

PASSION FOR BETTER MEDICINE

AL SUMO SCIENTIFIC BUREAU

Iraq's Premier Pharmaceutical & Supplements Distribution
Group

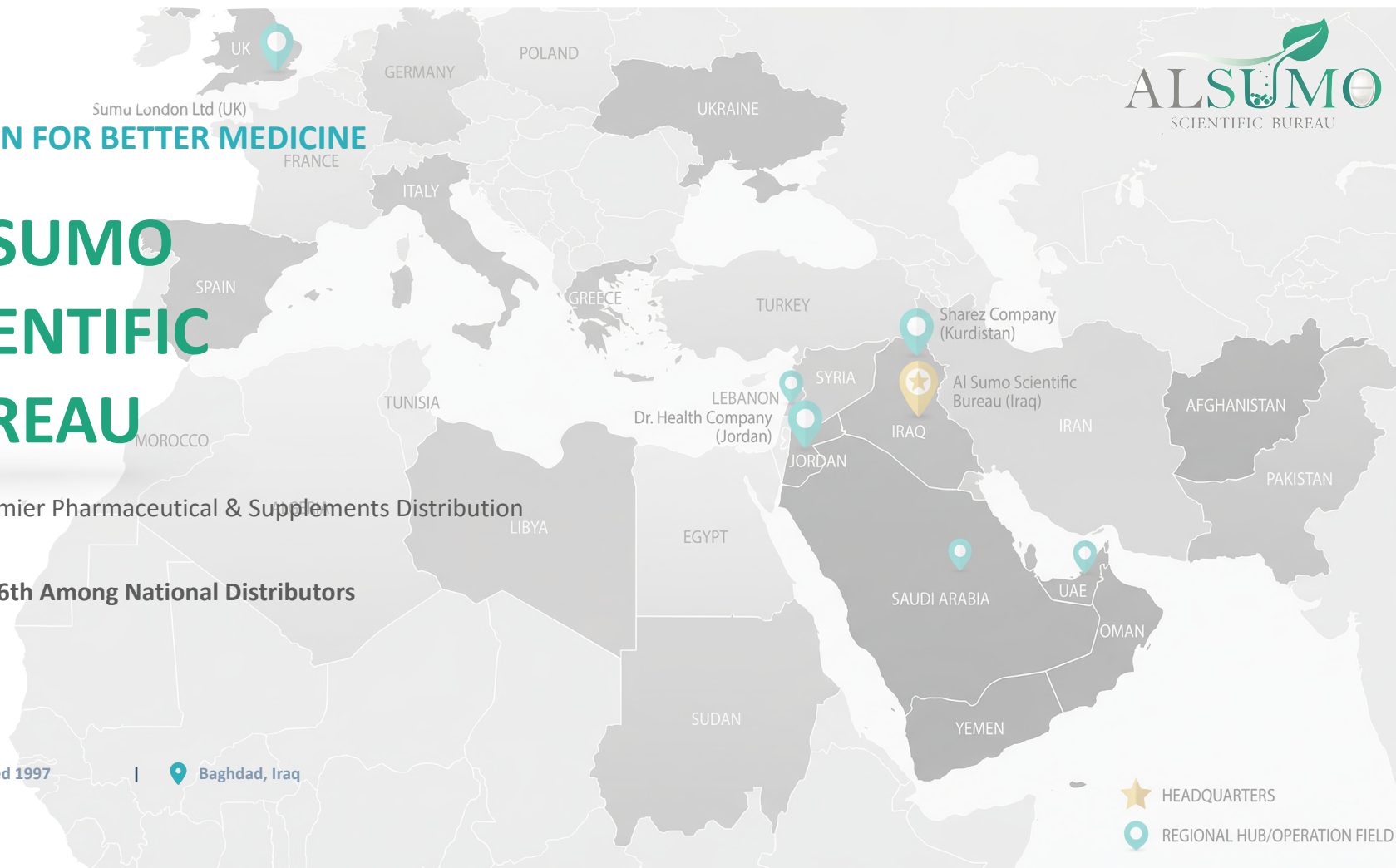
Ranked #6th Among National Distributors

 Established 1997

|  Baghdad, Iraq

 HEADQUARTERS

 REGIONAL HUB/OPERATION FIELD



Driving Healthcare Excellence Across Iraq and Beyond

Our Vision

To be at the forefront of pharmaceutical distribution in Iraq, recognized for our high-quality products, diverse services, and a dedicated marketing team that reaches every corner of the country.

