



**U.S.-Saudi Arabia
Business Program**

Building an Innovative Healthcare System:

How the U.S. Private Sector Transforms
Saudi Arabia Through Healthcare



U.S. Chamber of Commerce

Table of Contents

4 Preface

6 Johnson & Johnson

10 Illumina

14 AbbVie

16 AE7

18 Amgen

20 Argentum

22 Astellas

24 Biogen

26 BMS

28 Cigna

30 Eli Lilly

32 Emergent BioSolutions

34 Gilead

36 IQVIA

38 Jacobs

40 Medtronic

42 MSD

44 Novo Nordisk

46 Organon

48 Pfizer

50 Siemens Healthineers

52 Takeda

54 Tenfore Holdings

56 Viatrix

58 Zimmer Biomet

Preface





Steve Lutes

Vice President,
Middle East Affairs,
U.S. Chamber of Commerce

The healthcare industry is a cornerstone of the global economy. At the U.S. Chamber of Commerce, we understand that a resilient, robust healthcare system is essential for maintaining public health, which in turn supports a strong workforce and increased economic productivity. In order for the healthcare sector to continue growing, innovating, and supporting the needs of the world's population, collaboration between government, private sector, and other relevant stakeholders is vital.

This vital collaboration and partnership between government and business has proven essential in the Kingdom of Saudi Arabia. U.S. companies have been working side-by-side with Saudi partners for decades and have been integral to the transformation of the country's healthcare ecosystem. Under Vision 2030, the Saudi government plans to invest over \$65 billion on healthcare and increase private sector contributions from 40% to 65%. Furthermore, the Ministry of Health expects more than 100 new public-private partnerships in the healthcare industry with an investment of \$12.8 billion from the private sector over five years (2022-2027).

The U.S. Chamber of Commerce's U.S.-Saudi Arabia Business Program has been dedicated to strengthening bilateral economic ties for nearly a decade. While our membership encompasses all sectors of the economy, it is a testament to the importance of healthcare in the U.S.-Saudi relationship that over a quarter of our member companies work in the healthcare space. This report is intended to showcase the work of those companies in the Kingdom and demonstrate the commitment of the U.S. Chamber of Commerce and our members to partnering with the Saudi government and other stakeholders in delivering innovative solutions and the latest products and technologies needed to help the Kingdom continue to transform its healthcare ecosystem and deliver the best patient outcomes.

We welcome your feedback on this report and more broadly on our work in Saudi Arabia, and we encourage you to send your comments to myself at slutes@uschamber.com or my colleagues Liz Clark, Director of Middle East, at lclark@uschamber.com, and Nicole Condrey, Manager of Middle East, at ncondrey@uschamber.com.

A handwritten signature in black ink, appearing to read "Steve Lutes", written in a cursive style.

Thanks to the Chair of our
U.S.-Saudi Arabia Healthcare Working Group

Johnson & Johnson

More than 40 Years Presence in Kingdom of Saudi Arabia

Johnson & Johnson (J&J) has been serving the healthcare needs of Saudi Arabia for more than 40 years, initially partnering with local distributors.

Strategic Shift to align with Vision 2030

In 2017, J&J established a Joint Venture for Medical Technology (MedTech) and a Scientific Office for Pharmaceuticals, marking a new phase of direct involvement. Saudi Arabia emerged as an attractive market for us to strengthen our presence and meet the increasing demand of patients and healthcare professionals. Our growth plans are aligned with the Vision 2030 reforms that prioritize economic growth, particularly in the healthcare sector.

Commitment to Growth

In 2023, we established a wholly-owned commercial and legal entity for our Pharmaceuticals division and attained full ownership for the joint venture that supports our MedTech division. Our investments not only demonstrate our commitment to the Kingdom but also support a range of activities that contribute significantly to the healthcare sector and overall economy of Saudi Arabia.

Our Purpose

We blend heart, science, and ingenuity to profoundly impact health for humanity. We aspire to develop breakthrough treatments to transform the future of health, discovering new pathways and potential cures.

Drawing on our legacy of working alongside clinicians, we are focused on solving the world's most pressing healthcare challenges through innovations at the intersection of biology and technology.

Strategic Partnerships

In 2023, J&J established MENA regional headquarters for both MedTech and Pharma to serve as strategic hub that will oversee supply and value chain management, introduce new innovations to the region and build strategic alliances with local private and public stakeholders.

MedTech Going Direct

With the acceleration of Saudi Arabia's Vision 2030 and our commitment to enhancing customer satisfaction, we decided to transition to a direct model.

Accordingly, a significant initiative has been the transformation of our MedTech organization from a distributor-led business into a direct operation model, removing intermediaries and operations through distributors.



This move also enables closer customer contact facilitating a more streamlined experience. This milestone allowed us to have more control over the end-to-end process, from inventory management to customer service.

This transformation required additional capital investment and the hiring of many new employees, most of whom are Saudis. We're proud to have successfully gone live with this new model, now serving nearly 400 customers directly, marking a significant transformation for our operations, and ultimately the healthcare space in the Kingdom.

Healthcare Collaborations

Our collaboration with the Ministry of Health for colorectal cancer screening reached almost 8000 patients.

We recently supported an Economist Impact research study "Undetected and under-treated: Shaping policy on atrial fibrillation in Saudi Arabia", which explores key barriers to care across current patients pathways.

J&J is an active participant in the clinical trial coalition with reforms to enhance the clinical trial landscape in the Kingdom.

Employment

We supported the creation of a total of 1,200 jobs, out of which 345 were direct positions. The employment multiplier of 2.5 indicates that for every job created by J&J, an additional 2.5 jobs were supported. Additionally, we achieved an 80% Saudization rate.

J&J is building a pipeline of high-potential future leaders and contributing to Saudi Vision 2030 through its partnership with KAU and other educational institutes across the Kingdom.

Research & Development

7 clinical trials and 4 post-authorization studies conducted across several Therapeutic Areas.

Multiple Myeloma R&D

J&J is conducting research into multiple myeloma remission rates, ways to increase survival rates, and advancements in therapies.

J&J supported a 2-phase clinical trial to understand how CAR-T therapy can treat myeloma, with King Faisal Specialist Hospital & Research Center in Riyadh. The study is scheduled to be completed in 2025.



J&J is also conducting a retrospective, observational study of myeloma patients to help understand the disease biology, treatment patterns, and associated outcomes. The study includes participants from The Ministry of National Guard Health Affairs in Riyadh, King Faisal Specialist Hospital & Research Center in Jeddah, and King Khalid University Hospital in Riyadh.

Inflammatory Bowel Disease

J&J is researching the disease and management landscape for Crohn's Disease through evidence generation projects to evaluate the efficacy and safety in participants at King Abdulaziz Medical City in Riyadh City and King Abdullah Medical City in Meccah.

Innovation Strategy in Healthcare Life Sciences

Delivered two studies on innovation and biotech.

Social Impact

Financial and in-kind contributions to initiatives impacting local communities.

Corporate environmental sustainability and awareness programs included Colorectal Cancer Awareness, Blood Disease Awareness, Obesity Awareness.

Professional Education

Over 4,350 training interactions with Saudi healthcare professionals (HCP) with SAR 13 million spend on professional education for Saudi HCPs on topics covering Atrial Fibrillation, Dermatology, Gastroenterology, Hematology, Psychiatry, Rheumatology, Surgery, Vision & Eye Health, Infectious Diseases, Multiple Sclerosis, Oncology, Orthopaedics.

Footprint & Investment

SAR 22.9 million in capital expenditures from 2020 to 2022.

3 J&J sites with 3,300 m2 of space; warehousing and secondary repackaging operations at three additional Saudi sites through local partnerships.



Johnson & Johnson
Together – ToGetThere



Thanks to the Vice Chair of our
U.S.-Saudi Arabia Healthcare Working Group



Welcome to the genome era! - Next-Generation Sequencing shifting the landscape for healthcare and agriculture in KSA

It has been more than 50 years since the beginning of gene manipulation and today, genetics and genomics are rapidly expanding to every area of human health. This includes across disease states in physical and mental health, as well as climate change and its resulting issues, like food security and conservation.

Previously the medicines industry focused on understanding the biological functions and structural properties of medicines and their targets. Today, genomics-based therapies are an increasingly significant part of the emerging drug pipeline¹. It took 13 years and nearly 3 billion dollars to map the first human whole genome, now with Illumina's latest sequencing technology, you can sequence and analyze a whole human genome in a single day for a few hundred dollars.

"We have seen incredible growth over the last 25 years across research and clinical genomics; we're proud that our products are being used to address life's most profound challenges associated with oncology, rare genetic diseases, reproductive health, food security, climate change, and infectious diseases. Illumina was called on first to sequence COVID-19 in all GCC countries²," said Ms Gretchen Weightman, Illumina Senior Vice President, Asia Pacific, Middle East & Africa.

KSA has a well-established healthcare system and has been at the pioneering forefront of genomics for decades. For example in 2014, The Saudi Human Genome Program was launched to construct a pioneering database to capture the genetic blueprint of Saudi society. The Kingdom has also laid the foundations for genomics in the clinic with leading hospitals such as King Faisal Specialist Hospital & Research Centre and the National Guard Hospital, already using Illumina's sequencing technology in the areas of oncology, rare and infectious diseases. In addition, academic institutions such as the King Abdulaziz University, King Abdulaziz City for Science and Technology, King Abdullah University of Science and Technology and private companies such as Roya and Al Borg have also adopted Illumina's sequencers and are contributing to the Kingdom's genomics infrastructure and efforts in genomics research and industry development.

"We are committed to ensuring that the human genome represents the diversity of people from all ethnic backgrounds, including those from this region. By bringing our knowledge and technology to the region, we are proud to support the creation of large national genome databases, contributing to the Arabic genome global data set," said Ms Gretchen Weightman.

And beyond healthcare, our microarray and next-generation sequencing (NGS) technologies are helping researchers and breeders develop healthier and more productive crops by identifying the genetic markers linked to desirable traits to informing cultivation and breeding decisions. For example, we are working with organizations like the Salem



Veterinary Group to bring the latest genomic technologies to help more accurately and easily, select positive attributes in camels.

The Kingdom has made commendable progress considering it has only been 20 years since genomic analysis came to life. However, like in many countries only a fraction of the genomic potential has been realized. There is still immense opportunity in genomic technologies and the Kingdom is very well positioned to expand its genomics infrastructure to accelerate biomedical, clinical and agriculture genomics research to unlock the benefits.

Changing the cancer landscape

Cancer diagnosis and treatment globally is rapidly evolving from a traditional one-size-fits-all approach to one that is tailored for the individual. Essentially, a person's cancer is as unique as their fingerprint. Every cancer, even those considered 'common' in KSA, such as breast, colorectal and lung cancer, are in fact as unique as the person diagnosed. This has heralded an era of precision medicine leading to a paradigm shift in how cancer is detected and treated.

One of the driving forces behind this change is genomics-based technologies and more specifically Comprehensive Genomic Profiling (CGP). CGP is a next-generation sequencing (NGS) approach that uses a single assay to assess hundreds of genes including relevant cancer biomarkers, as established in guidelines and clinical trials, for therapy guidance.

This tumor agnostic testing for hundreds of relevant biomarkers in a single assay can provide patient specific actionable insights to the treating physician, potentially offering significant savings in sample, time, and cost over conventional testing.

The Saudi Vision 2030 imagines a new era for healthcare that provides comprehensive, effective care based on the health of an individual. Precision medicine, underpinned by genomic medicine, is essential to realizing this vision and the broader KSA Vision 2030.

Newborn screening

We have extensive collaborations worldwide, including in the Middle East, for programs to accelerate the use of whole-genome sequencing as a standard of care in critically ill newborns. Whole-genome sequencing provides the highest coverage of the human genome and has been shown to help those with a rare disease receive a diagnosis and help them get the care that they deserve³. King Faisal Specialist Hospital and Research Centre (KFSH&RC), with Illumina's support, is currently conducting a clinical pilot project looking at the role of routine whole genome sequencing in critically ill newborns in the Neonatal Intensive Care Unit (NICU) among the Kingdom's hospitals. This pilot will examine 150 NICU patients suspected of having a genetic disease. The finding will decide how to use this test clinically, which could reduce neonatal intensive care costs and improve outcomes for families.



“One of genomic sequencing’s most powerful applications is in helping to identify the underlying genetic cause for a patient’s rare disease. These technologies can help families better understand these conditions. Last year we signed a memorandum of understanding with King Faisal Specialist Hospital and Research Centre to install Illumina’s most powerful sequencer–NovaSeq™ X Plus to rapidly accelerate genomic discoveries,” said Ms Gretchen Weightman.

Ultimately, in this genome era, the goal must be to change routine clinical care by integrating genomics to improve diagnosis and provide more targeted and effective treatments for cancer and rare disease patients.

- 1 Zhang, Xiaoxia et al. “Drug development advances in human genetics-based targets.” MedComm vol. 5,2 e481. 9 Feb. 2024, doi:10.1002/mco2.481
- 2 Zhu N, Zhang D, Wang W, et al. A Novel Coronavirus from Patients with Pneumonia in China, 2019. N Engl J Med. 2020; 382(8): 727–733.
- 3 <https://www.illumina.com/areas-of-interest/genetic-disease/rare-disease-genomics/rare-disease-wgs.html>

About Illumina and Next Generation Sequencing (NGS)

Illumina is a global genomics and human health company powering the future of personalized medicine. Our industry-leading research and innovation is enabling clinicians to detect and diagnose diseases earlier, opening new, more effective treatment options for patients. Driven by our mission to improve human health by unlocking the power of the human genome, we are committed to making our technology affordable and accessible, realizing health equity for billions around the world.

