

A stylized map of the Gulf Cooperation Council (GCC) region, including Saudi Arabia, the United Arab Emirates, Qatar, Kuwait, Oman, and Bahrain. The map is rendered in a light pink color against a dark pink background.

Yalla^{Rx}

**One-stop B2B service for
pharmaceutical market
access in the GCC states**

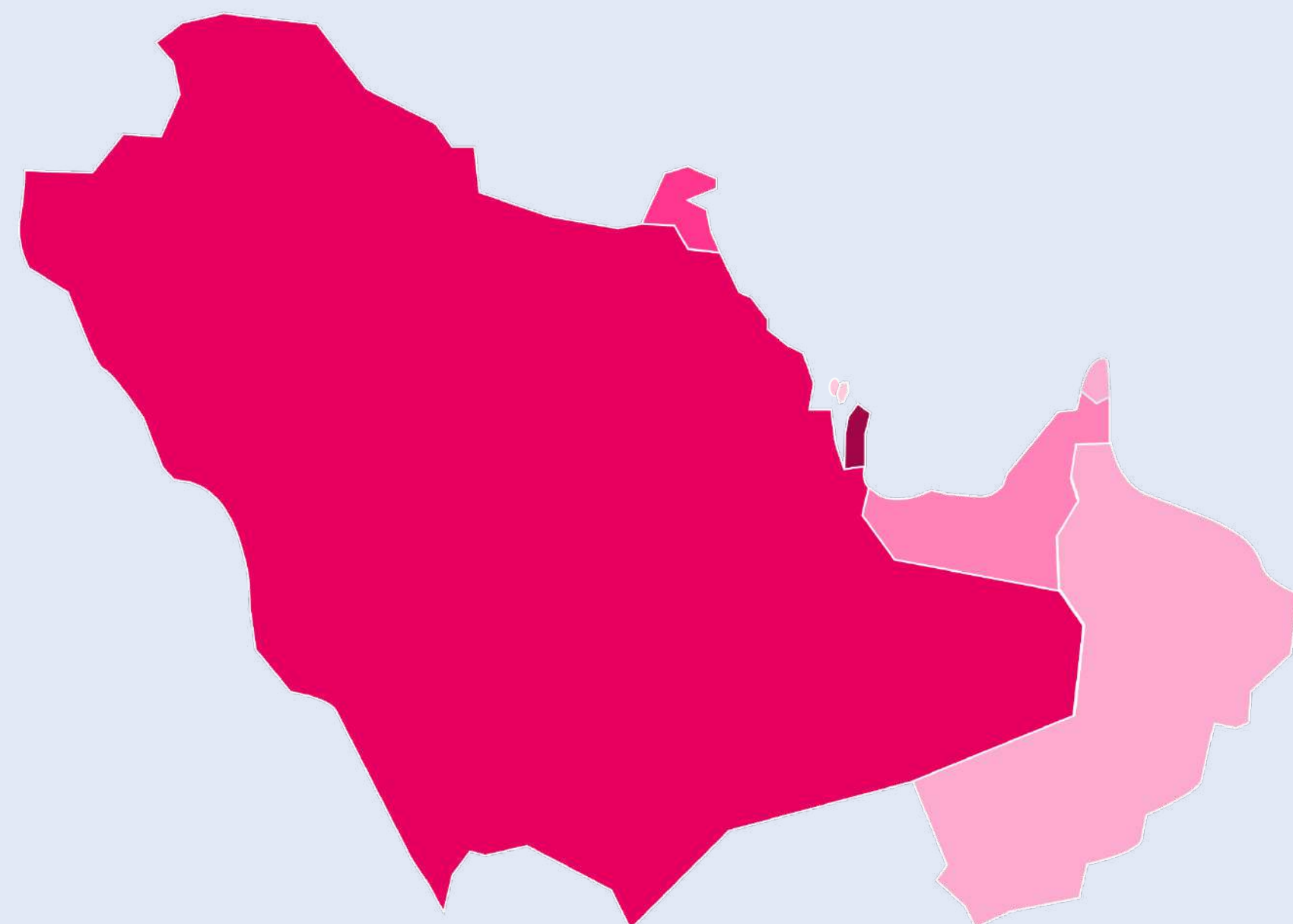
 Dubai, UAE

 Riyadh, KSA

**Exploring new
markets to grow
your business?**



GCC Statistics



Data sources: Kuick Research, the World Bank

- US\$ 20 Billion**
GCC pharmaceutical market size
- 80%**
Percentage of imported drugs in the GCC Pharmaceutical Market
- 50%**
Market share of Saudi Arabia in the GCC
- US\$ 1.75 Trillion**
GDP of the GCC region in 2022
- 59.5 Million**
Population of the GCC region
- 67.7 Million**
Projected growth by 2050
- 7.3%**
GCC region GDP growth in 2022

Yalla^{Rx}

YallaRx is a company that specializes in assisting businesses with a successful GCC market entry.

