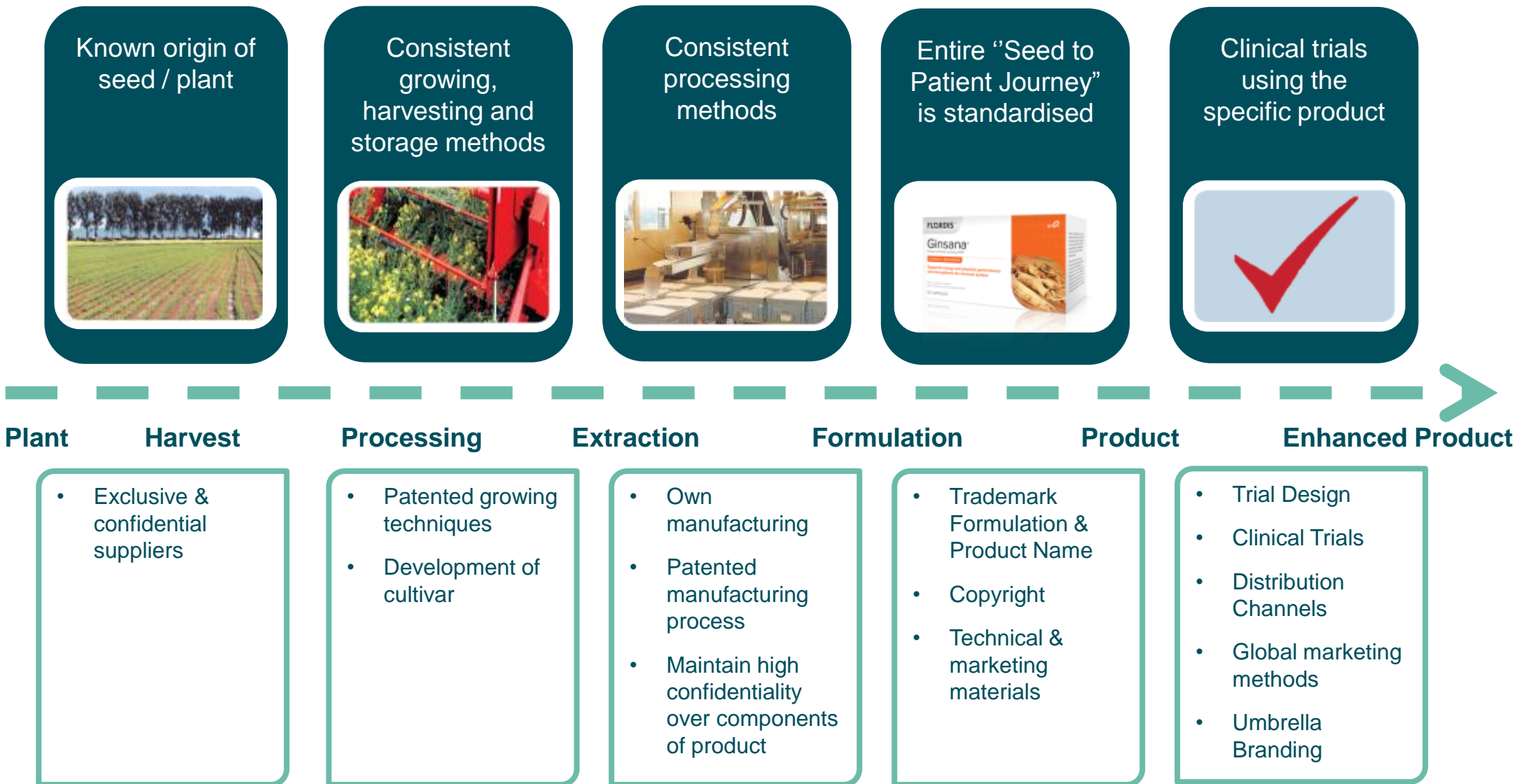


Consumer everyday

Everyday consumer natural healthcare

- 200-year heritage
- **Reliable** natural products trusted by families for generations
- Products for everyday health as well as products to target specific health needs

