




COMPANY PROFILE

MEDISENSE

Medisense aims to deliver high-quality products tailored to the Saudi market through strong leadership, team collaboration, expertise, and continuous growth.

 2803 Prince Muhammad Ibn Abd Al Aziz,
Al Olaya, Riyadh 12222, Riyadh, SA

 www.medi-sense.com

 inFo@medi-sense.com

 Medisense Trading Company

WELCOME

TO OUR PROFILE

Where You Can Learn More About:



**OUR
HISTORY**



**OUR
BRANDS**



**OUR
STRATEGIES**



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01

INTRODUCTION

Brief Introduction
about the brand
history



INTRODUCTION



MediSense established and started business by launching selective multinational brands in the Saudi market since 2011.

MediSense also expanded in other categories such as:

- **Pharmaceuticals.**
- **Food supplements, vitamins, dietary supplements.**
- **Consumer and OTC products.**
- **Special hair and skin care products.**
- **Medical devices , consumables and disposables.**



ABOUT OUR COMPANY



Our Vision

- To become leaders in offering highly demanded products and services that serve a pool of elite customers with dedication and commitment to highest quality standards.
- To become one of the top 10 pharmaceutical companies in Saudi Arabia by the year 2030.
- Maintain a steady and healthy growth in market share and diversification.





ABOUT OUR COMPANY



Our Mission

- To become the best customer choice for unique skin care, pharmaceutical products, medical devices, Food supplements that serve to attract and maintain valuable and loyal customers.
- To be selective in offering the right products and services.



ABOUT OUR COMPANY



Key Success Factors

- Product quality and uniqueness
- High management and operational quality for punctual delivery and cost control.
- Expanded coverage to reach all customers in KSA building on highly motivated and experienced team.





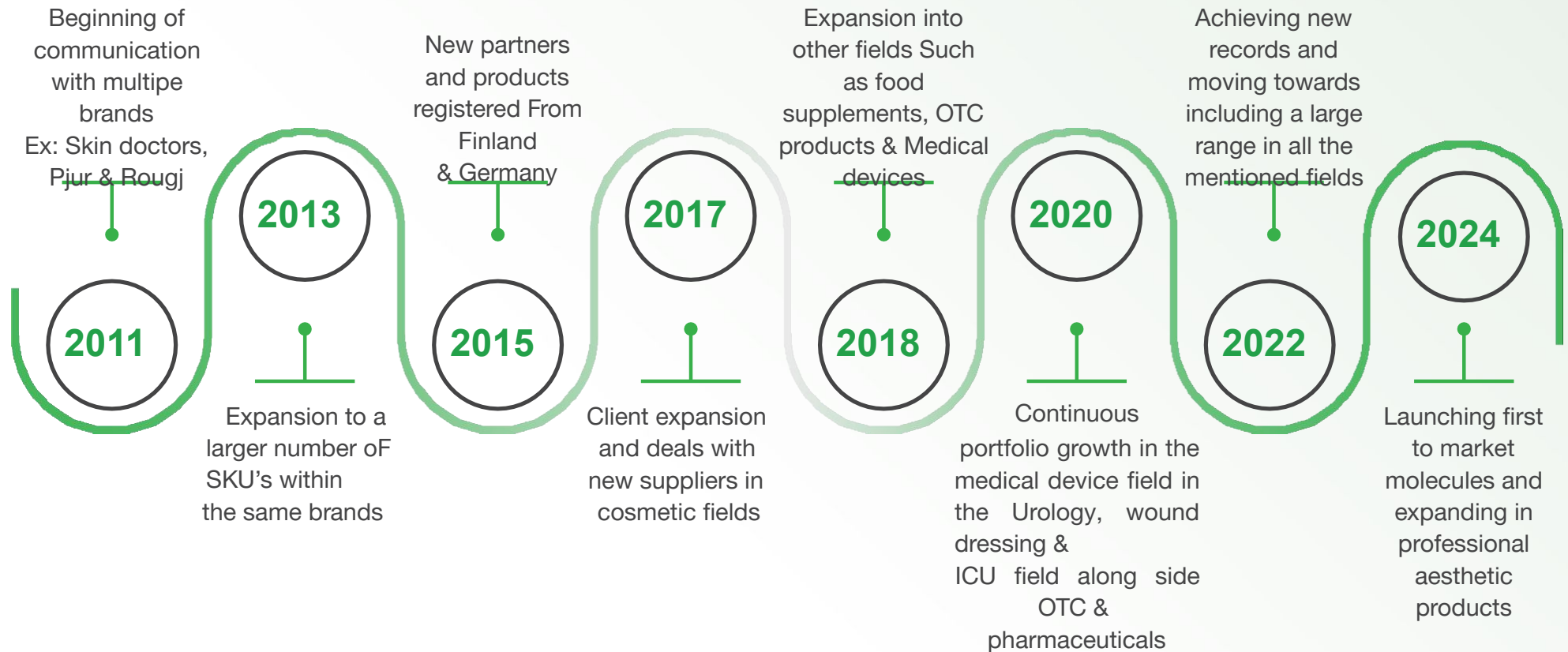
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HISTORY & TIMELINE