Genomics is the study of an individual’s entire genetic makeup also known as the genome. Until recently, scientists and clinicians were only able to test for one gene at a time. However, with more advancements in genomic technology and the cost of genomic sequencing falling rapidly, all our genes can now be tested at the same time in a process known as whole genome sequencing (WGS). Genomic technologies that allow WGS have revolutionized the way we detect, diagnose, and treat diseases. The biggest difference these technologies have made to date is in the field of rare genetic conditions and in detecting certain forms of cancer that were previously undiagnosed.

استثمر في السعودية
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illumina



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للاقتصاد والتقنية KACST



وزارة الاستثمار
Ministry of Investment





Ashraf Daoud

General Manager,
AbbVie RHQ Saudi Arabia



AbbVie's Role in Shaping Saudi Arabia's Healthcare Landscape

AbbVie has made significant strides in Saudi Arabia, playing a pivotal role in advancing the nation's healthcare sector and aligning with Saudi Arabia's ambitious Vision 2030. Our commitment as a foreign investor remains steadfast, reflecting our dedication to fostering an innovative, knowledge-based economy within the Kingdom. Through extensive engagement with governmental bodies, we have been instrumental in accelerating the transformation process, ensuring our strategies are in line with the nation's agenda.

Recognized Excellence and Workplace Culture

AbbVie is proud to have received numerous prestigious internal awards, recognizing our outstanding performance in introducing new, innovative medicines to the Saudi market. This acknowledgment underscores our Saudi affiliate's significant achievements and our dedication to making a lasting impact. Additionally, for the past decade, AbbVie has consistently been recognized as a great place to work in Saudi Arabia. This accolade is a testament to our ongoing efforts to foster a supportive and inclusive workplace culture. Our commitment to equity, equality, diversity, and inclusion (EED&I) has been globally acknowledged, further highlighting our dedication to creating an environment of belonging and opportunity. This inclusive approach has been fundamental in our

innovative efforts, leading to the development of groundbreaking treatments. Notably, our product for atopic dermatitis has garnered recognition from the Guinness World Records for disease awareness and patient engagement in Saudi Arabia for the largest patient awareness statement written with pens.

Establishing Regional Headquarters

The establishment of our Regional Headquarters in Saudi Arabia marks a significant milestone for AbbVie, not just within the Kingdom but across the region. This initiative, supported by the Saudi government's Vision 2030, underscores Saudi Arabia's pivotal role as a major contributor to business in the Middle East region. By strategically positioning our Regional Headquarters in Saudi Arabia, we leverage the unique capabilities and opportunities present, reflecting our commitment to innovation and advancing healthcare solutions throughout the Region.

Streamlining Regulatory Processes

Our collaboration with the Saudi Food and Drug Authority (SFDA) has been crucial in bringing innovative medicines to patients swiftly. Platforms such as accelerated, and bridge pathways have streamlined the regulatory process. However, gaining regulatory approval is just the first step. Ensuring access to these innovative products across various healthcare accounts, including government entities like the Ministry of Health, Defense, National Guard, and universities, remains a priority.



Advancing Clinical Research and Digital Transformation

Advancing clinical research in Saudi Arabia requires a comprehensive approach, addressing timelines, logistical challenges, and operational efficiencies. Enhancing capabilities for Phase 1 and Phase 2 studies involves developing partnerships with individual investigators, hospitals, and data management entities. Additionally, digital transformation presents a significant opportunity to revolutionize patient care and access to services. By building the right capabilities and infrastructure, we can leverage digitalization to enhance access to care, improve service quality, and transform the healthcare landscape in Saudi Arabia.

Expanding Our Portfolio and Local Investments

The acquisition of Allergan in 2020 significantly expanded AbbVie's portfolio, introducing new therapeutic areas such as eye care and aesthetics, and further strengthened the neuroscience portfolio. This diversification has necessitated educating stakeholders in Saudi Arabia about AbbVie's growing business and future prospects. Our recent acquisitions of companies like ImmunoGen and Cerevel Therapeutics Therapeutics further strengthen our presence in oncology and neuroscience, aligning with the goals of Vision 2030 and contributing to advancing healthcare in Saudi Arabia.

Our investment in hiring Saudi employees and expanding our clinical research infrastructure underscores our dedication to building local capabilities and fostering innovation within the

Kingdom. This not only supports our business growth but also enhances Saudi Arabia's position as a hub for cutting-edge research and healthcare innovation.

Fostering a Conducive Culture

Ensuring a conducive culture for employees to thrive is paramount. We approach this through structured processes, such as surveys involving both teams to understand their cultural nuances. Our comprehensive culture platform involves representatives from both entities, ensuring inclusivity. Through quarterly follow-ups and initiatives like informal leadership breakfasts, we foster open dialogue and ensure all voices are heard.

Driving Innovation and Industry Transformation

My role involves contributing to the industry-wide transformation and AbbVie's growth within Saudi Arabia. By enhancing capabilities, up intellectual property rights, and fostering innovation, we aim to attract more innovation and remove barriers to deliver life changing treatments to patients faster.

Alignment with Vision 2030

Saudi Arabia's Vision 2030 is an ambitious blueprint aimed at diversifying the economy and reducing dependency on oil revenues. A significant component of this vision is the transformation of the healthcare sector, which aims to provide a world-class healthcare system. AbbVie's alignment with Vision 2030 showcases our commitment to this transformation by introducing innovative medicines, fostering local talent, and enhancing the overall healthcare infrastructure.



Wellness Island Development Aerial View–2024

Healthcare Design

Shaping the Future of Healthcare: Where Innovation Meets Wellbeing

Healthcare is undergoing a transformation, moving beyond traditional care models to embrace the future. As global trends shift toward longevity, life enhancement, and personalized medicine, today’s healthcare environments must evolve. Our approach merges advanced medical care with wellness, creating integrated spaces where cutting-edge technologies like genetic engineering, AI, and regenerative medicine redefine patient outcomes. The future of healthcare lies in holistic hubs that not only heal but enhance life, and Saudi Arabia is poised to lead this change.

Riyadh Healthcare Cluster–2028

Our Riyadh Healthcare Cluster represents a new vision for healthcare delivery in Saudi Arabia. This project is built around three interconnected healthcare clusters, each designed to specialize in key areas of healthcare while working in synergy to create an advanced, holistic system.

Longevity and Life Enhancement

A major focus is on longevity technologies, including genetic engineering and regenerative medicine. This cluster will lead the way in life extension treatments and body part regeneration, building on global innovations such as the creation of organs (hearts, lungs, etc.). This aligns with Saudi Arabia’s Vision 2030 to improve life expectancy and health outcomes.

Cluster Synergy

Each healthcare cluster specializes in key areas—research, treatment, and rehabilitation—creating an interconnected system where innovations and treatments across fields enhance one another. This ecosystem fosters collaboration between healthcare professionals, researchers, and educators, making the Riyadh Healthcare Cluster more than just a series of hospitals—it's a hub for global healthcare innovation.

Key Focus Areas

1. Holistic Health & Wellness Cluster

Focus: Wellness, Mental Health, Bariatrics, Diabetes
This cluster focuses on preventive care and the overall well-being of individuals, addressing both physical and mental health.

2. Longevity & Regenerative Medicine Cluster

Focus: Sports Medicine, Orthopedics, Longevity, Rehabilitation
This cluster prioritizes life extension, regenerative medicine, and enhancing human performance, promoting mobility and longevity for a healthier future.

3. Precision Medicine & Future Care Cluster

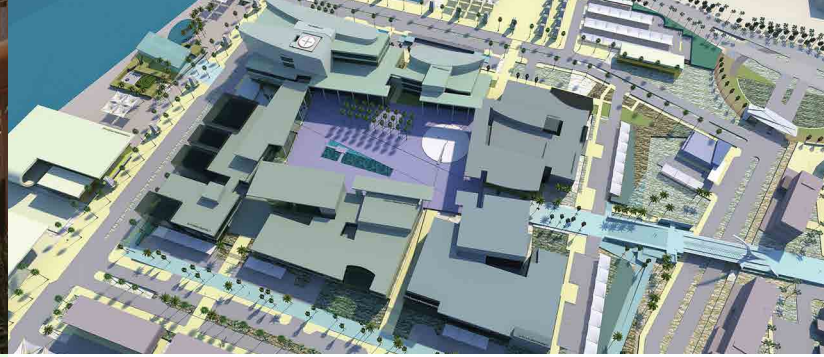
Focus: Oncology, Genetics, Vaccines, General Tertiary Care
This cluster is dedicated to cutting-edge treatments, including genetic therapies and personalized care, tackling the most complex medical challenges.

Smart Technology & Sustainability

The Riyadh Healthcare Cluster will fully integrate Artificial Intelligence (AI) and Smart City technologies to enhance healthcare delivery and operational efficiency. AI will optimize diagnostics, patient engagement, and administrative tasks, while sustainability remains a core principle. The project will meet net-zero energy targets, using renewable systems and smart building technologies to minimize environmental impact.



Wellness Island Development Detail View-2024



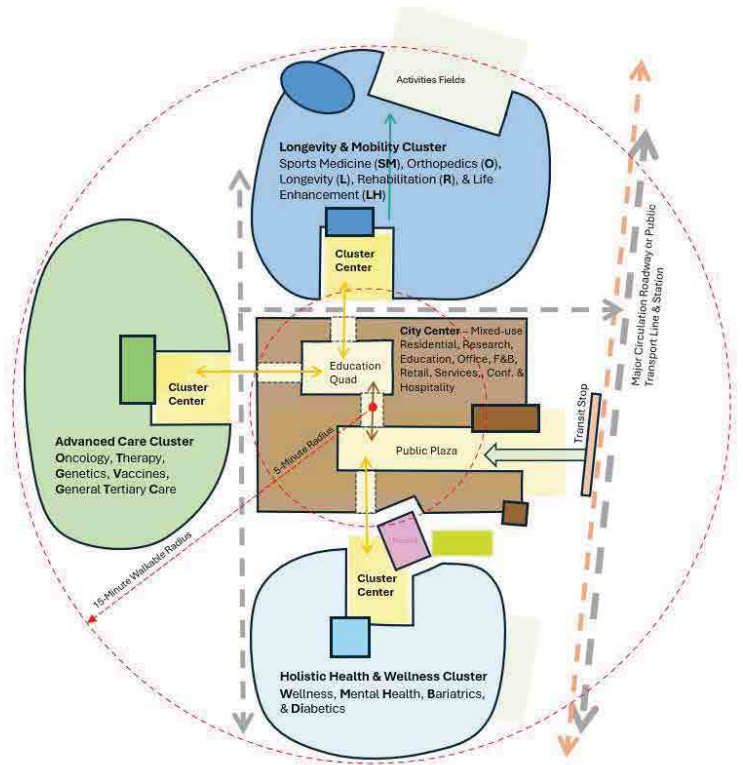
Oman Orthopedic Cluster-2016

Knowledge-Based Economy & Talent Attraction

The clusters aim to foster a knowledge-based economy, attracting top global talent in healthcare and biotechnology. With integrated research centers, education facilities, and incubators, the Riyadh Healthcare Cluster will support innovation and entrepreneurship. The proximity of these elements will create a seamless environment for research, care delivery, and learning.

Partnership & Collaboration

While we are at the initial stages of approaching potential partners, including international healthcare and pharmaceutical companies, we are confident that the Riyadh Healthcare Cluster will attract significant global interest. Our experience working on large-scale projects across Saudi Arabia—engaging with entities such as the Public Investment Fund (PIF) and the Ministry of Health—positions us as the ideal partner to bring this ambitious healthcare vision to life.



KSA Healthcare Cluster Diagram-2024

Current and past Healthcare Projects

- Wellness Island Development, Abu Dhabi, UAE
- Wellness Development Resort, Dubai, UAE
- VB Orthopedic Cluster, Oman
- Allegheny Health Network (AHN) Downtown Medical Center, Pittsburgh, PA, USA
- Penn State Health Medical Center, Camp Hill, PA, USA
- Uniontown Hospital Master Plan, Uniontown, PA
- The Imperial College of London Diabetes Center, Al Ain, UAE
- Zayed Military Hospital, Abu Dhabi, UAE
- Capital Health Screening Center, Abu Dhabi, UAE
- Meliha Hospital, Sharjah, UAE
- Al Mafraq Hospital & Dialysis Center, Abu Dhabi, UAE
- Tawam Dialysis Center, Al Ain, Abu Dhabi, UAE
- SKMC Dialysis Center, Abu Dhabi, UAE
- Silaa Hospital, Silaa, UAE
- Al Ghayathi Hospital, Al Ain, UAE
- Naufar Rehabilitation Center, Doha, Qatar



Partnering for Progress: Amgen’s Strategic Alignment with Vision 2030

Since its launch in 2016, the Kingdom’s famed Vision 2030 has served as a catalyst of monumental transformation across key sectors including healthcare. Building on this momentum, the government is dedicated towards building a ‘Vibrant Society’ through several avenues including its adoption of Public Private Partnerships (PPPs)—a central area of focus in the Saudi Vision 2030 for the Health Sector Transformation program.

Our journey in the Saudi market began in 2006 and since then we have expanded our footprint and operations across the Kingdom, a testament to Amgen’s commitment to the country and the region. Today, we have a fully functional legal entity established in line with the Kingdom’s Healthcare Transformation Strategy, focused on bringing innovative solutions to support Saudi Arabia’s rapidly evolving healthcare sector. In support of Vision 2030, we share the Kingdom’s ambition in advancing access to improved health services and improving quality of life across the Kingdom.

