

Our Strategy

We are aggressive in our approach in handling our business operations. ^ ^ ^



We emphasise on proper execution and implementation of our planned strategies for the achievement of goals, because we understand that^ goals achieved through right strategies will give us sustained growth...

We are committed ^ to provide healthcare solutions that address the evolving needs of people and societies worldwide and reach our standards is based on the following priorities:

- Building a leading position in the Regional Market:

We remained focused on developing our local presence. By raising quality standards and training staff, we are helping to build global healthcare industries in ^ ^ ^ ^ ^ ^ ^ ^ our local markets, while at the same time creating new opportunities for Medicina healthcare.

- Developing our product range in growing therapeutic areas.

Our product portfolio continues to grow and develop in key therapeutic areas.

- Extending our reach and diversity through partnerships.

We continue to deliver a strong performance from our in-licensed products, reinforcing our position as the licensing partner of choice in the Mena market. The development of our in-licensed portfolio is an integral part of our growth strategy and is a key lever for developing our capabilities across a broad healthcare spectrum.