Our progress over
time



HISTORY & TIMELINE





03

MARKET

Market
Insights

MARKET



The economy of Saudi Arabia is the largest in the Middle East.



The largest market for pharmaceuticals and medical devices, with an approximate annual revenue of \$17 billion.



Growing yearly at approximately 9% in the private market.



The annual revenue growth rate for pharmacies is 32%.

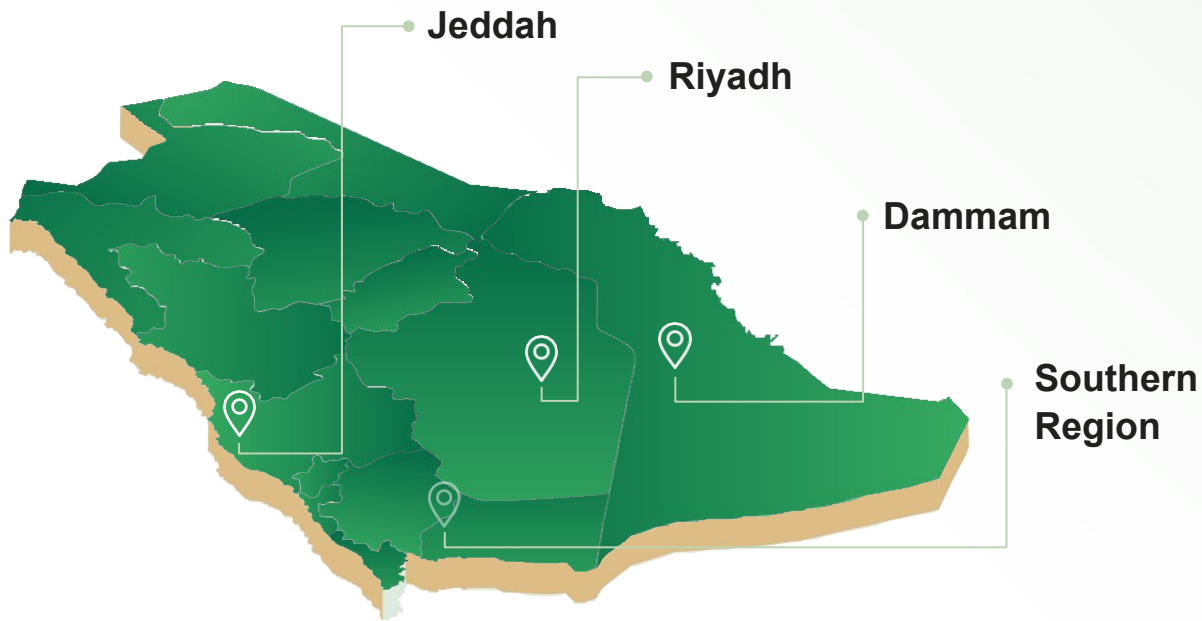


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COVERAGE

Representation & distribution

COMPLETE COVERAGE, **EVERYWHERE**



Our Office

Medisense maintains its representation and distribution from four distinct locations located around the kingdom, marketing all the products in both the private and public sectors.