Patient-Centricity Isn’t only a Goal, It’s also a Way of Life

For us, when we think of how our work intersects with the Vision 2030, it primarily boils down to the patients we serve. To this end, we cover a breadth of disease states including Hematology, Oncology, Rare diseases, Dyslipidemia, Nephrology, Inflammation and Osteoporosis.

Our mission is to help patients live longer and fuller lives, and we do so by harnessing the best of biology and technology.

Advancing the Frontier of Cancer Therapy

Given our strong focus on oncology, it is imperative to stress that the incidence of cancer in Saudi Arabia has risen significantly in the past decade. Understanding the urgency, we are developing innovative medicines for novel targets in difficult-to-treat cancers.



Beyond Treatment: Holistic Care for CVD Patients

Another area of focus for us are cardiovascular diseases (CVD). Building on over three decades of experience in the CVD space, we are addressing pivotal scientific questions to advance CVD care in the Kingdom and beyond. In line with the Vision 2030 goal to increase national life expectancy to 80 years, we are collaborating with the Saudi Heart Association to reduce prevalence and burden of CVD.

Advancing Knowledge in Bone Health

Fragility fractures due to osteoporosis are a major public health concern in the Kingdom of Saudi Arabia. Backed with 20 years of osteoporosis research experience, we are committed to helping high-risk and very high-risk patients and reduce chances of a first and subsequent fracture

Rare Diseases

We have recently expanded our therapy areas of focus to include rare diseases namely, Thyroid Eye Disease (TED) and Neuromyelitis Optica Spectrum Disorder (NMOSD) highlighting our commitment to Saudi's rare disease community.

As we enter a new era of human health, Amgen is future-ready, inventing breakthrough therapies to combat the world's toughest diseases. From removing barriers that limit equitable access to prioritizing sustainability and reducing our environmental impact, we are working towards creating a better world.





A Bravida Medical Company

Argentum Medical, a global medical device leader and pioneer of Silverlon antimicrobial silver-plated dressing technology, announced plans to expand the company's presence in Saudi Arabia at the Global Health Exhibition on October 29, 2023 by signing a Memorandum of Understanding (MoU) with the Ministry of Investment of the Kingdom of Saudi Arabia (MISA), in the presence of the Ministers of Health and Investment. Argentum has been committed to growth in Saudi Arabia for more than 10 years and is furthering its investment in the Kingdom by developing its first manufacturing operation outside of the United States in a manner that is highly aligned with the Vision 2030 initiative. With this investment, Argentum intends to serve as a model for future small and medium-sized companies investing in the Kingdom.

"We are pleased to announce our investment in manufacturing operations in Saudi Arabia. This marks a pivotal moment in our global expansion as we align with the Kingdom's vision for economic growth and diversification," states Raul Brizuela, CEO of Argentum Medical. "We are committed to fostering innovation, creating jobs, and contributing to the industrial landscape of the Kingdom."

Argentum Medical's Silverlon dressings provide a powerful antimicrobial effect of the silver-plated nylon technology, optimized for the treatment of burn and chronic wounds. Silverlon dressings are unique in the market, resulting in 5 times faster healing and a 50% reduction in hospital stays compared to standard silver-impregnated dressings. Silverlon is the only antimicrobial device to achieve U.S. FDA Breakthrough Device Designation. Silverlon can

also be used to treat wounds of a radiological and chemical nature and therefore plays an important role in medical supply chain resilience and preparedness.

The accelerated growth of Silverlon in Saudi Arabia will drive long-term cost savings to the Kingdom's Healthcare system via reduced length of hospital stays and accelerated workforce reentry. In addition, Argentum's investment will advance the development of the Saudi medical devices industry; drive the growth of (Made in Saudi) exports to MENA, African, and Asian markets; and contribute to local employment as well as knowledge and technology transfer.

Argentum's manufacturing operation, which will start the production by June 2024, will create between 25-30 jobs for the Kingdom. As part of its local investment, Argentum will contribute to building Saudi capabilities and expertise in several ways. This will include an internship program for Saudi students in production technology, quality management, and business administration; a training program for local employees on the standard operating procedure used and implemented by Argentum Medical; and clinical wound and burn care courses (in partnership with the Saudi Ministry of Health) for healthcare providers.

Mr. Brizuela added, "Argentum is grateful for the steadfast support of MISA and other Saudi Government stakeholders which has been crucial in enabling the Company to reach this pivotal moment in our investment journey. We look forward to working with partners in the Kingdom to continue to grow our investment in years to come."



About Silverlon

Silverlon® wound dressings have a permanently plated metallic surface, which provides the antimicrobial benefits of silver in the dressing without staining the skin and without increasing bioburden. Silverlon was originally developed for the United States military, where it is still extensively used for the management of burn and blast injuries. Silverlon dressings are used today by surgeons and other healthcare professionals around the world on surgical wounds, negative pressure wound therapy, chronic wounds, burns, skin grafts, and IV and catheter-related wounds. For more information, visit www.silverlon.com.

About Argentum Medical

Argentum Medical, a subsidiary of Bravida Medical, pioneered the use of silver-plated nylon. Specializing in the development of innovative products made from silver-plated nylon, the company continues to explore new applications and markets for its Silverlon® technology in keeping with its corporate mission to improve clinical outcomes.





Shaping a Healthier Future: Astellas Saudi Arabia's Commitment to Patients and Innovation

Astellas is dedicated to delivering innovative science and solutions to patients throughout the Kingdom of Saudi Arabia. Astellas' raison d'être is to "contribute towards improving the health of people around the world through the provision of innovative and reliable pharmaceutical products". Through a strong focus on meeting unmet medical needs in the areas of oncology and specialty care, Astellas Saudi Arabia aims to stand on the forefront of healthcare change, turning innovative science into patient-focused value.

To improve Access to Health, Astellas has identified four areas where the company can leverage its strengths, technologies, and expertise to contribute to better global health. These areas are creating innovation, enhancing availability, strengthening healthcare systems, and improving health literacy.

Innovative Solutions for Hard-to-treat Diseases

In 2022, over 28,000 patients were diagnosed with cancer in Saudi Arabiaⁱ. Astellas is committed to addressing the Kingdom's increasing prevalence by focusing on discovering new cancer treatments

and novel pathways—particularly, hard-to-treat cancers where few therapies exist. This is where we can provide the greatest opportunity to help patients in the region living with cancer, and create long-lasting, positive change, for them and their families.

Astellas is focusing our strategy in the Kingdom on Oncology and Specialty care where we are building a substantial oncology pipeline with strategic product launches and new indications for prostate cancer, acute myeloid leukemia, urothelial and gastric cancers.

Data-driven Approach to Enhance Patient-Centricity

Astellas Saudi Arabia recognizes the powerful bridge real-world evidence (RWE) can build between innovative medical solutions and everyday patient care. RWE gathered from patient registries offers insights into how those treatments function in a broader, less controlled setting. This wider net captures factors like patient demographics, lifestyle variations, and even real-world medication adherence—all crucial for understanding how a treatment might perform for patients in Saudi Arabia. Real world data gathered from patient surveys conducted in the Kingdom supported by Astellas, has helped the medical community gain a more nuanced understanding of a patient's needs and tailor treatment plans for a more targeted and effective approach.

i <https://gco.iarc.who.int/media/globocan/factsheets/populations/682-saudi-arabia-fact-sheet.pdf>

ii <https://www.sajapharma.com>

Establishing Stronger Roots in the Community

Astellas' commitment to Saudi Arabia stems from the strong belief in the strategy and efforts of the Saudi Arabian government to provide world-class and comprehensive healthcare for its people and residents. As part of our long-term commitment and investment in the region, Astellas established a Scientific and Technical Office in Riyadh and Jeddah in 2021 in line with Vision 2030 which aims to create an ecosystem that encourages domestic and international pharmaceutical players to invest in expanding the sector's local capabilities.

Further, Saudi nationals make up more than 70 percent of our workforce of which 100 percent of field force are locals, and we are committed to increasing this percentage in the future. With the Scientific and Technical Office in Riyadh, Astellas will be better placed to create new job opportunities for

Saudi nationals and invest in talent. Our robust talent development programs are designed to enhance local capabilities and expose our people to learning opportunities across the global to support the continued advancement of the rapidly evolving nation. Furthermore, Astellas runs local pharmacy programs for budding pharmacy students to equip them with knowledge and skills to boost their career growth.

Astellas Saudi Arabia is a committed strategic partner in the Kingdom. For example, through SAJA Pharmaceutical Co. Ltd.[®], our joint venture with the Saudi healthcare company Tamer Industries and Daiichi-Sankyo, our urology products are fully manufactured in-country and we can out-license certain products not only within the Kingdom but elsewhere in the region. Astellas Saudi Arabia has also invested in localization for transplant products, through our partner, Hikma and Al Jazeera, demonstrating our commitment to playing a vital role in maximizing the value we bring to patients by ensuring early access to lifesaving treatments.



The ribbon cutting ceremony, held on 5 June 2022, at the new Astellas Scientific and Technical office in Riyadh was officiated by Mr. Leon Moore, President, International Markets Commercial, Astellas (third from left) and Mr. Shiro Akiyama, JETRO Managing Director (second from right).



Caring Deeply. Achieving Excellence. Changing Lives.

A purpose-driven organization

Since 1978, Biogen has been a leading global biotechnology company that has pioneered multiple breakthrough innovations including a broad portfolio of medicines to treat multiple sclerosis, the first approved treatment for spinal muscular atrophy and two co-developed treatments to address a defining pathology of Alzheimer's disease. Today, Biogen is advancing a pipeline of novel therapies across neurology, neuropsychiatry, specialized immunology and rare diseases, while serving hundreds of thousands of people through our global footprint.

As we look to the future, we are inspired by the imperative of health access and health equity, the potential to expand our pipeline and portfolio and leveraging breakthroughs in science.

We believe our business is a force for good through the patients we serve, the innovations we advance, the jobs we create and the communities we support. True to our purpose, we are continuing to serve humanity through science while advancing a healthier, more sustainable and equitable world.

Engaging diverse stakeholders

Diverse perspectives are critical to informing our strategies and advancing our aspiration of a healthier, more sustainable and equitable world. Believing that diverse perspectives can better position companies to meet today's challenges and plan for an uncertain future, we regularly engage with a wide variety of external audiences, including:

Patient advocacy groups (PAGs), Healthcare organizations and professionals, Government bodies and regulators, Pharmaceutical industry and biotech associations, Universities, research institutions and centers of higher learning, Investors, analysts and ratings agencies, Local, regional and global business and community associations, Environmental groups & Nonprofit nongovernmental organizations (NGOs)

Providing access to medicine

We discover and develop medicines for complex conditions, including rare diseases. Given the nature of many of our therapies and medical conditions facing the patients we serve, enabling access to medicine can go beyond the therapy itself to include a broader health ecosystem. In some cases, treatment requires ongoing testing, monitoring and delivery mechanisms such as infusions which require administration by a healthcare professional. We consider these factors and many others as we aim to provide multiple solutions that help make our medicines available to as many people as we can. We are committed to flexible access solutions, including efforts to ensure product availability, pricing, financial and insurance services.

Enabling early access

We continuously evolve our thinking and approaches to enable broad access to our therapies—both before and after potential regulatory approval—to expand access to medicine through both public and private healthcare systems. We work with regulators, clinical researchers, ethicists, physicians, patient advocacy groups and communities, among others, to determine how best to address requests for access to our investigational therapies in a manner that is consistent with our patient-focused values and compliant with regulatory standards and protocols. People who meet specific criteria may have access to investigational therapies. Our Global Access Mechanisms (GAMs) include Early Access Programs (EAPs) and compassionate use, which



we have in 39 countries. In 2022, 231 new patients were treated in GAM programs, up from 80 patients from the previous year.

Supporting affordability for patients

We believe in holistic value frameworks, with benefits to patients, providers and society. We seek value-based agreements and partnerships that maximize the benefit of our therapies. It is the shared responsibility of all healthcare stakeholders to find solutions that ensure patients can afford new innovations. Biogen partners with healthcare systems so patients can access our medicines in a sustainable way, and we remain flexible to enable affordability for patients across economic circumstances.

Promoting opportunity and well-being

Achieving success in developing innovative and groundbreaking neuroscience medicines requires a workforce that feels supported to perform their best and is celebrated for who they are together and as individuals. We empower employees to do their best work and grow their careers, while ensuring they feel valued, respected and encouraged to bring their authentic selves to work every day.

We champion an environment where success and well-being thrive together. We offer extensive training and development opportunities but encourage employees to go at their pace. Our flexible ways of working and dedicated wellness opportunities empower employees to better find work-life balance. Our comprehensive benefits enable employees to focus on what's important, knowing they're covered.

Biogen in Saudi Arabia

Biogen is proud to serve around 3000 patients in the kingdom (as of end of 2023).

Biogen has continued to innovate in Multiple Sclerosis and Spinal Muscular Atrophy, launch new therapies and advance a robust portfolio of treatment options that support patients with different needs.

Biogen has been present directly in the Saudi market since 2021. We have significantly increased our investment in the kingdom and our commitment to service patients by first opening a Technical & Scientific Office and recently establishing both a trading entity and a regional headquarters.

Broad Area of Collaboration with Saudi Healthcare

Innovative and Expedited Access Solutions

As of March 2024, Biogen have three running global clinical trials with 24 Patients in 3 different Saudi hospitals.

Biogen also have participated in establishing registries for Spinal Muscular Atrophy (SMA) & Multiple Sclerosis (MS). Finally, Biogen was pioneering in establishing the 1st National Managed Entry Agreement for SMA with Ministry of Health.