Our Mission

To provide patients with high-quality healthcare products at affordable prices, deliver excellent services to our customers, and create a supportive and dynamic working environment for our team.

Our Core Values



Integrity



Quality



Innovation



Customer Focus



Partnership



Dr. Haider Samaka

Group CEO

Al Sumo Scientific Bureau



مكتب السمو العلمي لدعاية الأدوية

A Message from Our CEO

When we founded Al Sumo Scientific Bureau over 25 years ago, we embarked on a mission that many considered impossible, to bridge the gap between global pharmaceutical excellence and the Iraqi healthcare sector. What began as a vision has evolved into a legacy of resilience, innovation, and unwavering commitment to the health of our nation.

Our journey has never been without obstacles. Each hurdle became a catalyst for transformation. We didn't just survive these challenges we transformed them into opportunities for growth.

Our success is rooted in a leadership philosophy that values integrity, foresight, and the courage to make bold decisions. We invested in people when others cut costs. We expanded our reach when others retreated. We built state-of-the-art infrastructure when others settled for adequacy. This is not just business it is our responsibility to the Iraqi people.

Today, as we stand among the top pharmaceutical distributors in Iraq, our vision extends far beyond our current achievements. We are expanding into oncology, immunotherapy, and advanced therapeutics. We are strengthening our regional presence across Jordan, the UK, and the UAE. We are building partnerships that will define the future of healthcare in our region.

To our partners: thank you for believing in our mission. To our team: your dedication is the heartbeat of Al Sumo. To the healthcare professionals we serve: we remain committed to delivering excellence, every single day. Together, we are not just distributing medicine we are delivering hope, health, and a brighter future for Iraq.

Dr. Haider Samaka 

Iraq Pharmaceutical Opportunity

Data Source: IQVIA / MOH Reports 2024

\$4.6B

Total Market Size (2024)

12.5%

Annual Growth Rate (CAGR)

\$200M+

Insulin Market Potential

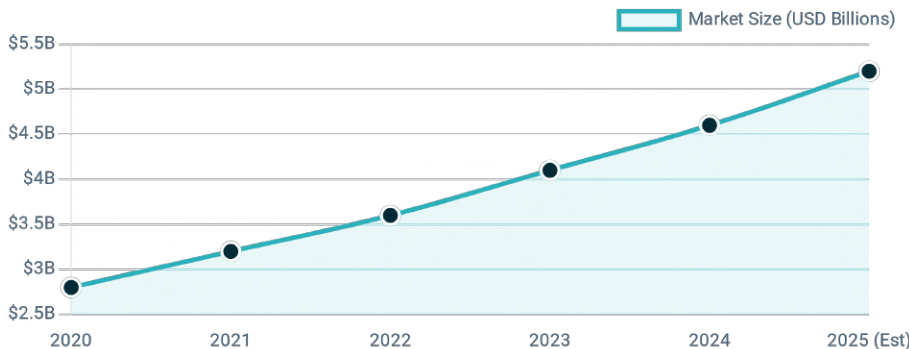
3,000+

Pharmacists Graduating Yearly

Top 3

Fastest Growing MENA Markets

Market Growth Trajectory (2020-2025)



Key Growth Drivers



Major government investment in healthcare infrastructure & new hospitals



Rising demand for chronic disease management (Diabetes, CVD)