05

THERAPY AREAS

Fields of
Focus

THERAPY AREAS

Fields of Focus

- Gynecology
- Women healthcare
- Dermatology
- Urology
- Respiratory
- GIT
- Wound care
- Surgical
- Pediatric
- Aesthetics
- Pain & Inflammation
- Orthopedic
- OTC (over the counter)





06

CLIENTS

Discover our valued
clients



OUR CLIENTS



النهدي
nahdi



د. سليمان الحبيب
DR SULAIMAN AL HABIB
مجموعة أطباء قلبه - Medical Group of Doctors



الدواء
al-dawaa



مستشفى د. سليمان فقيه
Dr. Soliman Fakeeh Hospital



انوفنا
Innova



مستشفى دلته
Dallah Hospital
البحر - Al Nakheel



المستشفى التخصصي
THE SPECIALITY HOSPITAL



Saudi
German
Hospital



المركز التخصصي الطبي
SPECIALIZED MEDICAL CENTER



أدم
adam



ليمون
Lemon



مستشفى المملكة
KINGDOM HOSPITAL



شركة الجواكيز للتنمية والاستثمار





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**KEY
CUSTOMERS**

Strategic
Importance

KEY CUSTOMERS

- Al-Nahdy Group (over 1300 Phs)
- Al-Dawa Group (over 900 Phs)
- Almottahedah (over 280 Phs)
- Zahrat Al-Rawdah(80 Phs)
- Whites (70 Phs)
- Konoz Al-Sehha (35 Phs)
- Wahet Al-Elaj (55 Phs)...etc
- Bait Al-Seha (110 Phs)
- Al- Habib Hospitals (9 hospitals)
- Specialized Medical Center(2hospitals)
- Al- Hamadi hospital (3 hospitals)
- Saudi German Hospital (5 Hospitals)
- Soliman FaKeeh Hospital
- International medical center
- Dallah Hospital (2 hospitals)
- NUPCO governmental mega tenders



PHARMACEUTICAL PARTNERS



Medisense is connected with more than 20 suppliers and manufacturers all over the world to respond promptly to any unmet medical needs and non-registered items in KSA.

Regional Coverage

- Privat segment
- Major hospitals
- Major chain pharmacies

Governmental Coverage

- Selective strategic hospital purchase and other
- main tenders that match with our key suppliers.





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STRATEGY & IMPLEMENTATION

Distribution Strategy



STRATEGY & IMPLEMENTATION



Medisense has developed its distribution and storage system over the years to maintain a solid & reliable structure

MEDISENSE self-sufficient distributor currently possessing:

- 2 SFDA approved warehouses
 - Riyadh (central Area Warehouse) 600 m²
 - Jeddah (western area Warehouse) 400 m²
 - Current distribution (6 vehicles are company owned) we have reached more than 400 clients all over Saudi Arabia