Patient Support Programs

Biogen provide SMA Patient Support Program free of charge for the patients in Saudi Arabia. Biogen also help in right diagnosis for SMA patients via sponsoring the SMA Generate (gene testing program). Also, Biogen is sponsoring the JCV Testing program for Multiple Sclerosis.

Health Care Providers and Healthcare Capacity / Capability Support

Biogen is supporting the medical community on different levels, for example by providing and sponsoring continuous medical education activities for multi-disciplinary teams, support expanding centres of excellence for SMA treatment, and public awareness activities (in central and remote directorates).

BMS - Driving the healthcare goals of Saudi Vision 2030

As one of the world's leading biopharma companies, Bristol Myers Squibb believes in the power of science to address some of the most challenging diseases of our time.

For over four decades, Bristol Myers Squibb (BMS) has been a trusted partner to Saudi Arabia's healthcare sector, supporting the population with the development of innovative medicines capable of transforming lives, including significant advancements in oncology, hematology, immunology, and cardiovascular disease.

Over the years, BMS has established partnerships with various scientific and patient advocacy societies in Saudi Arabia, providing world-class medical education and advancing scientific knowledge. Looking ahead, BMS plans to continue these collaborations and further develop high-quality educational programs to promote scientific progress in Saudi Arabia and the region.

To contribute to Saudi Vision 2030's Health Sector Transformation Program, BMS supports the mission to ensure a healthy and productive life for all. BMS actively creates educational opportunities and leads various initiatives in Saudi Arabia to support this goal. Through strategic support, educational programs, the promotion of STEM learning, and vocational initiatives, BMS is helping equip young Saudi talents with "the necessary skills to enter the field" - a significant focus of the Human Capability Development Program, part of Saudi Vision 2030.

One example is the training of Pharmacy Students in Saudi Arabia through the SAcademy program. This month-long onboarding process supports recruits in their first steps into the industry.

Through extensive training across a broad mix of classroom and field activities, students can gain insights into different internal functions within the pharma industry, which will help inform and inspire them on their career paths.

BMS's approach to education also extends to the broader population. One instance of this is an awareness initiative that BMS undertook in November 2023 in partnership with the Saudi Thoracic Society as part of World Lung Cancer Awareness Month. An interactive screen was installed in Boulevard Riyadh during Riyadh Season, the capital's busiest festival period.

Additionally, BMS goes beyond just providing treatments by offering patient support programs that encompass different patient support programs. These initiatives are designed to empower patients and ensure they can access crucial medications, ultimately fostering a stronger and healthier community.

Another key pillar in the Saudi Vision 2030 that reflects BMS's mission to provide upskilling opportunities is Saudization. BMS has been actively working on hiring Saudi talents since 2020, and today, the company has achieved 100% nationalization in several positions. Overall, BMS currently has 60% nationalization across the organization, including within managerial and senior roles, a critical step in supporting the Kingdom on its path to becoming less dependent on foreign talent.

BMS is actively shaping the future of Saudi healthcare professionals. However, BMS's commitment goes beyond borders. In a visionary move, the company is actively engaging in partnerships with Saudi authorities exploring avenues to extend its international clinical trials and real-world evidence generation to include Saudi Arabia.



Across all of BMS's projects in the Kingdom, the robust connections that it has built with key partners are the vehicles by which its shared visions are made possible. For several years, the company has established partnerships with various scientific societies in Saudi Arabia, enabling it to provide exceptional medical education and contribute to advancing scientific knowledge.

One such relationship is with National Unified Procurement Co. (NUPCO), the leading procurement, logistics, and supply chain management company for pharmaceuticals, medical devices, and supplies for governmental hospitals in Saudi Arabia. Part of the partnership allows innovative treatments to be offered to patients at price points, which enables unified and equitable access to all patients in the Kingdom.

BMS is also working with the Local Content and Government Procurement Authority on the development of a strong and sustainable Economic Participation Proposal. It outlines patient-centric,

clinical, and medical education, knowledge, and tech transfer national projects across several therapeutic areas.

All these initiatives are underpinned by the BMS's commitment to economic and social sustainability. Across the Kingdom and beyond, BMS continuously seeks ways to improve the health and development of the community. As the Kingdom strives to transform its healthcare sector, BMS can support its journey by continuing to develop its offering to achieve growth within the Kingdom while nurturing up-and-coming talent and delivering innovative medicines.

Looking ahead, BMS is strongly positioned to continue developing its offering to achieve growth within the Kingdom and around the world while nurturing up-and-coming talent and delivering innovative medicines. BMS's focus will remain on attracting incredibly talented and committed people to support the company's mission to transform patients' lives through science.

We're inspired by a single vision:

Transforming patients' lives through science™

Passionate and precise, we bring life-saving medicines to people around the world. And we work together with compassion to improve outcomes for the patients who need us most. In oncology and hematology, immunology and cardiovascular disease, we're focused on innovations that drive meaningful breakthroughs. We bring a human touch to every treatment we pioneer. With great pride, we celebrate each time our patients take back their lives.

For us, every day is a chance to step forward. To find new opportunities to reimagine medicine and how it's delivered.



Middle East & Africa

Visit [bms.com](https://www.bms.com) to see how we're bringing a human touch to everything we do.

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Cigna Healthcare: Promoting Health and Vitality in Saudi Arabia

Saudi Arabians have some of the highest vitality levels in the world, according to a recent Cigna Healthcare Vitality Study. The study, based on a global survey of 10,000 people in 12 markets, measured key aspects of vitality: emotional, environmental, financial, intellectual, occupational, physical, social and spirituality. It found that Saudi Arabia scored 38%, more than double the global average of 17% and even surpassing neighbors, the UAE, which scored 32%.

The study sheds light on Cigna Healthcare's innovative and holistic view of healthcare which was offered to residents of Saudi Arabia at the end of last year when Cigna Insurance Saudi Arabia became the first international company to receive a branch license from Saudi Arabia's Insurance Authority, with the determination to further enhance the health and vitality of everyone in the Kingdom.

Cigna Healthcare provides comprehensive healthcare, clinical management, and wellness programs to employers, individuals, and governments in Saudi Arabia and globally. As part of The Cigna Group, established over 230 years ago, it now serves as a healthcare partner to over 189 million customers and patients across more than 30 countries and jurisdictions, harnessing actionable insights to drive better health outcomes.

Cigna Healthcare is much more than just a health insurer

Following the awarding of the license in February of last year from the Insurance Authority (IA), previously known as Saudi Central Bank (SAMA), Cigna Insurance Saudi Arabia established an office in Riyadh in October 2023, thereby solidifying its physical presence in the heart of the Kingdom. Under the leadership of Hisham Radwan, appointed as the CEO of Cigna Insurance Saudi Arabia, the company launched a new service model designed to deliver high-quality client and customer experiences, provide service excellence tailored for the Kingdom, and align the company's global service footprint.

Cigna Insurance Saudi Arabia has partnered with Total Care Saudi (TCS), a third-party administrator, to ensure members have access to a comprehensive network of direct settlement providers. TCS is dually licensed and accredited by the Insurance Authority (IA) and the Council of Health Insurance (CHI) and offers Cigna Healthcare members access to an extensive direct settlement network, pre-authorization with providers across Saudi Arabia, and access to care.

Hisham Radwan, CEO of Cigna Insurance Saudi Arabia, said: "We at Cigna Insurance Saudi Arabia admire the scale and ambition of Saudi Vision 2030, especially its laser focus



on healthcare. The Healthcare Sector Transformation Program emphasizes improved access, innovation, disease prevention, and overall well-being, highlighting the importance of partnerships and the role of the private sector—philosophies we recognize and embrace.”

Cigna Healthcare’s commitment to transforming healthcare in Saudi Arabia supports the healthcare ambitions of Vision 2030. The company’s strategy is to introduce holistic health and wellness solutions to help improve an individual’s health and vitality. This commitment includes investing in and introducing advanced digital solutions to the Saudi market, making quality healthcare accessible to a larger population, raising awareness about lifestyle diseases, and developing chronic care programs to address long-term health challenges.

Cigna Healthcare aims to deliver the best healthcare experience to its customers, clients, and brokers, through quality services and technology innovations, including health apps and web portals for seamless access to care. It also recognizes the importance of healthcare awareness and the promotion of well-being activities. To this end, the company plans to introduce proprietary well-being programs to the Kingdom, such as the curated Connect For Health webinar series, and on-ground activities like Cigna Run & Fitness and LVL Wellbeing solutions, while continuing the Cigna Healthcare Vitality Study. These initiatives

are designed to raise awareness of the various factors impacting physical and mental health and provide programs that encourage individuals and companies to act toward improving overall health and well-being. Cigna Insurance Saudi Arabia is also committed to nurturing local talent within the healthcare services sector, offering best-in-class curriculum and on-the-job training to build a workforce capable of sustaining and advancing Saudi Arabia’s healthcare landscape.

To position Cigna Insurance Saudi Arabia as a leader in the Saudi private health insurance market, the company has outlined a clear business strategy focusing on collaboration, affordability, and simplifying access to care. This strategy aims to empower employers, eliminate unexpected costs, and make healthcare expenses more predictable for all stakeholders.

Through these efforts, Cigna is poised to significantly impact the healthcare landscape in Saudi Arabia, ensuring health and well-being are prioritized and accessible to all.



Bringing new discoveries to more patients, with speed and purpose

At Lilly, we unite caring with discovery to create medicines that make life better for people around the world. In the Kingdom of Saudi Arabia, we do this by putting more than 600 thousand patients that depend on our medicines at the center of everything we do.

Throughout our nearly 150-year history, Lilly has been at the forefront of developing life-changing medicines. We take pride in our longstanding commitment to improving patient outcomes in the Kingdom of Saudi Arabia for over 40 years. In 2019, we became one of the first international pharmaceutical companies to establish a Legal Entity within the Kingdom, solidifying our dedication to the region. Additionally, in 2021,

we made history as one of the first multinational pharmaceutical companies to secure a Memorandum of Understanding (MOU) for establishing a Regional Headquarters in Saudi Arabia. We are committed to making long-term investments in innovative solutions that address some of the world's most pressing health challenges. Today, our team in the Kingdom comprises over 100 individuals, each bringing diverse expertise and backgrounds with a common purpose: to bring relief to patients grappling with serious illnesses. Within our Saudi team, >80% are Saudi nationals, 45% are females, 60% belonging to the millennial demographic, and 35% representing Gen Z. This diverse representation of local demographics enables us to gain deeper insights into the needs of both patients and healthcare professionals we serve. Moreover, with such a significant presence of Gen Z and millennials, we take pride in our intense focus on developing the next generation of enterprise leaders.



Worldwide, our scientists harness the power of biotechnology to urgently advance new discoveries with the potential to radically transform diabetes care, slow the progression of Alzheimer's, advance immunology, and turn hard-to-treat cancers from fatal to manageable. Success is helping people heal – and we understand that delivering lifesaving medicine is just the beginning of the journey. Lilly remains steadfast in delivering top-tier medicines that address real-world needs while actively contributing to the enhancement of local healthcare capabilities in alignment with Vision 2030. We are working tirelessly to expediting the delivery of innovative medicines to the market in order to help patients with unmet medical needs. At the local level, Lilly collaborates with various stakeholders to drive progress within the healthcare landscape. Through various initiatives and partnerships, we lead projects aimed at enhancing patient access to medicines and better care, including health outcome based agreements and local data generation.

Finally, as we continuously strive for excellence in serving the Kingdom of Saudi Arabia, we are very proud to see our hard work reflected to various awards such as the HR Labor Awards for 2022, the Great Place to Work Award for Pharma & Healthcare in 2022 and 2023 and the GPTW certification for 2021 and 2022.

EMERGENT®

Partnering to Protect Public Health and Enhance Resiliency in the Kingdom

Public health threats can arise anywhere, at any time, making global readiness more critical than ever. For over 25 years, Emergent has been at the forefront of preparedness, working hand in hand with governments and organizations to deliver products that protect against some of the world's most pressing health threats including botulism, Ebola, smallpox, mpox and anthrax.

The world is more interconnected today than ever before. Diseases and problems can spread quickly. Recent events, such as the mpox outbreak across Central Africa and other countries, show the importance of strong collaboration between governments, industry, and public health agencies. In addition, the global conflicts and geo-political issues of today reinforce that being prepared for biological threats must remain a priority.

Whether the threat is an emerging infectious disease with pandemic potential or an intentional biological attack, countries need to be prepared before a crisis, so they have the ability to respond when an event occurs. Even a few days' delay in response to an outbreak can significantly change the trajectory of an emerging disease threat. In addition to the human and economic toll of these threats, an inability to respond to a public health challenge threatens national, regional, and global security.

Emergent and the Kingdom of Saudi Arabia have a long history of collaborating to protect public health. Together, we have quickly and successfully responded to serious health threats like botulism and prepared for potential outbreaks of anthrax and smallpox across the Kingdom. Emergent and the Kingdom of Saudi Arabia can continue to lead the way forward for public health resiliency in the Kingdom and the greater geopolitical region by developing response strategies and having key medical countermeasures available for use before disease strikes.





We work with our partners to understand threats of concern, build sustainable strategies to respond if and when necessary, and help prioritize stockpiling needs. Direct partnership between industry and governments along with long-term strategies allow individual nations to be better prepared to respond to threats on their own terms, instead of being reliant on international agencies for products and expertise. We know this cooperation helps keep the public safe in case of an emergency, ensures our valued partners can respond to threats immediately instead of just quickly, and provides greater access to innovations that promote public health. While Emergent can respond quickly to fulfill emergency orders when illness strikes, strategic, long-term partnerships like the one between Emergent and the Kingdom can allow governments to respond to threats immediately instead of just quickly.