“Source to Patient” philosophy



Our branded products presence

EUROPA – FLORDIS

32 SKUs in 9 Countries



EUROPA – EQUAZEN

179 SKUs in 16 countries



ME&A – FLORDIS and EQUAZEN

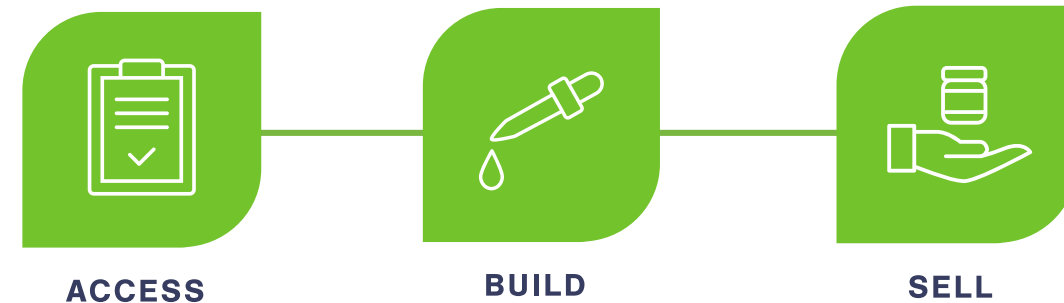
88 SKUs in 16 countries



SFI Services

At SFI, we go beyond the provision of premium natural healthcare products. Through our family of brands, we also extend a **unique business-to-business service offering**.

We offer a **full range of product development, clinical research services, bulk manufacturing, packaging, analytics, supply and worldwide distribution** through our ACCESS, BUILD & SELL services.



We work with your business to turn your ideas into reality.



SFI's experience in UAE: Main Topics

1. Market information
2. Sales (products)
3. Regulatory Affairs
4. Shipping
5. Marketing



Main Opportunities & challenges!

1. Market Information



The **U.A.E. pharmaceutical market** is the second-largest in the Gulf Cooperation Council (GCC) after Saudi Arabia.

Business Monitor International (BMI) estimates the **U.A.E. pharma market** reached a value of \$2.6 bill. in 2016, representing 16.3 % of healthcare expenditure and 0.7 % of GDP.