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MANAGEMENT & OUR TEAM

The company as a
community

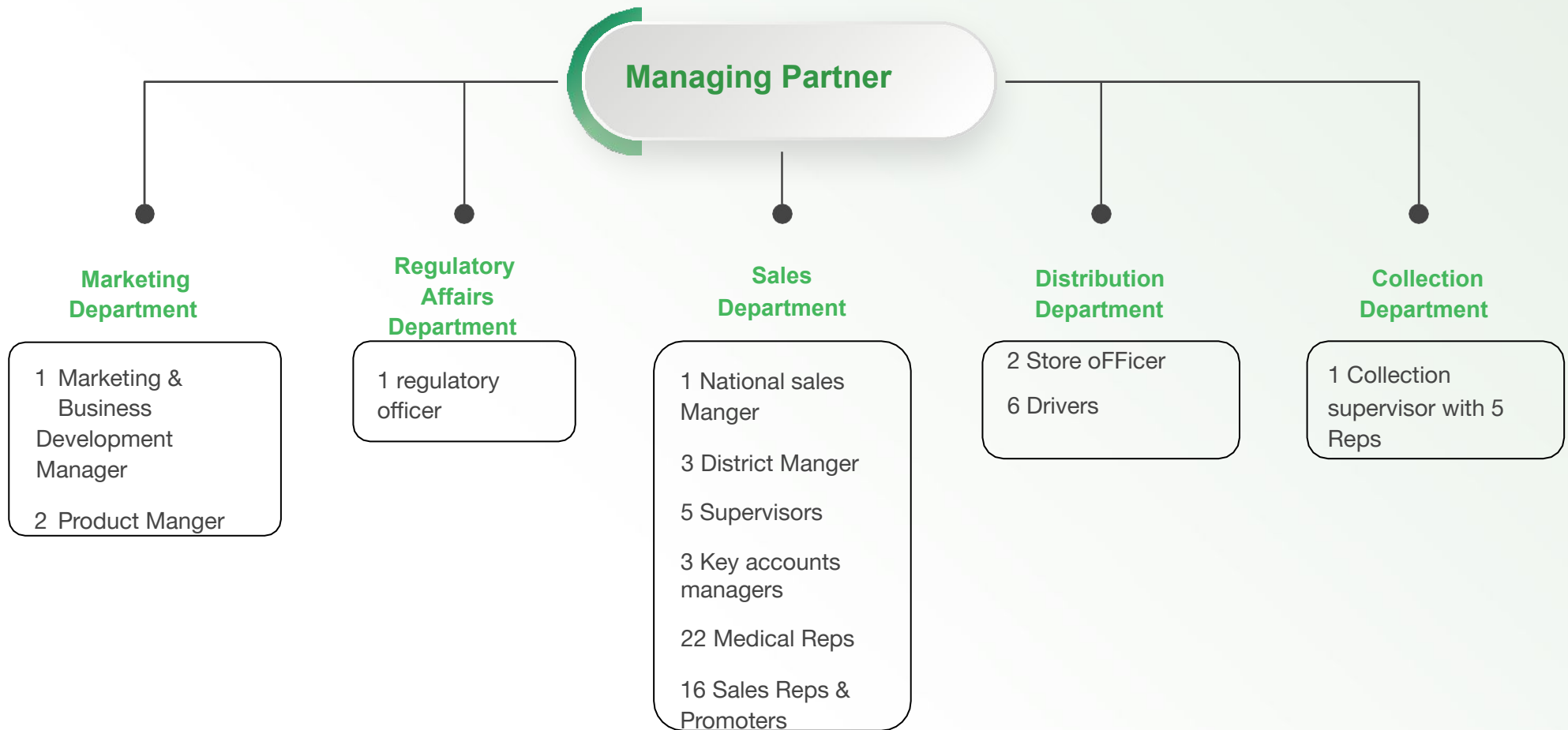




MANAGEMENT SUMMARY

- **MEDISENSE** carefully hires new people and is very loyal to those who are hired.
- Management style reflects the participation of the owners.
- The company appreciates its community of co- workers and treats all workers with egalitarian dignity and respect.
- We attempt to develop and nurture the company as a community.
- Our management and staff have experience with multinational companies in Saudi markets like Pfizer, Glaxo, Abott, GE in addition to the experience with the local companies and market situationWe attempt to develop and nurture the company as a community.

MANAGEMENT TEAM



OUR TEAM



Abdullah Al- Kuhaimi Chairman

- Bachelor Degree of Electric Engineering – King Saud University – Riyadh1999.
- MBA in Business Management - University of Leicester in UK 2013.
- Experience with SCECO, GE, ABB & SESCO with managerial experience.
- Managing Partner at ASLAS Digital – Saydl platForm
Partner in: Tiraz – Real state company, Mira group – Lusin,
Noodles house Res.