We provide analytical services, marketing, and consulting solutions powered by:

- Big Data and AI
- Comprehensive business intelligence
- Highly skilled team of international experts
- Strong relationships with key local distributors

Our mission is to make the GCC market more accessible to all pharma-market players and to empower our clients to make strategic and successful business decisions in this dynamic environment.

238

Trustworthy local distributors in our database

5.540
SKU

Products manufactured by YallaRx clients

89

Verified companies as partners

One-stop B2B Service

Market entry strategy

- Market research and data analysis
- Go-to-market strategy

Regulatory affairs

- Classification of products
- Production site accreditation
- Product registration: Rx / OTC medicines, medical devices, food supplements

Market access

- Business missions to the GCC countries
- Partnering facilitation in the region
- Scientific office establishment

Sales Management

- Tendering
- Purchasing

Marketing

- Marketing materials
- Digital marketing
- PR
- Educational marketing

Market Entry Strategy

Before entering new regions, it is essential to evaluate market potential and gain insights into the local competitive landscape



Market Research and Data Analysis

Implementing a tailored approach for every client: leveraging company portfolio, production and marketing strategies, nosology, and country of origin.

We conduct:

- General analysis of the market with its trends, gaps and uniqueness;
- Market size and prospects analysis with reference to active ingredient type, form, dosage, and distribution channel;
- Competitive analysis;
- Primary market research through distributors, HCRs and HCPs;
- Price analysis.

You get a detailed analysis of the company's potential in the region

Data sources:

- Medicines registered in the region (SFDA, MOHAP)
- Market and sales data (IQVIA, IMS Health)
- Goods and competitors reference book
- Purchasing behavior and prescription

from \$ 2,500
per report

Go-to-market Strategy

Based on the conducted analysis, we create a strategy and stage-by-stage action plan.

The result you get:

- Elaborated go-to-market scenario;
- Improved market positioning;
- Efficient supply chain management;
- Enhanced brand visibility;
- Effective marketing campaigns, and other advantages.

Go-to-market Strategy

Selection of the most profitable products from the portfolio



Development of product registration strategies



Calculation of PnL



Development of communication strategy with B2B and B2C segments



Sales forecasting



Prediction of market entry scenarios with consideration to the economic potential and risks



Development of the marketing mix: product, pricing, placement, promotion



Regulatory Affairs

We represent manufacturers in DHA, MOHAP, SFDA and DOHAD and help them prepare dossiers and submit all necessary applications for:

- Classification of products
- Production site accreditation
- Product registration

Benefits for you:

- Regulatory compliance and adherence to all requirements
- Streamlined time-to-market process for faster product launches
- Expedited approval from regulatory authorities



● **Rx and OTC medicines**



● **Medical devices**



● **Nutritional supplements**

Classification of Products

Based on a pharmaceutical company dossier, a regulatory authority (MOHAP, SFDA) classifies the product **as a medicine, nutritional supplement, or medical device.**

The classification of the product in the country of origin can be different from the one in the country of localization. A supplement can become a registered medicine, and a medicine can be recognized as a nutritional supplement.

from **\$ 1.500**
per 1 product

The decision of a regulatory body determines the subsequent strategy for market entry and promotion.

Production Site Accreditation

We facilitate production site accreditation at all stages:

1

Analysis of production site master files, SOPs and other documents

2

Alignment of the documents with the needs of regulatory bodies

3

Dossier preparation

4

Application process

5

Supervision of MOHAP / SFDA production site visits

6

EU GMP supervision through partnership if required

Product Registration

With deep knowledge and experience in the local product registration process, we help manufacturers in:

- **Navigating complex and ever-changing regulatory frameworks;**
- **Addressing specific product requirements and technical standards;**
- **Managing documentation and data requirements for registration;**
- **Overcoming language and cultural barriers.**