Increasing healthcare access and insurance coverage



Strategic gateway for regional pharmaceutical trade

A Leading Force in Iraqi Pharmaceutical Distribution



Data as of 2024



6th

Ranked National Distributor



\$178M+

Annual Sales Volume



400+

Products



5,600+

Customers



150+

Medical Reps



7,000m³

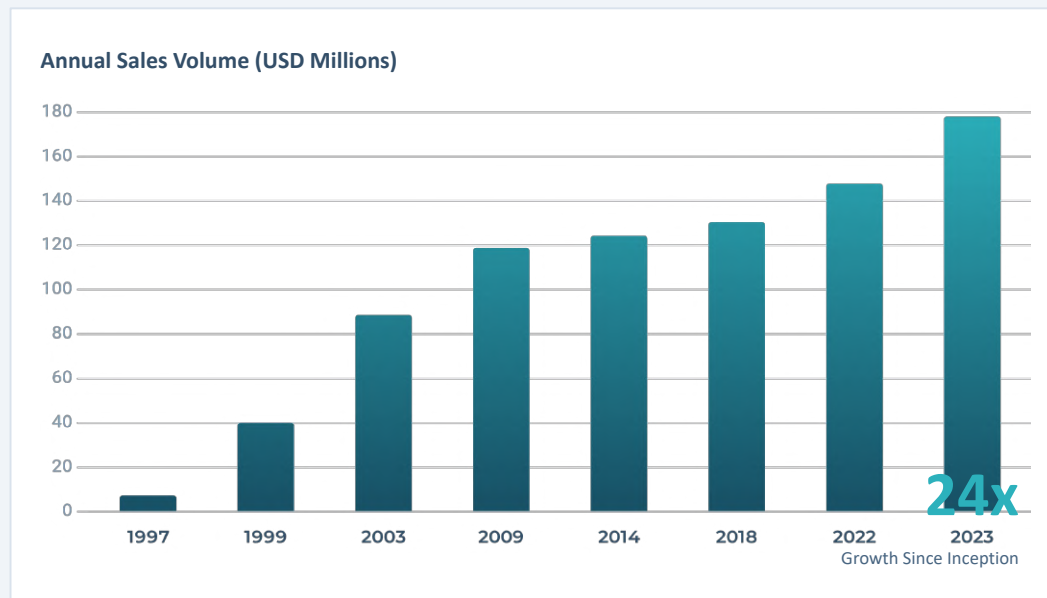
Capacity

Our Journey of Growth

Three Decades of Consistent Market Leadership



- 1997**
Foundation
- 1999**
Pioneered Oil for Food Program; sales \$40M.
- 2003**
Major expansion; contracts \$88M.
- 2014**
Partnered with Pharma Zentral; sales \$124M.
- 2015-2020**
Established Dr. Health in Amman and Sumo London in the UK.
- 2024**
Sales > \$178M; 400+ products.



Market Leadership

A Dominant Force in Iraq

#6

Nationwide Ranking

Among all pharmaceutical distribution companies in Iraq



Significant Market Share

Commanding a substantial presence in both the private retail sector and public hospital tenders, ensuring comprehensive market coverage.



Partner of Choice

Recognized by multinational corporations as a reliable, transparent, and capable local partner for navigating the complex Iraqi market.



Consistent Growth

Demonstrating year-over-year growth in sales volume and portfolio expansion, outperforming market averages.

Regulatory Affairs (RA)

Our dedicated RA team acts as the strategic bridge between our international partners and the Iraqi Ministry of Health, ensuring seamless product registration and compliance.



Product Registration & Renewal



Pricing Strategy & Approval



Pharmacovigilance (PV)



Import Permit Management

End-to-End Registration Lifecycle

Dossier Preparation

Reviewing and formatting technical files (CTD/eCTD) to meet local MOH requirements.

Submission & Follow-up

Direct engagement with regulatory authorities to expedite the review process.

Lab Analysis Coordination

Managing sample submission and testing with the National Quality Control Lab.

Final Approval & Launch

Securing marketing authorization to enable commercial distribution.



Global Support Network: Leveraging our subsidiaries *Dr. Health (Amman)* and *Sumo London (UK)* for international regulatory coordination.

GDP-Certified Warehousing & Cold Chain Excellence



Baghdad Main Hub

7,000 m³

Total Capacity

Four floors with advanced protection systems

2,280 pallets capacity per floor

GMP-certified facilities

Regional Hubs

- Basra Warehouse: Serving Southern Iraq
- Erbil Warehouse: Kurdistan Region Hub

Cold Chain Logistics

48 Hours

Nationwide Delivery

Fleet of specialized refrigerated vehicles

Full GDP (Good Distribution Practice) compliance

Real-time inventory tracking & monitoring



Advanced Warehousing Systems



Specialized Cold Chain Logistics



Nationwide Distribution Network



Reaching Every Corner of Iraq with Speed & Precision



5,600+

Partnering Pharmacies & Drugstores



100%

Coverage of All 18 Iraqi Governorates



48 Hours

- ✓ Serving both Public and Private Healthcare Sectors
- ✓ Sophisticated Logistics Management System
- ✓ Real-time Inventory Tracking & Minimized Stockouts
- ✓ Regional Distribution Centers as Strategic Hubs

IT & Digital Infrastructure



Advanced ERP System

Integrated management of supply chain, inventory, and finance, ensuring real-time visibility and operational efficiency across all branches.