COO of Remat Al-Riyadh Development



OUR TEAM



Quis Unsul Managing Partner- Board Member

- B.Sc. of Pharmacy- Philadelphia Univ. Jordan 1999. 4 years with Pfizer as PS – KSA – 2000 to 2004.
- Reached to different positions around KSA like BUM For the Western area & GM For Pharmaceutical division and Nutrition Division in KSA – Regional Director in Jordan – open and launch UAE, Jordan & Yemen Market.
- Trainings: Mini MBA, Finance For non Finance people, Balanced scorecard, Strategic thinking & Planning, leadership, Social style and middle management – MERC Dubai & MERL Egypt
- Medi Sense Founder in 2011.
- Partner in Saydi PlatForm

OUR TEAM



Turiq Ali Al Fuyez Board Member



- Bachelor degree- Physiotherapy- King Saud University- Riyadh 1997.
- Postgraduate certificate degree (Sports Injury) – Manchester Metro Polititian University- UK 2003.
- Executive MBA in Business Adminstration & management- Balmand University – Lebanon 2014.
- Managing director oF FJR Mediterranean Health Care Investment with more than 20 years oF experience in the Financial corporate management, healthcare investment sector.
- President oF the General committee oF Saudi Insurance Brokers between 2016-2012.

Presented with the prestigious award oF best CEO in the Middle East's insurance.

OUR TEAM



Sumer Al Fuyez Board Member

- Bachelor Degree – Business Administration – King Saud University- Riyadh 2000.
- Executive MBA in Business Administration & management – Balmand University – Lebanon 2014.
- Chairman of FJR Mediterranean Health Care Investment.
- CEO of AON insurance company
- CEO of Elite Insurance & Reinsurance Brokerage Company- one of FJR Group companies.
- 17 years of experience in different organizations with vast experience in business development & marketing.
- Partner & Chairman in Saydl Platform.



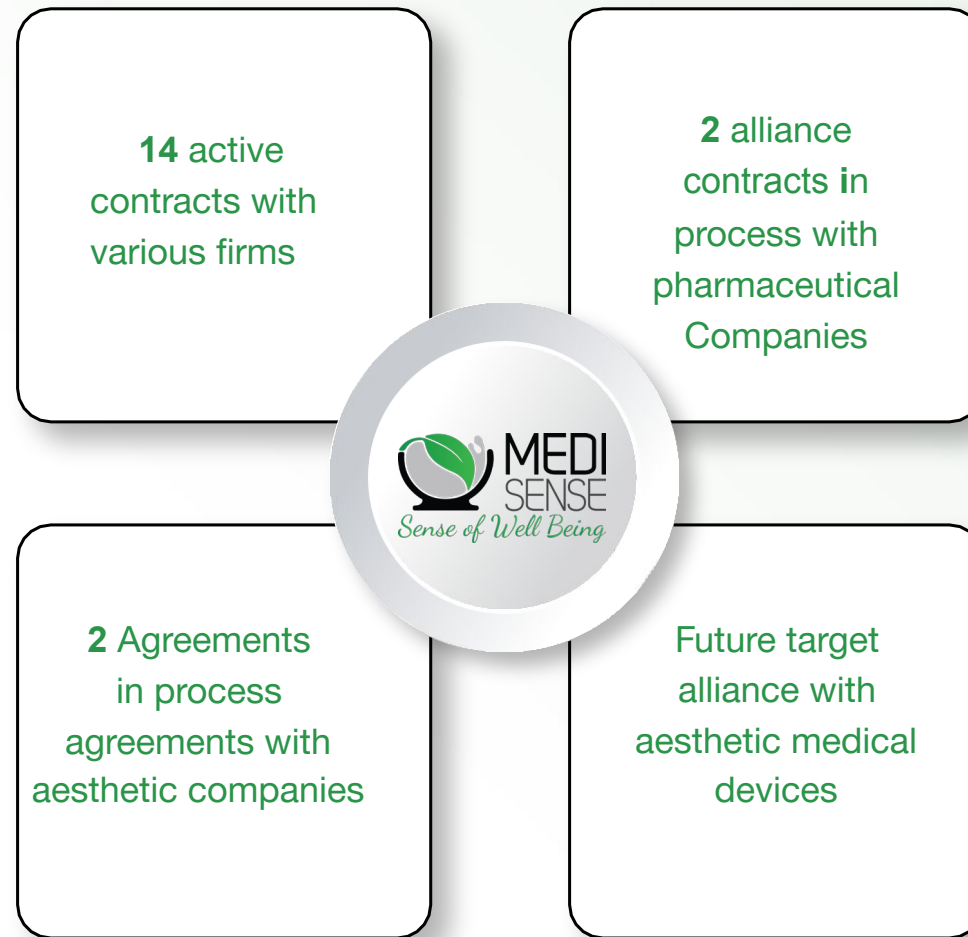
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SUCCESS PARTNERS