At Emergent, we do what we do because we see the opportunity to create a better, more secure world. One where preparedness empowers protection from the threats we face. And peace of mind prevails. But we cannot achieve this goal alone. Long term, strategic partnerships like the one between Emergent and the Kingdom, are essential for our collective security.





Beyond Medicine: Gilead Sciences' Quest for a Healthier Saudi Arabia

Saudi Arabia's healthcare landscape, much like the entire country, is undergoing rapid transformation. Thanks to a fast-growing population and the strategic objectives outlined in Vision 2030, the Kingdom is investing heavily in high-quality healthcare with a view to enhancing preventive healthcare measures, improving access to healthcare services, and fostering research and development, and innovation. In line with these objectives, the Kingdom's leadership recognizes the importance and value of the private sector in achieving national health goals, and in turn, the need for innovative partnerships and initiatives to ensure access to lifesaving treatments and improving patient outcomes.

Against this backdrop, leading global biopharmaceutical company Gilead Sciences is proud to be a driving force in advancing healthcare across the Middle East. Since its establishment in the region in 2014, Gilead has made remarkable strides in tackling life-threatening diseases by addressing critical unmet medical needs and improving access to innovative therapies. With a diverse portfolio of medicines spanning various therapeutic areas, including HIV, viral hepatitis, fungal infections, and breast cancer, Gilead has treated over 96,000 patients to date in the Middle East, leaving a lasting impact on the healthcare landscape of the region.

Since launching its operations in Saudi Arabia in 2021, Gilead has demonstrated its unwavering commitment to enhancing healthcare through a multifaceted approach. First and foremost, Gilead has secured licenses for 12 of its medicinal products locally, ensuring that patients can access the latest ground-breaking treatments available on the market. For example, Gilead, together with its subsidiary Kite, has brought its pioneering advancements in cell therapy to Saudi Arabia to treat large B-cell lymphoma patients. This innovative therapy has led to significant improvements in outcomes, bringing hope to patients.

Beyond the mere licensing of its treatments, Gilead Sciences works to ensure that all patients can access its treatments. Through strategic partnerships and distribution agreements, Gilead is working to ensure that life-saving treatments reach even the most underserved communities in Saudi Arabia. For example, the launch of the program with East Jeddah hospital aimed at streamlining the delivery of HIV care and support services for those living in remote areas, for whom healthcare access is often a challenge. As part of its ongoing local efforts, Gilead continues to work closely with health authorities and hospitals to eliminate barriers to healthcare and ensure patient access to its innovative medicine.

Gilead Sciences is also deeply committed to enhancing the Saudi Arabia's healthcare landscape, with a focus on enhancing scientific dialogue, education, and elevate patient care. In the short time



Gilead has been operating in Saudi Arabia, it has supported 20 scientific conferences in the areas of viral hepatitis, 10 in oncology, 20 in HIV, and 4 in cell therapy, besides publishing 14 scientific papers.

Partnerships are vital to this end, and in recognition of this fact, Gilead has formed multiple strategic partnerships to advance these goals. Over the last two years Gilead signed Memorandum of Understandings with the Saudi Ministry of Health to join forces in bridging the gaps of linkage to care for HCV and HIV patients. Another recent example, the biopharmaceutical leader has entered an agreement with the Saudi Oncology Society (SOS) to join forces in areas such as research, clinical trials, medical education, scientific exchange, and patient access to innovative therapies to improve oncology care in the Kingdom. Similarly, Gilead has partnered with East Jeddah hospital, as well as King Faisal Specialist Hospital & Research Centre to advance knowledge and treatment of cellular therapy, blood diseases, and tumours.

Building on its current efforts, Gilead Sciences is driven by a desire to better address the significant unmet needs of patients with HIV, viral hepatitis, and breast cancer in Saudi Arabia. The company is intensifying its efforts to strengthen digital communications and launch multiple virtual educational platforms, newsletters, webcasts, and AI-based resources for healthcare professionals. By enhancing medical education through initiatives such as CME-accredited symposia and conferences,

Gilead aims to empower healthcare professionals with the latest knowledge and advancements in the field. Looking ahead, Gilead Sciences is poised to embark on an ambitious journey to further advance healthcare in Saudi Arabia. The establishment of its regional strategic office located in Riyadh, which will function as a catalyst vehicle to foster its business and maneuvers across the region, marks a significant milestone in Gilead's commitment to the Kingdom's healthcare landscape. Gilead has also launched its commercial trading affiliate last year in Saudi Arabia and is set to bolster its presence and operations in the Kingdom, reaffirming its dedication to fostering a healthier Saudi Arabia.

As Gilead Sciences continues its journey of transformation in Saudi Arabia, it remains steadfast in its commitment to driving positive change and shaping the future of healthcare in the Kingdom. With a relentless focus on innovation, education, and community support, Gilead is not just improving access to life-saving treatments but also empowering healthcare professionals and strengthening the healthcare infrastructure. By fostering collaboration, forging strategic partnerships, and prioritizing patient centric care, Gilead is contributing to the efforts of the healthcare authorities to create a healthier more resilient Saudi Arabia. As the company expands its footprint and deepens its investment in the Kingdom's healthcare sector, it stands ready to tackle the significant unmet medical needs, eliminate diseases, and contribute to the overall well-being of the nation.



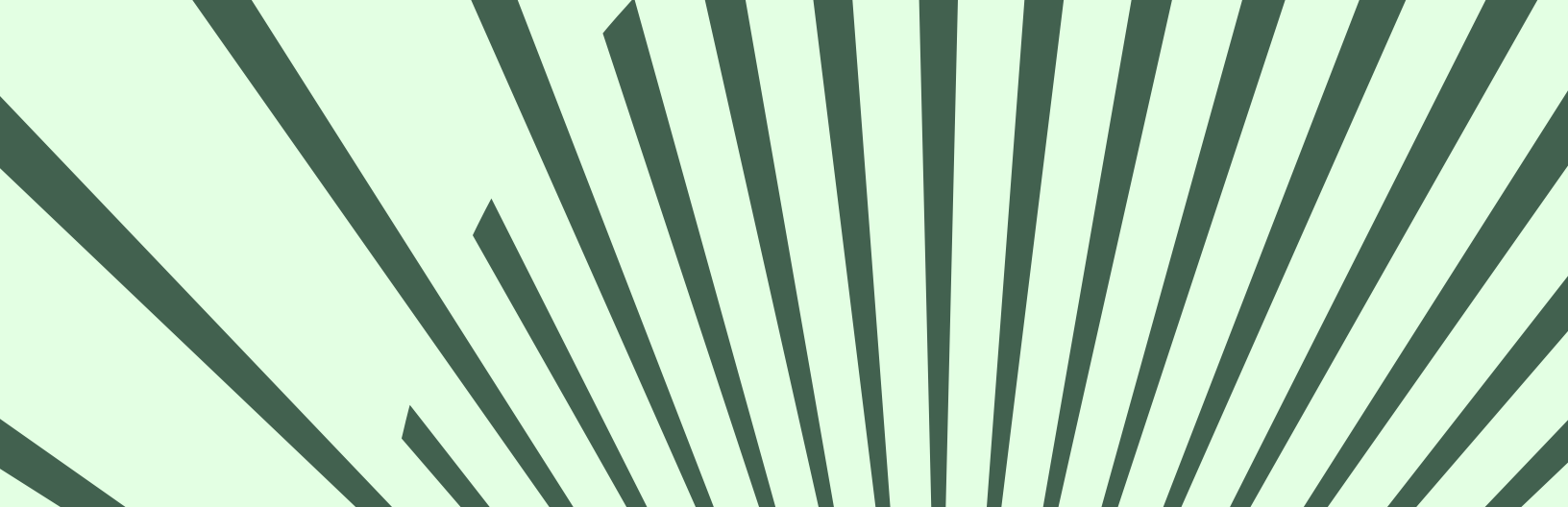
IQVIA's role in advancing healthcare outcomes in KSA

IQVIA, a leading global provider of clinical research services, commercial insights and healthcare intelligence to the life sciences and healthcare industries, has been present in Kingdom of Saudi Arabia (KSA) for more than seven decades and has led several national initiatives working with various stakeholders within the healthcare ecosystem. The initiatives span diverse areas within the healthcare domain. These include boosting clinical research, exploring local production of drugs and medical devices, adopting tech for e-prescriptions and Electronic Medical Records, and optimizing healthcare supply chains.

Some of the notable initiatives which have created wide impact in KSA healthcare ecosystem are highlighted below:

- Aligned with Saudi Vision 2030's objective to enhance citizens' length and quality of life, IQVIA has developed and piloted advanced tools and software for registration and risk stratification of population supporting government entities to improve overall population health outcomes.
- IQVIA has partnered with government entities to drive use of cutting-edge artificial intelligence (AI) algorithms and data to tackle high burden diseases such as diabetes, cardiovascular disease (CVD) and stroke in the KSA. Additionally, plans are in progress for the development of Clinical Decision Support Tools (CDST) to aid physicians in screening, preventive care, and disease management, with anticipated benefits reaching a large patient population.
- IQVIA through its expertise in healthcare technology solutions has implemented various solutions which are improving the efficiency in healthcare delivery in KSA.
- Enabled electronic ordering of prescriptions between PHCs and pharmacies. It aims to empower government healthcare providers to electronically prescribe medication, with patients picking up prescriptions at private pharmacies. This led to substantial cost savings, with an estimated annual mean cost savings of \$109.18 (SAR 409.43) per visit, and \$13.89 (SAR 52.1) per patient.¹
- Implemented its electronic medical records platform in line with the implementation of the (CBAHI) and international (JCIA, ACHS, ACI, CAP, etc.) accreditations. The EMR technology will streamline clinical workflows, transitioning from manual to electronic record-keeping across public healthcare entities. This will eventually establish data sets for future digital driven initiatives.
- Through its healthcare expertise and robust datasets, IQVIA has collaborated with various investment firms to pinpoint healthcare delivery gaps and investment opportunities. These include projects on market and feasibility assessment, optimizing operating models, all aimed at enhancing healthcare service supply.

¹ Estimating the potential economic impact of the Wasfaty program on costs of antidiabetic treatment: An initiative for the digital transformation of health: Thamer M. Alshammari, 2023



With IQVIA Connected Intelligence, we are able to bring together the right data, expertise, stakeholders, AI, analytics, and technology to facilitate more informed planning that aligns with national strategies. This concerted effort aims to fortify the healthcare ecosystem in KSA, ultimately driving better health outcomes for all.

About IQVIA

IQVIA (NYSE:IQV) is a leading global provider of clinical research services, commercial insights and healthcare intelligence to the life sciences and healthcare industries. IQVIA's portfolio of solutions are powered by IQVIA Connected Intelligence™ to deliver actionable insights and services built on high-quality health data, Healthcare-grade AI™, advanced analytics, the latest technologies and extensive domain expertise. With approximately 88,000 employees in over 100 countries, including experts in healthcare, life sciences, data science, technology and operational excellence, IQVIA is dedicated to accelerating the development and commercialization of innovative medical treatments to help improve patient outcomes and population health worldwide.

IQVIA is a global leader in protecting individual patient privacy. The company uses a wide variety of privacy-enhancing technologies and safeguards to protect individual privacy while generating and analyzing information on a scale that helps healthcare stakeholders identify disease patterns and correlate with the precise treatment path and therapy needed for better outcomes. IQVIA's insights and execution capabilities help biotech, medical device and pharmaceutical companies, medical researchers, government agencies, payers and other healthcare stakeholders tap into a deeper understanding of diseases, human behaviors and scientific advances, in an effort to advance their path toward cures. To learn more, visit www.iqvia.com.



Revolutionizing Saudi Arabia's Health System: How Jacobs is driving privatization strategies in the Kingdom

Saudi Arabia's Vision 2030 is a comprehensive plan that charts the nation's path towards a future less reliant on oil revenues. The vision aims to diversify the economy and create a thriving society by introducing sweeping reforms and strategic initiatives across various sectors. The ambitions outlined in Vision 2030 emphasizes the importance of providing high-quality healthcare services that are accessible to all, promoting preventive care, enhancing clinical infrastructure, fostering innovation in healthcare technologies and improving the overall health outcomes of the population.

One of Vision 2030's goals is to promote Private Sector Participation (PSPs) in the health sector to drive innovation and efficiency, while also encouraging local and international investment in healthcare projects. By elevating healthcare delivery standards, Saudi Arabia seeks to establish itself as a regional leader in the health industry and contribute to the overall well-being and prosperity of its citizens.