SAP / Oracle Integration Ready



Cold Chain Monitoring

IoT-enabled sensors providing 24/7 temperature tracking for sensitive pharmaceuticals during storage and transit.

GDP Compliant Technology



Sales Force Automation

Empowering our 150+ medical representatives with digital tools for CRM, reporting, and performance analytics.

Real-time Field Insights



Future Ready:

Investing in AI-driven demand forecasting to optimize stock levels and reduce wastage.





Scientific Promotion

Our Medical Representatives Team



150+

Professionals



18

Governorates Covered

- ✓ Scientific detailing to physicians and healthcare providers
- ✓ Engagement with Key Opinion Leaders (KOLs) and advisory boards
- ✓ Organization and sponsorship of medical conferences
- ✓ Sponsorship of physician training programs abroad



*"We ensure our partners are not just numbers on pharmacy shelves, but **active players** in the Iraqi healthcare market."*



Our Scientific Mission

To elevate pharmaceutical promotion from simple sales to evidence-based scientific partnership, ensuring that every product launch is backed by robust clinical data and clear medical value.



Clinical Data Analysis

Synthesizing complex clinical studies into clear, actionable insights for our medical representatives and healthcare partners.



Message Development

Crafting scientifically accurate and compelling key messages that resonate with medical professionals.



KOL Engagement

Building strategic relationships with Key Opinion Leaders to foster scientific exchange and advocacy.



Medical Education

Organizing scientific symposia and continuing medical education (CME) events for Iraqi doctors.



Medical Team Structure

Scientific Promotion Experts

Top
Management

20+
Supervisors



150+
Medical Reps

Scientific Promotion

A highly trained team dedicated to delivering accurate scientific information to healthcare professionals across hospitals, clinics, and pharmacies.

KOL Sponsorship

Active sponsorship of medical conferences and travel, enabling Iraqi doctors to access the latest global medical innovations.



One of the largest and most active medical representative teams in the Iraqi pharmaceutical market.

Trusted by World-Class Partners

We bridge the gap between international innovation and the Iraqi market, maintaining long-term exclusive partnerships with leading pharmaceutical manufacturers from Europe, Asia, and the Middle East.



Dr. Reddy's Laboratories

Good Health Can't Wait



Dr.Reddy's

Global Pharmaceutical Giant

An integrated global pharmaceutical company, committed to providing affordable and innovative medicines for healthier lives. Our partnership brings world-class oncology and chronic care solutions to Iraq.



Oncology

Advanced Cancer Therapies



Cardiovascular

Hypertension & Lipid Mgmt



Gastroenterology

Digestive Health Solutions



Diabetology

Comprehensive Diabetes Care

60+

Countries Presence

US FDA

Approved Facilities

Biosimilars

Pioneering Portfolio

New.Fa.Dem

European Excellence



Naples, Italy

Since 1939
Pharmaceutical & Nutraceutical Innovation

A historic Italian pharmaceutical company specializing in the research, development, and production of high-quality medicines and food supplements.



EU GMP Certified

Adhering to the strictest European manufacturing standards for safety and efficacy.



R&D Focus

Continuous innovation in gynecological, pediatric, and gastrointestinal therapies.



Wide Portfolio

Diverse range of ethical drugs, medical devices, and nutraceuticals.



Strategic Alliance

Exclusive distribution partnership ensuring premium Italian products reach Iraqi patients.

Key Therapeutic Areas

✓ Gynecology

✓ Pediatrics

✓ Gastroenterology

STE Pharma & Globifer

Quality & Innovation from Spain & Belgium



Spain

STE Pharmaceuticals

A leading Spanish pharmaceutical company renowned for its commitment to quality and extensive range of therapeutic solutions.

- ✓ Wide Range of Generics
- ✓ EU GMP Manufacturing
- ✓ Focus on Affordable Quality



Belgium

Globifer Intl.

Innovators in heme-iron supplementation, providing superior solutions for iron deficiency with optimal absorption and minimal side effects.

- ✓ Specialized Nutraceuticals
- ✓ Clinical Efficacy Focus
- ✓ Global Market Presence

ProNex Pharma

British Standards of Care



United Kingdom

London Based
Premium Healthcare Solutions

A UK-based pharmaceutical company dedicated to delivering high-quality, effective, and safe medicines, adhering to the rigorous standards of British healthcare.

Regulatory Excellence



Products developed in strict compliance with UK MHRA and international guidelines.