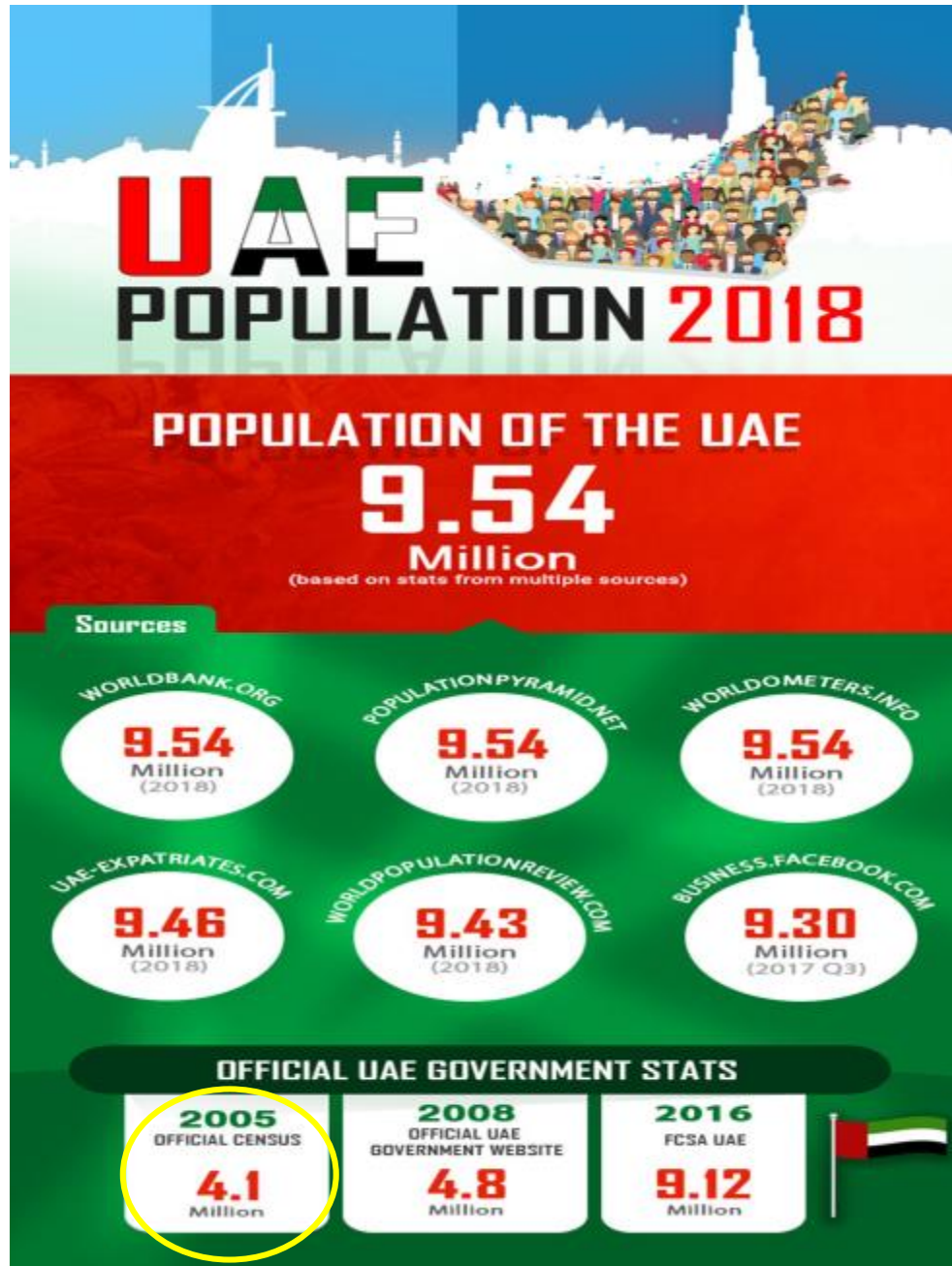
SFI's Partner: - **New Medical Centre** (leading private healthcare operator in the GCC with international services across 19 countries)



- listed at London Stock Exchange, with revenues of US\$ 2 bill., growing by 28.3% vs PY
- **33 year partnership**