To meet Vision 2030's ambitious development targets, a surge in population growth is expected at the national and foreign expatriate levels. Thus, it is important to meet the health infrastructure demands of the forecasted demand. This requires innovative and alternative sources of funding to which PSPs have become pivotal. With healthcare systems undergoing pressures to increase the quality and efficiency of care, collaborations between the public and

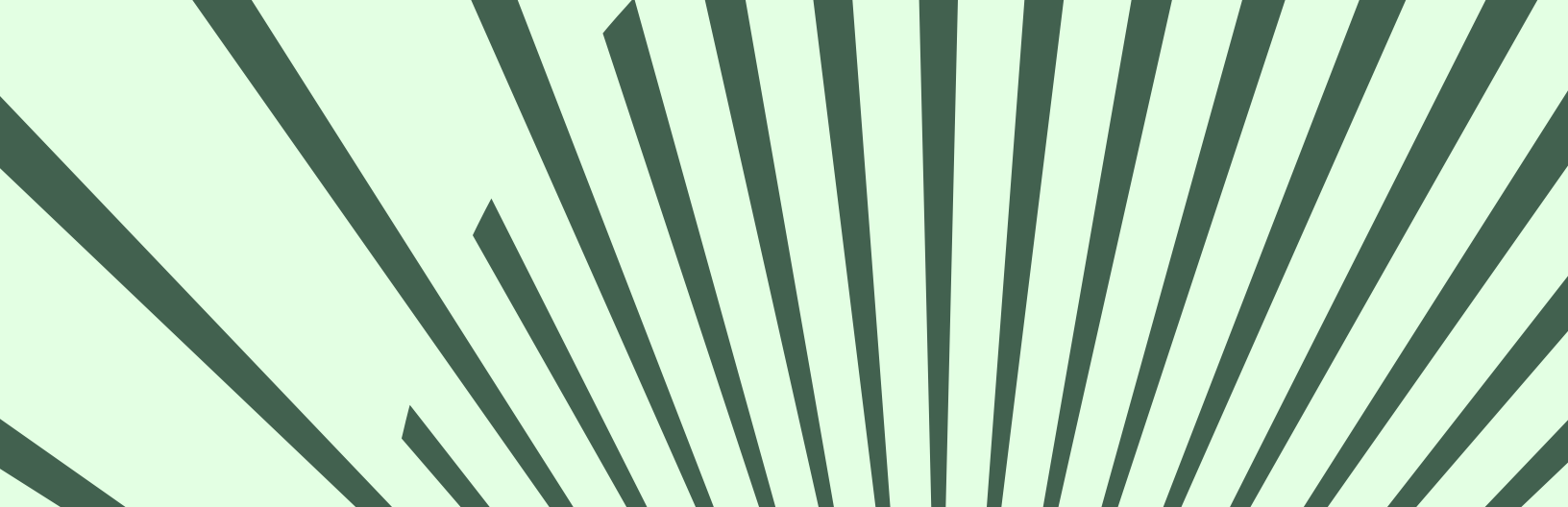
private sectors are required to meet patients' needs. This includes the development of hospitals, clinics, and a variety of treatment centers.

Engaging the private sector brings access to funding, industry best practices, and infrastructure and operational capabilities. It also enables collaboration between the public and private sectors to jointly deliver public services, share risks and allocate resources. We have also observed opportunities for knowledge transfer and streamlined processes between the private and public sector, which is critical during the transformational journey.

Reimagining how to create and sustain personal, societal and economic well-being

The Private Sector Participation (PSP) Law in Saudi Arabia was approved in 2021 by the Council of Ministers. This prompted the Ministry of Health to roll out substantial PSP initiatives and projects, marking a significant milestone in the country's health sector transformation.

Initiatives such as PSP Programs symbolize the government's strategic push to engage private entities in elevating healthcare services, in alignment with Vision 2030. Private Sector Participation programs create the legal framework for the private sector to invest in a ring-fenced project, as opposed to being exposed to the broader health sector. This initiative leverages private sector expertise and resources to complement public sector efforts in creating a world-class health ecosystem.



Jacobs, a key player in this landscape with more than 50 years' experience working with health systems and biopharmaceutical companies worldwide, has cultivated a deep understanding of the industry's clinical, operational and business performance requirements. This expertise enables the business to customize solutions for the evolving needs of the health industry, fostering resilient and thriving health systems that prioritize peoples' well-being and operational excellence, thus aligning to the Ministry of Health's (MoH) strategic vision.

Collaborating with the Ministry of Health Realization Office (MoH VRO), and serving as Technical Advisor to several initiatives, Jacobs understands the practicalities of privatization in Saudi Arabia's health market. In addition to the team's local knowledge, a network of experts across the world share best practices to identify opportunities and optimize solutions.

Through the identification of numerous opportunities and initiatives enabling the the new Model of Care, Jacobs' PSP program has been integral to enhancing service efficiency, quality, and accessibility in Saudi Arabia's health sector. Drawing insights from successful health models worldwide, and several PPP pilot projects in Saudi Arabia, these initiatives drive strategic priorities with lasting impact and feasibility for immediate implementation. By focusing on projects that align strategically, demonstrate value, and exhibit economic and commercial viability, Jacobs has charted a path for successful PSPs, advancing the healthcare agenda in the Kingdom.

By setting ambitious, yet attainable targets and building a diverse and skilled team on the ground, Jacobs has established clear governance frameworks and delivery strategies that effectively engaged stakeholders and promoted cost-effective funding models. It has developed a comprehensive policy framework for healthcare delivery and development in Saudi Arabia that ensures scope and value for investment and accelerates Vision 2030's healthcare objectives.

Advancing Healthcare Excellence in Saudi Arabia and Beyond

In the Middle East, Jacobs has already been instrumental in strengthening health systems and services through its comprehensive suite of capabilities and ongoing project portfolio. By partnering with regional governments, healthcare agencies and organizations, Jacobs offers tailored solutions that enhance system governance, operational efficiency, and infrastructure development in alignment with the Kingdom's transformational needs.

Recognized as a leader in the professional services industry, Jacobs' reputation underscores its commitment to shaping the future of the health sector. Through its collaborative partnerships, deep subject matter expertise and innovative approach to problem-solving, Jacobs continues to be at the forefront of driving transformative change regionally in the Middle East and across the world.



Medtronic

Who we are

A Global Company: Bringing groundbreaking healthcare technology solutions for the most complex and challenging conditions. Inspiring hope and new possibility in people all over the world.

The most powerful hopes can be simple, ordinary. The father of a Type 1 diabetic who worries constantly about his son's blood sugar spiking when he's at a friend's house. A woman whose irregular heartbeat may be a sign of concern, not joy. Far too many people struggle profoundly to do things we should all be able to take for granted. Our resolve to improve every single life fuels our desire to make an extraordinary impact as the leader in healthcare technology.

We reimagine the treatment of over 70 of the world's most complex and challenging conditions. Not for the one, but for the many. Not someday, but this day. By bringing together data, artificial intelligence, and our deep knowledge of the human body, we create something even more extraordinary. In strengthening, lengthening, and saving lives, we restore hope and possibility.

"Every year we serve more than 72 million patients equivalent to two patients every second."

A Saudi Company

The company has been serving the Kingdom through trusted partners for more than 30 years by providing and supporting groundbreaking technologies. Driven by its strategic partnership with the Kingdom, Medtronic decided to open its direct offices in Saudi Arabia in 2015 through a joint venture with one of its strategic partners (Gulf Medical Company). Medtronic Saudi Arabia initially started with 45 employees and grew to more than 260 employees in three years. Today Medtronic Saudi Arabia has more than 400 employees, with 29% female contribution and 67% Saudization rate.

In 2018, and driven by its commitment to the Kingdom, Medtronic opened its Regional Head Quarter based out of Riyadh. The decision came ahead of the government's mandate for multinational companies to open their RHQs in Saudi Arabia, making Medtronic one of the first movers in the Kingdom.

Also in 2018, Medtronic extended the level of commitment to the Kingdom's patients through a first of its kind Value-Based Healthcare Clinic—Diabeter—focusing on children suffering from Type 1 Diabetes. This initiative came through an agreement with the Ministry of Health to pilot and potentially expand the clinic model to serve patients across the Kingdom. Today and after four years of operations, this model received the Guinness World Record for its superior outcomes.

In 2020, and during the Pandemic, Medtronic partnered with Pioneers Technical Systems in Jeddah to localize the portable ventilator Puritan Bennet 560 (PB560) in the Kingdom.



After the successful launch of the PB560 and driven by the commitment to the Kingdom, in 2021 Medtronic Saudi Arabia extended the partnership with Pioneers Technical Systems to localize Medtronic's state of the art latest generation ICU Ventilator the Puritan Bennet 980 (PB980). The first Saudi Made ICU ventilator was out in November 2022.

Medtronic is committed to a long-term partnership with the Kingdom. Today, Medtronic is working through multiple fronts to keep building and expanding this partnership driven by groundbreaking technologies, services, and innovation.





MSD takes the lead in combatting cervical cancer in Saudi Arabia

MSD, a leading global pharmaceutical company, has played a significant role in combatting cervical cancer in the Kingdom of Saudi Arabia. Present in the country for 30 years, the company has deployed efforts and launched comprehensive initiatives at national level since 2022 to ensure that girls are protected from cervical cancer. So far, the company's efforts focusing on school-based vaccination program, education and awareness campaigns targeting the community, have led to the inoculation of hundreds of thousands of girls, bringing the Kingdom one step closer to the combating this cancer.

Cervical cancer, caused by the human papillomavirus (HPV), is the fourth most common cancer in women globally¹. In Saudi Arabia, 179 women died from cervical cancer in 2023 according to the ICO/IARC Information Centre on HPV and Cancer². Recognizing the importance to address this issue, MSD KSA has implemented numerous initiatives to combat cervical cancer in the country.

In 2022, the Ministry of Health implemented the HPV vaccine as part of the National Immunization Program (NIP), which resulted in the vaccination of girls aged 13 years with the objective of protecting girls across the Kingdom, whether nationals or expatriates. The program encompassed all 13 regions of the Kingdom of Saudi Arabia, to ensure the maximum coverage.

Building on the success of this school-based vaccination program led by healthcare authorities and supported by MSD, the program was expanded twice: the first in January 2023 to include girls from 9 to 18 years old, followed by a second expansion in December 2023 to include the age range of 19 to 26 years old. These expansions aimed to cover a broader age range and ensure that more women in Saudi Arabia have access to the vaccine. MSD is currently working closely with the Health Insurance Council to ensure access of the vaccine to a broader range of the population.

In addition to the above-mentioned vaccination program, MSD Saudi Arabia has been actively engaged in raising awareness about cervical cancer and the importance of HPV vaccination. With the prior approval of the SFDA, the company has launched extensive awareness campaigns targeting the general public. These campaigns

1 Cervical cancer (who.int)

2 Saudi Arabia, HPV and related cancers fact sheet 2023, ICO/IARC Information Centre on HPV and Cancer.



seek to dispel myths and misinformation surrounding the vaccine and promote its life-saving benefits in preventing cervical cancer.

One example is the www.hpvprotected-sa.com website, which aims to educate the public on what HPV is, how individuals can assess their risk of contracting the virus, prevention etc. The website is available in both English and Arabic which brings the content one step closer to patients in Saudi Arabia.

MSD has also collaborated with social media influencers in its awareness efforts to further augment the message of the importance of HPV vaccination to the public.

Thanks to MSD Saudi Arabia's efforts, more than 400,000 girls have been vaccinated so far through both school-based and community programs.

This achievement is a testament to the commitment of MSD to protect the health of Saudi women. Through MSD's vaccine expansion efforts and awareness campaigns, the company has made a significant impact on the health and wellbeing of Saudi girls and women, particularly in its fight against cervical cancer.

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A century of innovation in medicine and beyond

Our history spans a century, and it all began in 1923 with two small Danish companies, Nordisk Insulin laboratorium and Novo Terapeutisk Laboratorium.

After hearing of the discovery of insulin in 1921, Danish Nobel laureate August Krogh and his wife Marie, a doctor living with diabetes, were intrigued and in 1923, the first patients were treated with their insulin, setting in motion a century of innovation for people living with serious chronic diseases.

Our Purpose

Our business is built around the Novo Nordisk Way, our commitment to be a sustainable business and our clear patient-centric purpose is driving change to defeat serious chronic diseases. Our key contribution is to discover and develop innovative medicines and make them accessible to patients throughout the world.

Defeating serious chronic diseases

Guided by our purpose to drive change to defeat serious chronic diseases, Novo Nordisk is amplifying its research and development efforts to tackle these

global health challenges head-on. Diseases like diabetes, obesity, cardiovascular disease, and rare blood disorders pose significant threats to human health and society, demanding urgent action.

Innovation and therapeutic focus

By combining our innovation and commercial excellence, we draw upon insights from patients and partners to transform bold ideas into life-saving and preventive medicines.

We make long-term investments in novel treatments and technologies, including curative stem cell-based therapies, to continually advance the development of medical devices and digital health solutions.

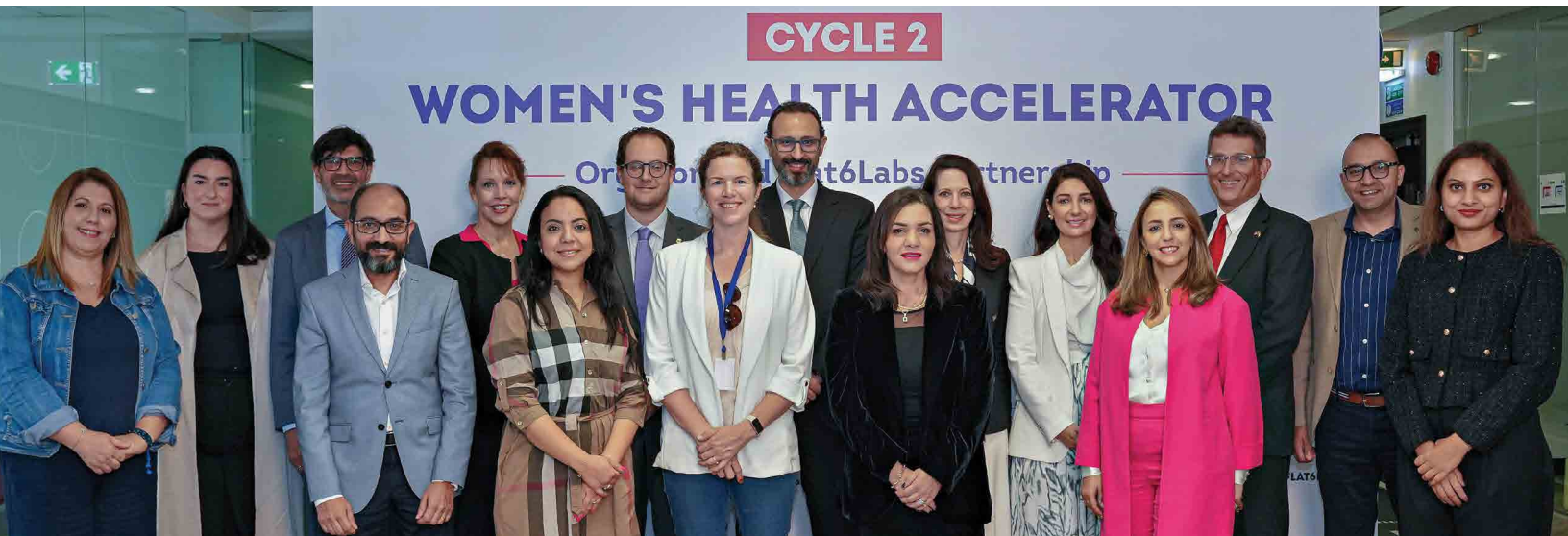
Working in partnerships

Defeating diabetes and other serious chronic diseases is not something we can do alone.