Specialized Formulations



Focus on niche therapeutic areas requiring high precision and stability.

Global Trust



Leveraging the "Made in UK" reputation to build trust with Iraqi healthcare professionals.



Commitment to Quality, Safety, and Efficacy

Indian Pharmaceutical Leaders

High-Quality Affordable Medicine



Finecure Pharmaceuticals

EU GMP / US FDA / ISO Certified

A leading manufacturer known for high-quality formulations and rapid growth in the international market.

- > Broad Therapeutic Range
- > Advanced Manufacturing Tech



ACME Formulation

US FDA / EU GMP

Delivering excellence through contract research and manufacturing services with global compliance standards.

- > Sterile Injectables
- > Complex Formulations



Global Pharma

Global Pharma

EU GMP / US FDA / ISO Certified

Committed to healthcare worldwide with a diverse portfolio of effective and safe pharmaceutical products.

- > Diverse Portfolio
- > Global Reach



Strategic partnerships leveraging India's "Pharmacy of the World" capabilities.

Indian Pharmaceutical Leaders

Advanced Dosage Forms & Niche Therapies



Geltec Private Ltd.

A pioneer in Softgel technology, offering a wide range of nutraceuticals and pharmaceutical formulations with enhanced bioavailability and patient compliance.

WHO GMP / ISO Certified

Core Competency

Soft Gelatin Capsules & Advanced Delivery Systems



Finebiotics

Dedicated to fighting infectious diseases through high-quality antibiotic formulations, ensuring efficacy and safety in critical care treatments.

EU GMP / US FDA / ISO Certified

Core Competency

Anti-Infectives & Critical Care Solutions



Expanding our portfolio with specialized partners to cover every patient need.

Middle East Strategic Partners

Understanding Local Needs



Asia Pharmaceutical

A leading regional manufacturer dedicated to producing high-quality medicines that meet international standards.

- ★ Market Leader in Syria
- ★ Broad Product Portfolio



Medico Labs

Known for excellence in formulation development and a strong commitment to accessible healthcare solutions.

- ★ Advanced R&D Center
- ★ Chronic Disease Focus



Ibn Hayyan Pharma

A trusted name in the pharmaceutical industry, delivering reliable and effective treatments for decades.

- ★ Legacy of Trust
- ★ High Volume Production



Strengthening regional healthcare security through strategic alliances.

Specialty Medicines

Focusing on Chronic & Critical Care



Cardiovascular & Metabolic

Hypertension

Diabetes Care

Lipid Management

Endocrinology



Specialized Care

Oncology

Immunotherapy

Anesthetics

Contrast Media



Structural Health

Orthopedics

Analgesics

Rheumatology

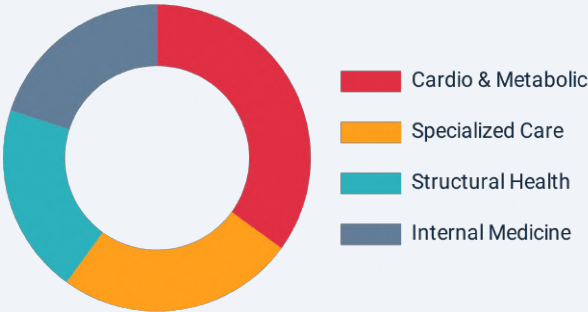


Internal Medicine

Gastroenterology

Gynecology

Urology



Infectious Diseases & Allergy

Addressing High-Demand Therapies



Infectious Diseases

● Broad-Spectrum Antibiotics

● Advanced Antifungal Medications

● Specialized UTI Treatments

● Hospital-Grade Injectables



Allergy & Respiratory

● Anti-Allergic Formulations

● Anti-Histamine Medications

● Respiratory Support Therapies

● Expanding Portfolio in Asthma Care



Strategic Partner for Hospital Tenders:

Ensuring reliable supply for large-scale public health requirements.