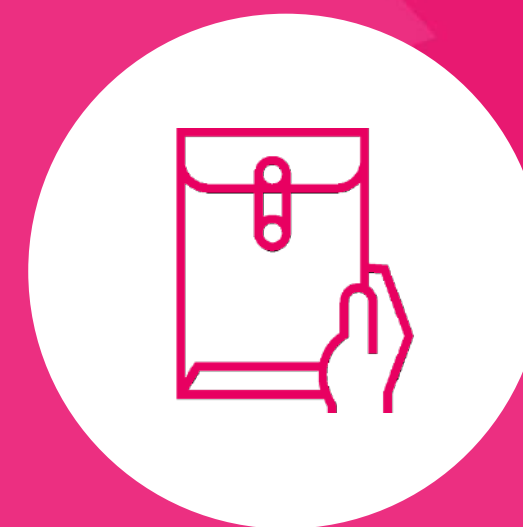
We facilitate:



Product classification



Validation and alignment
of the dossier with local
requirements



Submission of a dossier and
declarations to a regulatory
body (MOHAP, SFDA)



Clinical trials if required

Market Access

Business missions to the GCC countries

We introduce clients to the local economic, business and cultural market uniqueness and provide deep insights into business expansion and development in the region

Regular group tours to the KSA and UAE:

- Hospital and commercial pharmacies visits
- The GCC market features workshops
- Networking events with local distributors
- Pharmaceutical warehouses site visits
- Production site visits

from **\$ 3,200**
per 1 business
representative



A large, semi-transparent pink globe is positioned on the left side of the slide, serving as a background for the text.

Facilitation of partnership establishment in the region

From suitable distributors,
pharmacy chains and
hospitals to production
sites, logistic operators
and legal advisors

We drive thorough due diligence and analysis to ensure compatibility in terms of market positioning, values, and business goals. By conducting market research and competitor analysis, we identify strategic partnership opportunities that can provide a competitive edge and drive growth.

- 1** Preparation and facilitation of negotiations
- 2** Structuring of partnership agreements
- 3** Agenda verification
- 4** Contract follow-ups

Scientific Office Establishment



Essentially, it functions as a distant sales and marketing division, serving as your personal on-site representative. This provides you with the capability to oversee sales operations from a different country. It also grants you the freedom to collaborate with various distributors and work independently in terms of marketing strategies.

We help manufacturers to:

1

Establish a scientific office in the UAE and KSA under their business requirements

2

Manage its operations

Sales Management

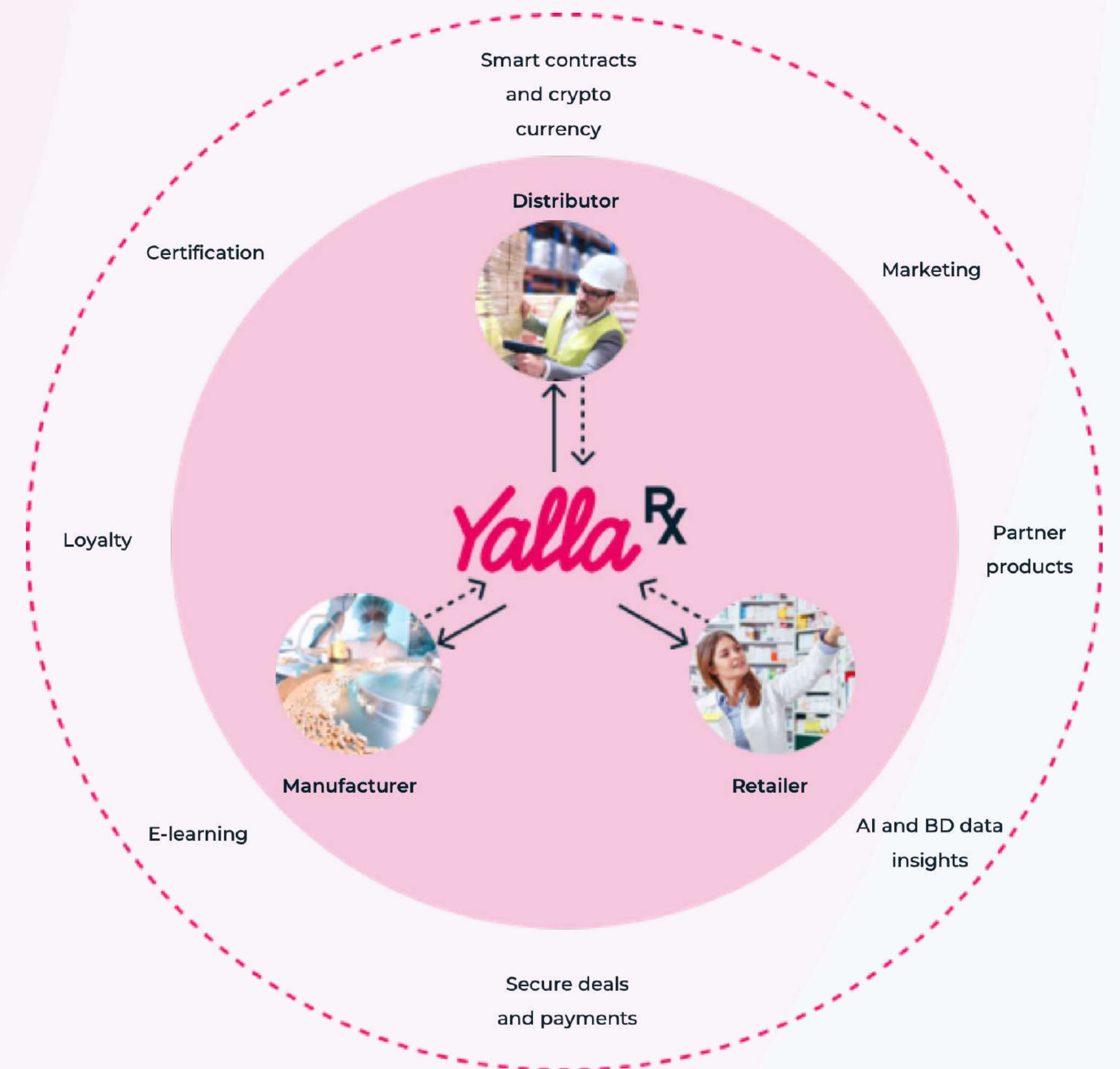
Our sales management solution offers our clients access to a local network of trusted distributors. With our expertise in managing remote sales operations, businesses can confidently enter new markets and increase revenue streams. Our clients achieve sustainable growth, all while saving on expenses and time associated with traditional expansion methods.