In our research, development, production, and commercial operations, we work with partners who complement our own expertise.

We are always on the lookout for new opportunities with people and organisations who are interested in collaborating to change patients' lives, together.





Organon Launches Second Iteration of Women's Health Accelerator Program to support innovation in Women's Health in The Kingdom of Saudi Arabia

Organon is a global women's health company formed through a spin off in 2021, with a vision to create a better and healthier every day for every woman.

There is no other global pharma company of our size with our focus and dedication to women's health. We have a global footprint with significant scale and approximately 10,000 employees worldwide.

Organon has a portfolio of more than 60 medicines and products across a range of therapeutic areas with a focus on three core pillars: established brands, biosimilars and woman's health. Our current focus

regarding women's health is directed at family planning and fertility, with a vision to shift the focus beyond her reproductive health in the future.

Women's health is not a standalone issue– it is a cornerstone of societal well-being and progress. Better health and well-being for women creates a continuing impact that extends to families, communities and nations.

Organon recognizes that women are foundational to a healthier world, and by striving to enhance the future for her, we are not only improving her health, but also the health of her loved ones, and the broader community.

Organon's commitment to enhance the lives of women in The Kingdom of Saudi Arabia directly aligns with the Kingdoms' efforts towards advancing women's health and the Vision 2030 goals.

Achieving this goal requires that we work hand in hand with women and the various players in the ecosystem, including policy makers, non-



CYCLE 2

WOMEN'S HEALTH ACCELERATOR



governmental organizations, healthcare professionals and governmental bodies, adopting a comprehensive ecosystem approach.

In line with this goal, one of our key initiatives in 2024 is the launch of the second cycle of Organon's Women Health Accelerator program, delivered in partnership with Flat6labs, a regional venture capital firm.

Digital health tools and solutions are now helping to bridge care gaps, expand access, enable more personalized treatment, and eliminate geographic barriers—offering more options to those seeking care.

This program aims to empower Saudi entrepreneurs, by arming them with tools and resources to bring to life their transformative ideas and digital solutions that address gaps in family planning, her fertility journey, and her wellness.

With a keen focus on empowering women, this program also aligns with the Kingdom's Vision 2030 to enrich the nation's social and economic well-being.

Gender equity is at the core of our vision and a goal we commit to advance with our founders and with the communities we serve, and this program is a testament to Organon's commitment to empowering the women of Saudi Arabia.

At Organon, we believe healthy women are the backbone of a thriving, stable and resilient society. When she is healthy, she is empowered, she is resilient, and she prospers which positively impacts her community, her society, and her economy, for generations to come.

Join us in shaping the future of women's health—please visit the website: <https://lnkd.in/du25gSw3> and apply to join! Applications close on May 16, 2024.

Organon, we are here for her health.



Pfizer Saudi supporting healthcare systems innovation in the Kingdom

For more than 175 years globally, Pfizer has been a leader in tackling some of the most persistent healthcare challenges through the breakthrough medicines and vaccines that the company discovers, develops, and brings to market. Our medical breakthroughs change people's lives through partnerships, awareness programs, and technology.

This year, Pfizer celebrates "175 years of daring scientific innovation" where we channel our passion and resources into delivering innovative therapies that change the face of healthcare.

For over six decades, Pfizer Saudi has fostered a legacy of care; impacting the lives of millions of people with its six therapeutic areas, where we at Pfizer Saudi focus on creative, innovative, and scalable solutions that address unmet needs and critical public health challenges across the country. At Pfizer Saudi, we support the advancement and innovation of medical services and research capabilities in the Kingdom through strategic initiatives and partnerships. This is evident through one of our initiatives, the Pfizer Scientific Institute (PSI), established in 2021 with the aim of supporting the National Transformation Program and the Kingdom's Vision 2030.

Pfizer Scientific Institute (PSI)

Pfizer Scientific Institute (PSI) is an initiative that has been established by Pfizer Saudi to enhance the local scientific research capabilities and support the development of the knowledge economy in the Kingdom. Through collaborations with the key stakeholders and with the local medical and scientific community, PSI's aim is support the Kingdom's 2030 Vision, with many key projects completed and ongoing in partnership with local entities and global stakeholders.

PSI's collaboration with IQVIA

Pfizer Saudi developed a capacity building project in collaboration with IQVIA, a leading global provider of advanced analytics, technology solutions, and clinical research services to the life sciences industry and with King Saud University as a local academic partner. The collaboration aims to provide an accredited professional training program, with King Saudi University, for pharmacy students and healthcare professionals with a focus on developing clinical research skills through the Clinical Research Associate (CRA) program.

Through a collaborative effort by PSI, IQVIA and King Saudi University College of Pharmacy, the Clinical Research Associate (CRA) Training Program was developed. Focusing on clinical research, the program trained Saudi healthcare professionals and



Pfizer Saudi

Committed to YOU

WELLBEING..PROGRESS..FUTURE

pharmacy students on enhancing their clinical research skills. By offering training courses, students and trainees can acquire the necessary skills and experience to conduct clinical research more efficiently and in accordance with applicable regulatory guidelines. The successful training program graduated its first cohort of 20 trainees in November of 2023, marking a significant step forward to boost the nation's clinical research workforce.

At Pfizer Saudi, we strive to continue our work through PSI to drive breakthroughs that positively impact patients' lives through strategic partnerships, cutting-edge research initiatives, and the development of healthcare professionals and infrastructure in alignment with the country's healthcare transformation goals. At Pfizer Saudi we are committed to the wellbeing, progress, and future of the people in the Kingdom.

Follow Pfizer Saudi on:

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globe Pfizer.sa





Siemens Healthineers Drives Sustainable Healthcare Innovation

At Siemens Healthineers, sustainability isn't just a slogan; it's a fundamental aspect of our purpose-driven mission. By recently including sustainability in our corporate purpose, we reassure our commitment to advancing healthcare while minimizing our impact on the planet. We pioneer breakthroughs in healthcare—for everyone, everywhere, sustainably.

As a leading MedTech company, Siemens Healthineers recognizes the imperative to address the urgent challenges posed by limited global resources. Our vision is clear: to pioneer breakthroughs in healthcare that improve patient outcomes and have a minimal impact on our planet. This commitment stresses our unique position to drive positive change through innovative technologies and solutions.

Our sustainability strategy rests upon three pillars, each embodies creating a more equitable and sustainable world:

1. Healthcare Access

Improving Healthcare access is achieved through a multifaceted approach, from workforce development to digital technologies. In Saudi Arabia, Siemens Healthineers started with lighthouse pilots that will improve healthcare access for everyone and are

actively working to bridge healthcare gaps through innovative solutions. In the Al-Qassim region, Siemens Healthineers initiated a pilot remote monitoring program for 50 patients with chronic heart failure. This innovative solution utilizes a software platform to connect caregivers with patients, facilitating daily monitoring of vital signs through telemetry devices. Despite challenges posed by cultural and demographic differences, the program achieved a commendable patient engagement rate of 65%, leading to increased patient-caregiver engagement, heightened heart failure awareness, and reduced hospital readmissions.

On the other hand, by connecting radiology scanners from three hospitals in Yanbu, Arar, and Najran to a central remote scanning solution, Siemens Healthineers has introduced another innovation to enable remote image acquisition and support for technicians. This technology optimizes resource utilization and enhances diagnostic capabilities in remote and rural areas. With over 3,500 supported scans conducted within one year, this technology has resulted in significant cost reductions for care providers while elevating the quality and diversity of radiology services available to patients.

Siemens Healthineers' advanced digital solutions and services illustrate our commitment to innovation and align seamlessly with Saudi Arabia's Vision 2030, driving the Kingdom toward a digitally empowered healthcare ecosystem.



30%

women representation in Senior Management roles by 2025

Top Quartile

employee engagement score

"Great Place To Work" in countries representing

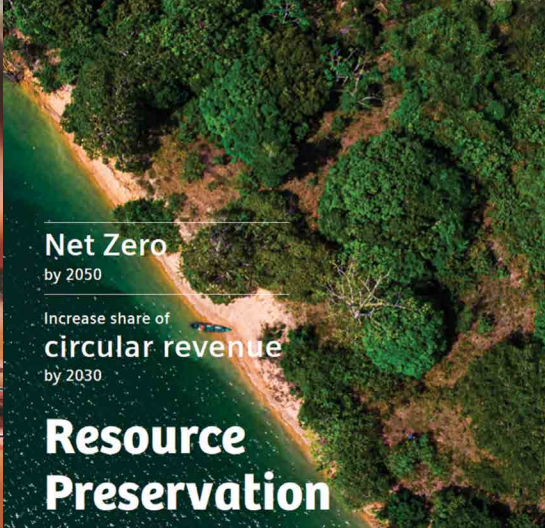
> 80%

of employees by 2025

20%

of employees involved in Employee Resource Groups and Innovation Networks by 2030

Diverse and Engaged Healthineers



Net Zero

by 2050

Increase share of

circular revenue

by 2030

Resource Preservation



260 million

Patient touchpoints in underserved countries by 2030

6 million

hours of training by 2030

Healthcare Access

2. Resource Preservation

As stewards of the environment, we are determined to minimize our ecological footprint. Siemens Healthineers' pledge to achieve net zero emissions globally by 2050 emphasizes our commitment to sustainability. The Latest generation of Siemens Healthineers MRI scanners now has an additional "power save" mode, a novel feature that decreases power use by up to 28% compared to 'off' mode. Energy savings like this can quickly add up. Assuming 12 idle overnight hours, activating a power-save mode for all outpatient MRI units could save enough energy to power almost 7,000 homes for a year. This contributes to a more circular value chain, preserving resources and fostering sustainability across the healthcare ecosystem.

3. Diverse and Engaged Healthineers

We firmly believe diversity and inclusion are essential drivers of innovation and success. By increasing the proportion of women in senior leadership roles by 30% by 2025 and fostering diversity in all its forms, we aim to create a highly engaged and diverse workforce to cultivate an environment where every Healthineer can thrive. Our goal is not only to be recognized as one of the best places to work but also to harness the power of diversity to drive better business outcomes and create lasting societal impact.

Siemens Healthineers remains committed to sustainability, driving positive change in healthcare while minimizing our ecological footprint. Through collaborative efforts and innovative solutions, we are shaping a future where breakthroughs in healthcare coexist harmoniously with environmental preservation and social equity. Together, we can build a healthier, more sustainable world for future generations.

About Siemens Healthineers

Siemens Healthineers pioneers breakthroughs in healthcare. For everyone. Everywhere. Sustainably. The company is a global provider of healthcare equipment, solutions and services, with activities in more than 180 countries and direct representation in more than 70. The group comprises Siemens Healthineers AG, listed as SHL in Frankfurt, Germany, and its subsidiaries. As a leading medical technology company, Siemens Healthineers is committed to improving access to healthcare for underserved communities worldwide and is striving to overcome the most threatening diseases. The company is principally active in the areas of imaging, diagnostics, cancer care and minimally invasive therapies, augmented by digital technology and artificial intelligence. In fiscal 2023, which ended on September 30, 2023, Siemens Healthineers had approximately 71,000 employees worldwide and generated revenue of around €21.7 billion. Further information is available at www.siemens-healthineers.com.



Takeda ... Better Health, Brighter Future

Takeda's leading efforts supporting innovation in healthcare

At Takeda, our patient-centric approach is the north star for our clinical development programs. Our commitment to scientific excellence and patient-centric approaches drives us to explore new frontiers and develop cutting-edge therapies that address unmet medical needs. By fostering a culture that values both creativity and efficiency, we strive to translate groundbreaking ideas into impactful solutions that make a difference in patients' lives.

This dual focus allows us to consistently come up with significant innovations that make a difference in patients' lives, particularly in therapy areas associated with significant burden and unmet medical needs.

This strategy continues to have very positive reflection in Saudi Arabia, as demonstrated during COVID-19 era when Takeda's strong presence in plasma derived therapies supported to mitigate a global supply gap.

We are always keen to augment our innovative portfolio by value added services to support best patient journey. In this essence, Takeda executes diversified patient support programs and services.

- C-ANPROM/SA/CORP/0011
- Date of Preparation 3/10/2024

Takeda's main principles for fostering prosperous partnership with healthcare governmental authorities

Takeda's strategy is very well aligned with Saudi Arabia's Healthcare Sector Transformation Program that is coming at the forefront of Saudi's vision 2030.