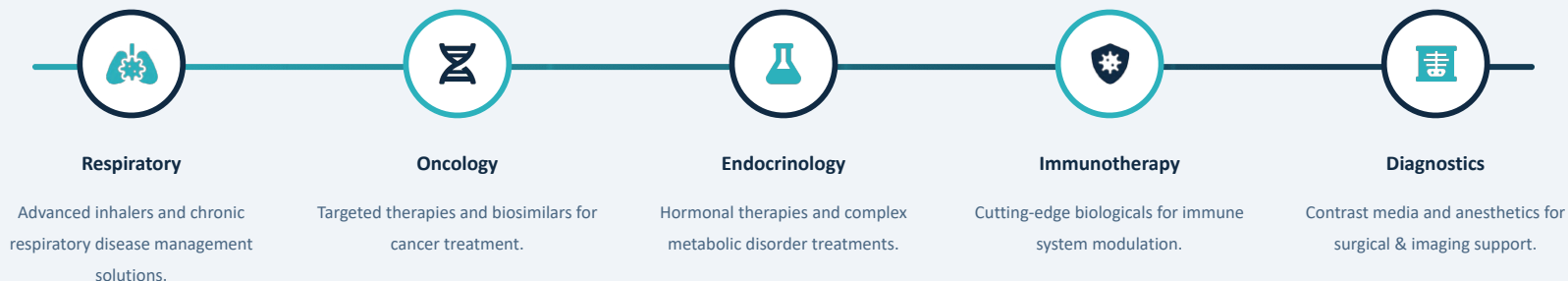
MVS Portfolio

Empowering healthier lifestyles through premium Multi-Vitamin Supplements



Future Portfolio Expansion

Aggressively diversifying into high-complexity therapeutic areas to meet evolving healthcare demands.



Our Ambition

To become the comprehensive "One-Stop Solution" for specialized hospital care in Iraq.

Subsidiary Companies



Dr. Health

Amman, Jordan

Strategic hub for regulatory affairs and regional market access coordination.

- ✓ Regulatory Liaison
- ✓ Regional Business Dev.



Sumo London

London, UK

International gateway facilitating partnerships with European manufacturers.

- ✓ EU Partner Relations
- ✓ Commercial Execution



Sharez Company

Erbil, Kurdistan Region

Dedicated sister company ensuring full coverage and registration in the Kurdistan region.

- ✓ KRG Registration
- ✓ Local Distribution



New Market Entry: Expanding operations into the UAE market.



Regional Presence & Strategic Footprint



Headquarters

Al Sumo Scientific Bureau (Iraq)

Main operations center in Baghdad. Full distribution capabilities with 150+ medical representatives.



Regional Hub

Dr. Health Company (Jordan)

Established 2015 in Amman. Serves Jordan, Saudi Arabia, UAE and Lebanon.



International Bridge

Sumu London Ltd (UK)

Founded 2020. Connects international suppliers with the Iraqi market. Regulatory & logistics support.



Sister Company

Sharez Company (Kurdistan)

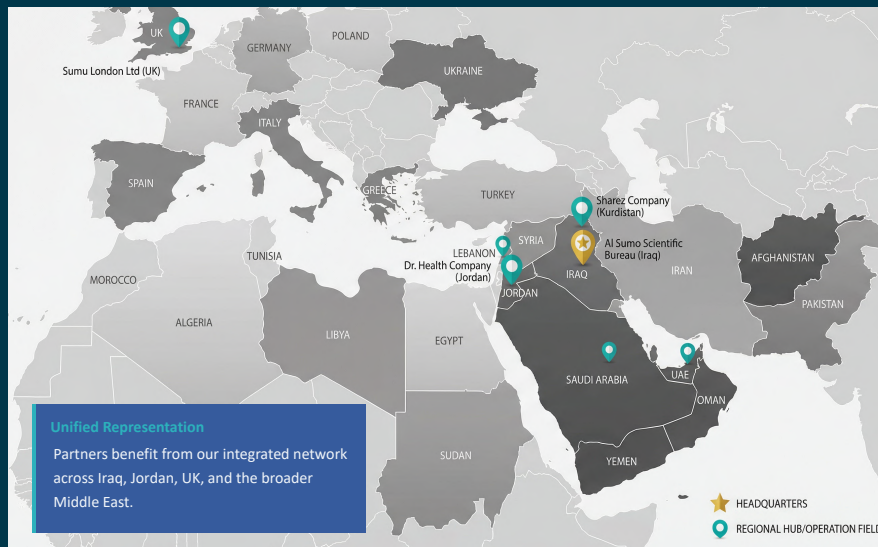
Covers Erbil & Sulaymaniyah. Registered with Kurdistan Medical Control Agency.



Expansion

UAE Market Entry

Strategic expansion into the United Arab Emirates market.





Partner for Success

Join forces with Iraq's premier pharmaceutical distribution network.



Trust



Infrastructure



Growth



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