Sales Management

Through the YallaRx B2B platform, our clients get access to direct and tender purchases in the GCC countries, as well as to additional financial and marketing business tools.

Additionally, we conduct:

- Contracts approval;
- Partner accreditation in a bank to carry out transactions;
- Conclusion of distribution agreements with logistics operators;
- Conclusion of purchase contracts with clinics, hospitals, and pharmacies depending on the marketing strategy.



Marketing Activities

We create* and adapt marketing materials:

- Key messages
- Branding
- Materials for healthcare professionals
- Materials for B2B representatives (distributors, insurance companies)
- Materials for customers





We execute the marketing mix through:

- Digital marketing
- PR
- Online education of healthcare and pharmaceutical professionals**

* We engage local market KOLs to work on materials

** [PharmaCourses](#) is an e-learning platform for HCPs in the GCC

Why do manufacturers choose to enter the GCC market with us?

-  **Agility**
We speed up our clients' market entry by using multiple tools and solutions.
-  **Efficiency**
We protect manufacturers and mitigate the risks of molecules being patented by competitors.
-  **Dependability**
We help our clients lessen their dependence on distributors by handling contracts with several partners.
-  **Professionalism**
We are proficient at managing documentation and correspondence required by the GCC market specifics and regulations.

10 years of building several pharmaceutical and healthcare businesses together



Alisa Rodionova, Business Lead

MSc in Marketing,
Loughborough University London
12 years in project management, strategic
business development, and marketing



**Alex Tribunsky,
Head of Business Development**

10 years in analytics, helped 20+ businesses
successfully enter new markets



Dr. Swayam Prakash Bahinipati

25+ years in pharma production and distribution
in India and the GCC region. Has the experience
in M&A deals for the production pharma business.
Holds a pharmacist degree



Dr. Hanan Selim

Former pharmacist, leads the pharmaceutical
products inspection group in MOHAP



Dr. Elena Vatutina, Founder & CEO

MBA in Strategic Management, Open University,
UK, PhD.h.c. in Philosophy in Business
18 years in pharma, launched regional pharmacy
chains from scratch

«Through our presence in the GCC market, we strive to create a safer, healthier, and happier region for all people there. We are driven by our commitment to care for people and bring together like-minded players to work towards the greater good of making a positive impact on society».



PARTICIPANTS

1st pharmtech company in KSA
100% foreign owned



AWARDED

as «Entrepreneur of the
year 2020» in “Women
in business” by EY



WINNERS

in the sector “Healthcare
itechnology” at
TAKEOFF-2019 (Istanbul)



WINNERS

in the sector “Healthcare
international team” at
TIP-2020 (AbuDhabi)

**Explore new horizons
together with**

Yalla **Rx**

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