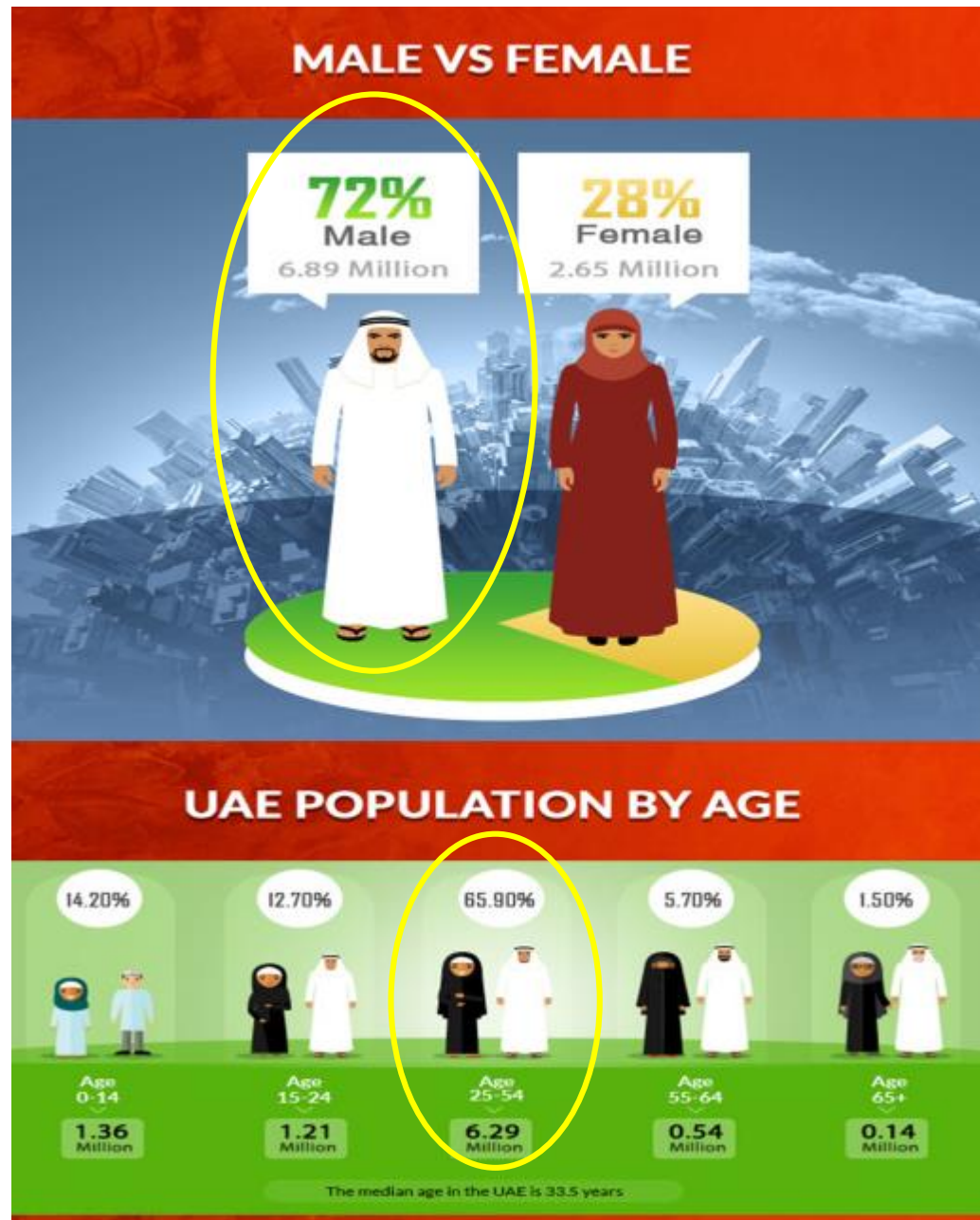
Collaborators: Indians → English, **no need to speak Arabic**