Pharmaceutical &
ManuFacturing



OUR PARTNERS



OUR PARTNERS





11

OUR BRANDS

Brands that we distribute in
Saudi Arabia

Business

Company Profilg



OUR BRANDS

PROCTOLAR

Proctolar is advanced pain relief Herbal Anorectal Formula that alleviates irritation providing lasting relief to all hemorrhoid symptoms, preventing further bacterial and fungal infection

Active Ingredient

s:

- Hamamelis virginiana
- White lupine
- Peppermint oil
- Vateria Indica
- Aloe Vera

Indication

s:

- Hemorrhoids Relief
- Anul fissurg
- Anal itching
- Anul
- fistulus
- Proctitis
- Pruritis ani
- Anorectal abscess

Packag

e:

- **Ointment:** 30 gm Plastic Tube with Polypropylene Plastic Caps, Plus Applicator
- **Suppository:** 10 Suppositories Blister





GLYCELA



Glycelax is Mild laxative , Hyperosmolar agent increasing water insertion to intestine makes stool Soft and easy ejected (Stimulate Peristalsis)

Active Ingredient

- Glycerin

Indications

- Acute and Chronic Constipation
- Bowel Irregularity
- Conscious and non-conscious patients
- Fecal Impaction

Packages

- Glycelax For infants (700 mg)
- Glycelax For children (1400 mg)
- Glycelax For adults (2800 mg)





FORTIFERRUM /FORTIFERRUM P

Is Innovative And Effective Supplement OF Liposomal Iron (Ferric Pyrophosphate) With High Bioavailability And Absorption That Has a complete Formulation including Folic acid and vitamins suitable For iron and/or Folic acid deficiency states, especially in situations of anemia, pregnancy and lactation

Active Ingredient

s:

- **FortiFerrum:** Liposomal iron, Vit C, Fibers
- **FortiFerrum P:** Liposomal iron, Vit C, Fibers, Folic acid (Vit B9), Vit B12, Vit D3C, Fibers

Indication

s:

- Iron Dgfcigncy /Angmiu
- Broken nails
- Hair loss

Packag

e:

- **FortiFerrum (14 sachets)**
- **FortiFerrum P (30 sachets)**





IDRACARE VAGINAL moisturizing gel

Is supportive treatment in vaginal infection cases especially that suffering from recurrent vaginal infection due to presence of prebiotics in form of gel which preferred more than vaginal capsule which is very hard and not totally soluble in the vagina

Active Ingredient s:

- Hyaluronic acid
- Prebiotic
- Aloe vera

Indication s:

- Vulvovaginal atrophy (vaginal dryness)
Pre and post menopause
- Bacterial Vaginosis
-

Packag e:

- Single 8 cannulas (each one contain 5 ml)



EVA/QU

Evacuant suppository- eFFervescent-physiological stimulus elimination of accumulated Feces in the rectal ampoule and not evacuated,restoring normal bowel habit

Active Ingredient s:

- Sodium bicarbonate & potassium bitartrate
- Suspended in polyethylene glycol soluble in water

Indication s:

- All Forms of Frequent constipation
- Fecal impaction
- Evacuating the bowel prior to surgery or diagnostic procedures

Packag e:

- Eva/Qu For adult (6 suppositories)
- Eva/Qu For children (6 suppositories)