1. Market Information



Population X 2.3
times in the past
14 years → SFI
more than
doubled portfolio

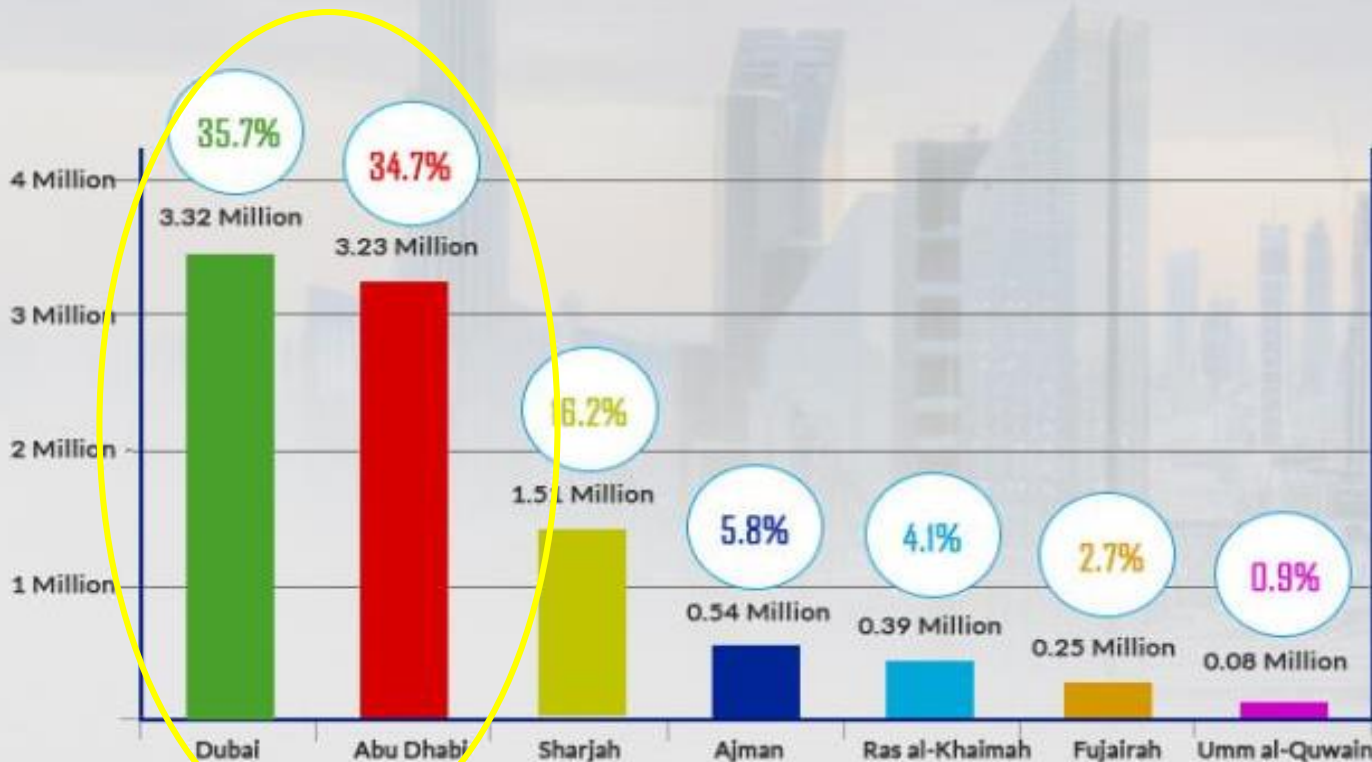
1. Market Information



Mainly male and working force → **target for our products**

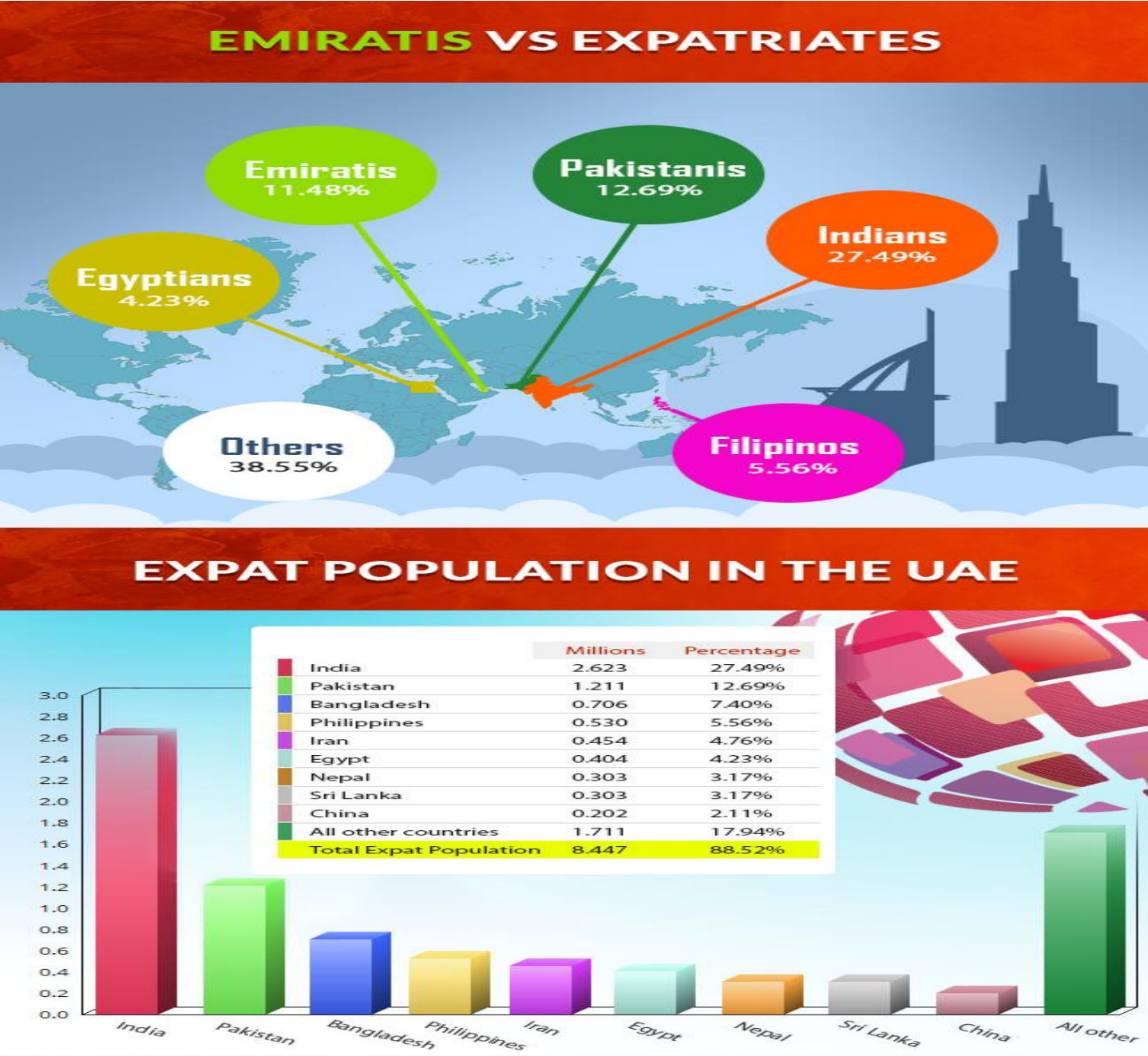
1. Market Information

UAE POPULATION BY EMIRATES



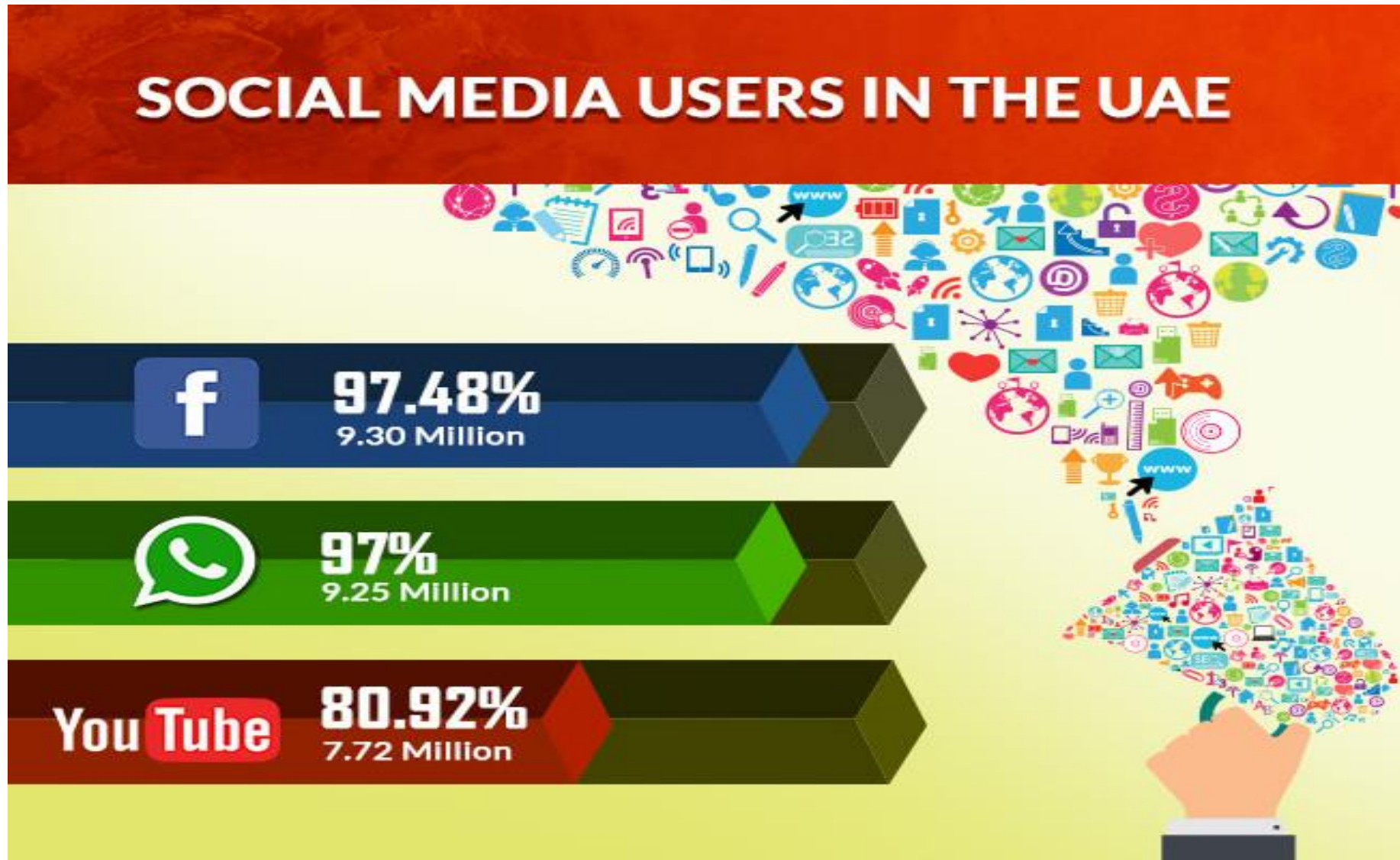
70% in 2 main cities → is where we concentrate our promotion

1. Market Information



• Source: <https://www.globalmediainsight.com/blog/uae-population-statistics/>

1. Market Information



2. Products on the Market

- **11 Products:** Ginsana (3 SKU), Gincosan, Pronatal, Songa Night, Equazen range (5 SKU)
- **Sold in: Pharmacies** with/ without prescription
- **Detailing:** Medical Reps promote to HCP



3. Regulatory Affairs

- **How it works:**

- **Registration:** Dubai Municipality or MOH / OTC and Health products (SFI's products)
- Dubai Municipality can cancel registration in short time- high risk !!!
- **Timelines for registrations:** 6 - 12 months
- **Top 5 requisits:**
 - Registration in Country of origin (CH)
 - Production Sites registration (GMP certified)
 - Company registration
 - MAH not held by distributor (SFI is the MAH)
 - Renewal every 5 years for MOH registrations