IMMULIND

Is Pure marine omega3-, with patent Concordix technology, helps promote brain and heart health, reduce inflammation, and protect against several chronic conditions with excellent absorption and bioavailability

Active Ingredient s:

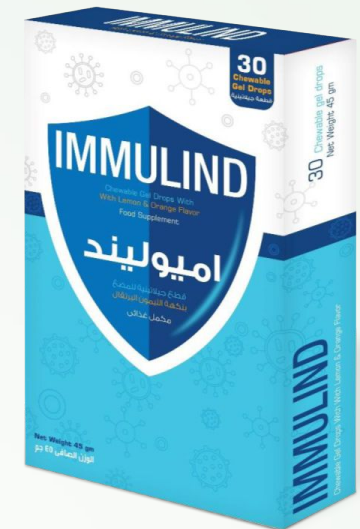
- B-glucon
- Marine omega 3
- Vit A
- Vit K
- Vit E

Indication s:

- Nourishes brain and eyes Function
- Helps lower levels of a certain blood Fat (triglyceride)
- Rebalances immune Function
- Reduces the risk of heart disease

Packag e:

- 30 chewable gel drops
- 15 chewable gel drops





OZOLIVA REJUVENATION (R)

Is a topical, true wound healing agent For skin and mucous membranes in acute and chronic wounds

Active Ingredient

S:

- Ozonated Olive Oil
- Bees Wax
- Sesame Oil
- Aloe Vera

Indication

S:

- Diabetic wounds & ulcers
- Traumatic wounds
- Burns
- Surgical wounds
- Diupgr rush/Nupkin
- Dgrmutitis

Packag

e:

- 50 mg





POLAR FROST gel/spray

Natural eFFective Formula with triple action oF three main pain-relieving ingredients reducing & calming musculoskeletal ache

Active Ingredient s:

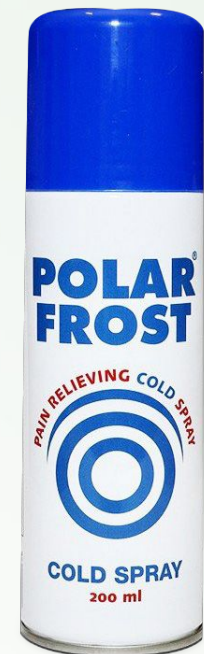
- Eucalyptus oil
- Menthol
- Aloe vera extract

Indication s:

- Back pain lumbago
- Osteoarthritis
- Sprains tendinitis
- Strains Sciatica

Packag e:

- Available in a tube oF 150 ml Cold Gel
- Also Available in 200 ml spray



DESTROLAC

Natural & safe Formula For infants & elderly improving GI motility, trigger peristalsis & bowel movement

Active Ingredient

s:

- Maltodextrin
- Inositol
- Sucrose
- Bioecolians (Oligosacharides)

Indication

s:

- Especially For constipation cases in infants & elderly as well

Packaging

e:

- 250 gm of powder with proper measuring cup





AQUA-SUL Isotonic Solution of Sea Salt

Is a 100% natural, clinically proven nasal spray that relieves nasal congestion naturally, thins mucus and cleanses the nasal cavities effectively, helping to protect from infections. It is ideal both for regular nasal hygiene and congestion relief.

Active Ingredient s:

- NaCl saline (isotonic Sol.) 0.9 %

Indication s:

- Allergic rhinitis
- Sinusitis
- Nasal hydration

Packag e:

- Convenient size (50 ml)





ULTRAHILO

Is injectable Hyaluronic acid to revitalize the skin For a more youthFul appearance improving the quality ofF Facial skin in terms ofF hydration, firmness, skin-tiring eFFect/Fatigue, brightness, texture, radiance, and elasticity

Active Ingredient s:

- High HA concentration (64mg/2ml)

Indication s:

- Anti aging und wrinkl g rmovul (Elastic fibgrs und colluggn)
- Acne and scars (Dermal cell regeneration)
- Recover compromised adipose tissue

Packag e:

- One box contains 1 syringe
Syringe contains (2 ml)





ULTRA WHITE

Is biological sterilized whitening solution For Face, body and dark circles providing intensive whitening care For dull areas such as blemishes, melasma and pigmentations

Active Ingredient s:

- Tranexamic Acid- Glutathion- Vitamin c- Arbutin- Niacinamide- Pantothenic Acid- Licorice extract

Indication s:

- All types of hyperpigmentation (Melasma, Freckles)
- Post acne hyperpigmentation
- Post inflammatory hyperpigmentation
- Age spots

Packag e:

- One box contain 5 vials
Each vial contains (3 ml)





BE YOU

patches are a natural alternative For women purchasing painkillers For period pain. It is a Transdermal analgesic patch, which releases a mixture of steam-distilled menthol and eucalyptus oils over 12 hours

Active Ingredient s:

- Menthol (cooling)
- Eucalyptus oil (relaxant)

Indication s:

- Fast acting Painkiller For menstrual cramps
- Released over 12 hours

Packag e:

- Pack of 8 packs



HOT XXL BUSTY BOOSTER CREAM

is a perfect building cream to stimulate breast enlargement with unique ingredient combination. Suitable For daily use, perfectly combinable with breast massage exercises. To make the effect last, long-term and daily use is recommended

Active Ingredient

S:

- Shea Butter
- Hyaluronic Acid
- Lupinus Albus Protein Ferment
- Pyrus Sydonia Seed Extract
- Garcenia Mangostana Peel Extract

Indication

S:

- Breast enlargement

Packag

e:

- 100 ml



HOT XXL BUTT BOOSTER CREAM

Is a perfect cream to stimulate butt growth with a unique combination of active ingredients. Suitable for daily use, ideally combinable with the butt exercises

Active Ingredient s:

- Macadamia Ternifolia seed oil
- Anemarrhena Asphodeloides

Indication s:

- Stimulate butt growth

Packag e:

- 100 ml



HOT RHINO long power spray/cream

Absolutely outstanding delay spray & cream For HIM! Works proactively and effectively against premature ejaculation. Made according to an ancient Chinese Formula

Active Ingredient s:

- Laureth-9, Dimethicon (silicon-Lubricant), menthol, ginseng, ginkgo biloba, a lot of emollients, vitamin C, Vit E

Indication s:

- Premature ejaculation
- Helps with erection

Packag e:

- HOT RHINO LONG POWER SPRAY (10 ml)
- HOT RHINO LONG POWER CREAM (30 ml)





HOT PREMIUM GLIDE

Silicone based medical lubricant that extremely soft with perfect lubricant film.
Satisfies highest requirements

Active Ingredient s:

- Cyclopenta Siloxane (Silicon)
- Dimetheconol

Indications:

- Medical Lubricant

Package:

- 100 ml / 50 ml





HOT SUPERGLIDE

Water based edible lubricant gel which comes in a choice of 5 exquisite. The Fresh and Fruity taste on the lips and tongue makes oral sex even more pleasurable and interesting For both partners

Package:

- 75 ml of 5 Fruit taste (coconut, cherry, pineapple, strawberry & raspberry)





LIQUIDIMPLANT

Hyaluronic acid based dermal filler , LIQUIDIMPLANT is a non-animal based Hyaluronic Acid filler gel manufactured by bio Fermentation. LIQUIDIMPLANT is safe and non- pathogenic For human use. It boasts exceptional properties that ensure both patient safety and satisfaction

Active Ingredient s:

- 25 MG/ML COHESIVE GEL / MONOPHASIC Hyaluronic Acid

Indication s:

- Treats age-related Facial volume loss, as well as contouring

Packag e:

- Product Family includes three different cohesive dermal fillers (Lubium, Cutis und SubCutis)





CYNEFILL STELLAR PLA

Subdivided powder filler product line by maintenance period of 12 months in body.
Next -generation powder filler with applied tissue engineering

Active Ingredient s:

- PLA 150 mg +HA 50 mg

Indication s:

- Stimulate collagen production
- Enhances skin Quality

Packag e:

- 1 vial (200 ml)