4. Shipping to UAE

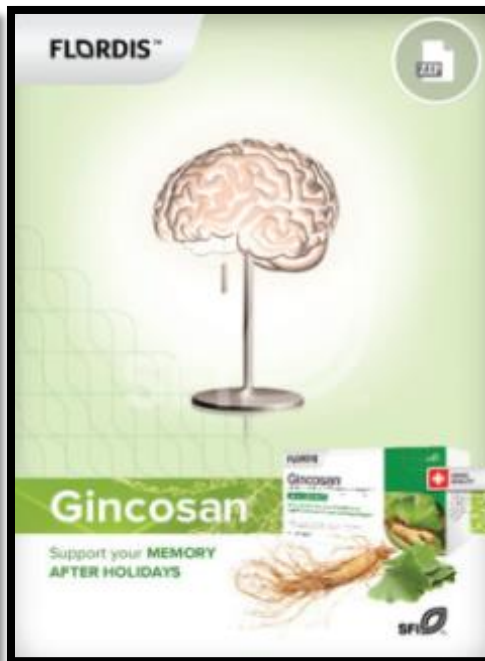
- How it works:
 1. NMC sends PO
 2. SFI confirms with Proforma Invoice
 3. When goods ready, SFI sends: invoice, packing list, Certif Origin, EUR1
 4. NMC confirms documentation and apply for **Importation Permit** (2-4 weeks to obtain & valid for 1 month)
 5. **SFI legalizes all documentation**
 6. **Only** after Importation Permit is granted goods can be shipped and they need to arrive within that month, otherwise → **penalties**



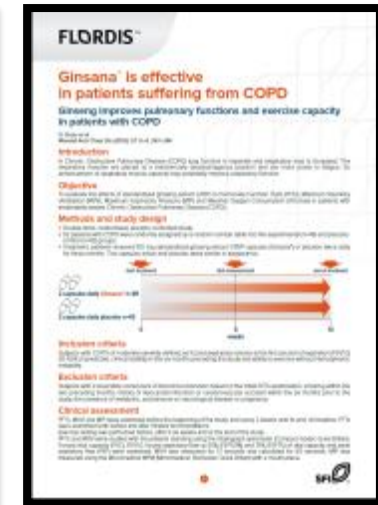
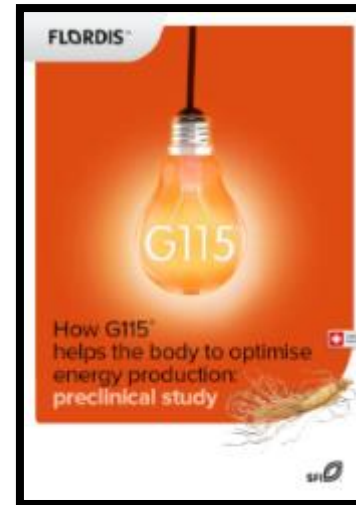
5. Marketing and Promotion

- Mainly traditional promotion available: to HCP and Pharmacists
- For most of the products, we need MOH approval for any type of marketing material that will reach final consumer (so online..etc)

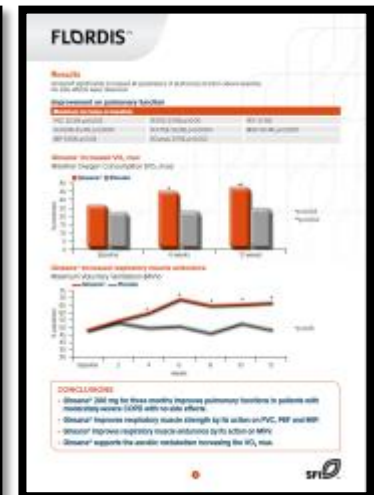
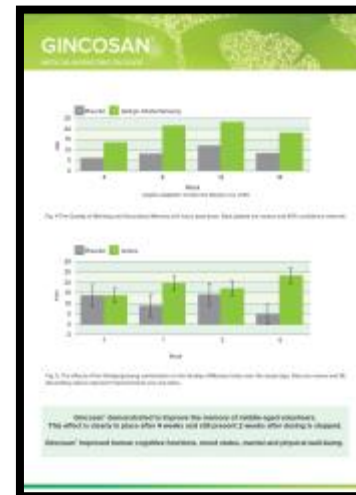
Seasonal campaigns



HCPs detailers



Clinical Studies - visuals







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