Takeda recently launched the regional headquarters accompanied by a clear strategy to enhance our local presence focusing on innovative pipeline, embracing local talents, investing in medical research, enhance readiness to value-based medicine and empower Takeda's local partnerships.

By leveraging our expertise in important therapeutic areas, we aim to bring transformative treatments to patients in need. Additionally, we prioritize collaboration with key stakeholders, including healthcare providers, researchers, and policy makers, to ensure that our initiatives are aligned with the evolving needs of the healthcare landscape. Through a commitment to excellence and a dedication to advancing healthcare, we strive to drive meaningful impact in these critical areas.



Takeda's strategic direction

Over the next 5-10 years, several emerging trends are poised to significantly impact the pharmaceutical industry. These include advancements in personalized medicine, digital health technologies, gene editing, artificial intelligence (AI) in drug discovery, and an increased focus on patient-centric care.

Takeda is at the forefront of these innovations, making significant investments in research and development (R&D) to achieve first-in-class and best-in-class transformative treatments that meet the evolving needs of patients and healthcare systems globally.

Takeda maintains a clear focus on gastrointestinal (GI), oncology, plasma-derived products, and rare diseases in Saudi Arabia. Additionally, Takeda is globally focused on neurology and vaccine development. While these areas are not yet available in Saudi Arabia, Takeda is actively working to enhance their accessibility to the Saudi population, ensuring that patients benefit from the latest advancements in these fields.

Takeda's strategic vision focuses on navigating emerging pharmaceutical trends and advancing healthcare in Saudi Arabia. By investing in R&D, embracing innovation, and maintaining a patient-centric approach, we aim to deliver transformative treatments for unmet medical needs. Our innovative pipeline aligns seamlessly with Saudi Arabia's health authorities' objectives, ensuring our priorities support the nation's healthcare transformation and provide patients with the latest medical advancements.





Leveraging Virtual Reality for Autism Therapy in the Kingdom

Floreo is a virtual reality therapy system for children with autism that enables therapists, special educators, and parents to deliver research-backed therapy and improve users' social and life skills. While Floreo is operated in 19 countries, it enjoys a special relationship with the Kingdom of Saudi Arabia. To make Floreo accessible to therapists in the Kingdom, Floreo has partnered with Human Development Company (HDC), the largest provider of autism therapy in the Kingdom, in the joint development of an Arabic version of Floreo.

During its October conference "Improving Autism Services", the Saudi Ministry of Defence's featured Floreo. CEO Vijay Ravidran traveled to Riyadh and met Saudi researchers, therapists and even some Floreo users and learned about the innovation happening around the Kingdom.

In 2023, Floreo's services enabled more than 1,100 hours of therapy to reach neurodiverse individuals. Through a partnership with Meta, Floreo also added over 50 school districts as customers including New York City, Chicago and Seattle Public Schools.

Floreo addresses the challenges that children with ASD face with learning social and executive functioning skills, demonstrating how virtual reality (VR) technology can positively aid a child's development. As evidenced by the recent conference in Riyadh, there is an accelerating demand for technologies that can help address the practical needs of the growing population of neurodiverse individuals both in the United States and the Kingdom.

Floreo provides digital treatment for autism by building a virtual world that is safe and navigable for learners, equipping them with skills and tools they can apply in their day-to-day lives. Floreo has developed a VR platform that teaches social, behavioral, communication and life skills for individuals with Autism Spectrum Disorder (ASD) and related diagnoses. While the company started with ASD, Floreo intends to scale across other areas of mental health including ADHD and Anxiety to reach as many people in need as possible.

Floreo is now an FDA Breakthrough Device and seeking full FDA market authorization in early 2025. Combined with an industry-first CPT 3 code for VR treatment in therapy, the foundational building blocks are in place so that by 2025, every child in the US who can benefit from VR therapy will be able to receive Floreo through the healthcare and special education system. With its partnership in place with HDC in Riyadh, Floreo aims to have the same reach across the Kingdom.

انضموا إلينا في فعالية إطلاق تقنية التأهيل بالواقع الافتراضي
Join us in the VR rehabilitation technology launch event



تقنية floreo



الواقع الافتراضي



متواجدين في
مساحة رقم 5010



So how does VR therapy work? For starters, neurodiverse individuals have their own superpowers” and Floreo can help tap into those distinctive skills and abilities. Floreo also is a unique and powerful tool for behavioral therapists, educators, healthcare providers and families to support their clients, students, patients, and children.

The system spans a wide skill domain with over 200 unique life-skills scenarios, delivered in a format and style that is tailored to each learner’s developmental goals. Importantly, Floreo also is intended to be financially and technologically accessible for clinicians across a number of therapeutic settings.

Floreo has developed a shared experience that uses mobile VR on iOS, Meta Quest, and Pico platforms (Apple Vision Pro in the works!) to deliver lessons to the Learner using a mobile VR headset while a Coach (a supervising adult) follows along on an iPad and guides the Learner’s progress and provides live feedback and instruction throughout the experience.

- The Coach pairs the mobile VR headset through the Floreo app.
- Once the devices are paired, the Coach places the iPhone in the VR headset and helps the Learner to put on the headset.
- The Coach directs the entire experience—selecting a lesson, starting a lesson, providing guidance and praise language throughout the lesson. The Learner experiences the immersive lessons through the iPhone and headset.

- The Learner’s view is streamed in real time to the Coach’s iPad. The green bars on the real time view represent the Learner’s field of view. We provide suggested Coaching language and tools to help the Coach move the lesson along on the iPad throughout the experience.

Floreo’s content is based on established, science-backed techniques and designed to be an engaging platform for families, therapy practices, medical practitioners, and educators.

Over the past several years, there has been an extraordinary convergence of innovative technologies and dynamic healthcare systems. Providers and payers are in a race to meet the growing needs of neurodiverse populations. Through its platform, Floreo is an accessible technology that 1) helps providers and payers address systemic healthcare changes, including rising costs; 2) leverages evidence-based innovative technology solutions; 3) engages Learners in a motivating environment; 4) teaches important executive functioning skills that are traditionally difficult to translate from a therapeutic setting to day-to-day life skills; 5) is readily applicable via telehealth.

Floreo is game-changing for many: neurodivergent individuals in remote and underserved communities everywhere will finally have access to technology that will help them learn and grow. Floreo is excited that through its partnership with HDC, it can provide innovative health care throughout the Kingdom.



Empowering healthier lives, providing Access at Scale

Our Story

As a healthcare company born during a global pandemic, ViatriS is uniquely positioned to sustainably deliver medicines and health solutions to provide access at scale, which is core to our mission of empowering people worldwide to live healthier at every stage of life, regardless of geography or circumstance.

With an extensive portfolio of medicines to meet nearly every health need, a one-of-a-kind global supply chain designed to reach more people with health solutions when and where they need them, and the scientific expertise to help address some of the world's most enduring health challenges, the pursuit of access takes on deep meaning at ViatriS.

From our unique vantage point, we have the ability to touch all of life's moments, from birth to end of life, acute conditions to chronic diseases. We strive to put the person at the center of their own unique health journey.

Providing a Sustainable, Diverse and Differentiated Portfolio

In 2023, ViatriS sold more than 80 billion doses of medicine across more than 165 countries and territories, reaching more than 90% of lower and middle-income countries. We supply medicines for patients across a broad range of major therapeutic areas and offer quality treatment options across more than 10 major therapeutic areas covering a wide variety of non-communicable diseases (NCDs) and infectious diseases. We also offer support services such as diagnostic clinics, educational seminars and digital tools to help patients better manage their health.

Underpinned by ViatriS' relevance and success in meeting evolving healthcare needs, we look to create value for and together with our key stakeholders—the people who trust our medicines every day, the health systems who rely on us, the people who make up ViatriS, our partners and the investors who believe in our ability to execute on our ambitious mission.



Our Commitment to Access and Health

Access is fundamental to our mission. It is not an initiative; it is our business model. Our commitment to access is at the heart of our day-to-day activities as we supply high quality medicines to approximately 1 billion patients around the world annually by leveraging our portfolio of diverse products across more than 10 therapeutic areas. In addition, Viatriis sold more than 80 billion doses of medicine around the world and has >250 products on the WHO EML and 59 products on the WHO Prequalification List.

The Importance of Partnerships

Partnerships and collaborations are critical for meaningful and lasting impact, as are policies and strong healthcare systems that allow for healthy competitive environments. While needs are universal, circumstances are local, and we work with an array of organizations—globally, regionally and locally, public and private—to support sustainable access to medicines at consistent quality standards. We work to connect more people with even more products and services to advance access and health. Ultimately, we know we are stronger together, working collaboratively and relentlessly across our company and with the broader global community, in pursuit of access.

Public Private Partnerships for better health outcomes

The burden of non-communicable diseases—including cancer, cardiovascular disease, chronic respiratory diseases, diabetes, and mental illness—on communities and economies globally and specifically in the Middle East, has put NCDs at the top of the healthcare agenda for many governments across the region. We believe that public and private partnerships hold a pivotal role in addressing the most significant unmet health needs, and one of our focus areas at Viatriis is on NCDs. Through close collaboration with

government, healthcare providers, technology partners and patients, we nurture healthcare systems that can adapt and respond to patients' ever-changing needs. We are collaborating with medical associations, patient advocacy groups and academia to develop innovative, integrated solutions and programs to help strengthen both the delivery and quality of healthcare—ultimately, to reduce the burden of NCDs.

The NCD Academy is one example of Viatriis' partnership with the American College of Cardiology (ACC), the World Heart Federation (WHF) and the NCD Alliance (NCDA), to provide healthcare professionals with educational resources to enhance their clinical skills and improve knowledge on overall NCD management and health outcomes.

Our Work in KSA



Our work in the Kingdom is dedicated to being a partner that advances access to medicines and better health outcomes for people living with hypertension and other NCDs in the Kingdom. Through our collaborative efforts with SHMS, we aim to empower healthcare professionals' knowledge and expertise nationwide via tailored educational programs to tackle cardiovascular disease and hypertension with the aim to enable early detection, diagnosis, and management, ultimately helping save lives and provide a higher quality of life for people affected by these conditions in the Kingdom.

Helping to shape the future of healthcare across the Middle East and the Kingdom of Saudi Arabia is a priority for us and collectively for the private and the public sectors. We must continue to invest and innovate in order to strengthen our health systems.



A Vision Built on a Legacy of Innovation and Success

Every day at Zimmer Biomet, our mission is to alleviate pain and improve the quality of life for people around the world. Our team members believe in it, our customers count on it and patients depend on it. We are committed to advancing healthcare through cutting-edge technology and unwavering dedication to improving patient outcomes. Our innovative solutions are designed to meet the evolving needs of the healthcare community, ensuring efficiency, accuracy, and ultimately, better patient care.

Serving the World and the Kingdom of Saudi Arabia

With operations in more than 25 countries and customers in over 100, we are shaping the healthcare industry with solutions that combine innovations and deliver insights designed to improve patient outcomes. Our global team works collaboratively, sharing knowledge across disciplines and forging connections with hospitals, surgeons, and patients.

For more than a decade, we have been providing best-in-class solutions to our customers across Saudi Arabia. Our commitment to the Kingdom is exemplified by the establishment of our direct office in 2018 through a joint venture, aimed at enhancing patient care and fostering closer relationships with healthcare professionals and hospitals. Furthermore, in 2022, we solidified our presence by establishing a regional headquarters in Riyadh.

Nearly 100 Years of Innovation

Founded in 1927, Zimmer Biomet has been setting the standard of excellence in orthopedics for nearly a century. Our clinical heritage continues to grow every day, and we continue to develop, research, and invest in market-leading implants, digital technology, and infrastructure to enhance safety, efficiency and clinical outcomes.

A Comprehensive Portfolio

We design, manufacture and market orthopedic reconstructive products for joints and we also serve customers in sports medicine, with biologics, extremities and trauma products, craniomaxillofacial and thoracic (CMFT) and surgical products. What sets us apart is our suite of integrated digital and robotic technologies that leverage data, data analytics and artificial intelligence to the benefit of our customers and their patients

“We drive our vision forward by looking to integrated digital and robotic technologies to transform the patient experience—harnessing the power of data, analytics, and artificial intelligence to redefine what’s possible in healthcare,” explains Amr Kenawi, Saudi Arabia Country Manager at Zimmer Biomet.

Together with healthcare professionals, we help people across Saudi Arabia and around the world to live free from pain.



Seizing the Opportunity: Moving Saudi's Vision 2030 Forward

Through its Vision 2030, Saudi Arabia seeks to transform its healthcare system to be more comprehensive, effective, and integrated than ever before. This enhanced system prioritizes innovation, financial sustainability, and disease prevention while improving access to healthcare.

Hospitals already aim to provide affordable and efficient access to treatment while maintaining the high quality of orthopedic care and improving clinical outcomes. New approaches are needed to truly optimize efficiency and productivity without neglecting the quality of clinical results.

Kingdom of Saudi Arabia, such as standardizing disparities in access and outcomes across hospitals, improving patient satisfaction, and ultimately treating patients in a more efficient manner.

Zimmer Biomet's robotic surgical assistant ROSA® is being embraced by surgeons across the country. ROSA® is designed by surgeons for surgeons as an accurate and efficient surgical assistant.¹ It features real-time, intraoperative data on soft-tissue and bone anatomy designed to improve bone cut accuracy and range of motion gap analysis to potentially improve flexion and restoration of natural joint movement. Based on surgeon preference, ROSA® offers both image-based and image-free options for greater flexibility. This reduces the time between image acquisition and pre-operative planning, addresses reimbursement concerns, limits patient's exposure to radiation and minimizes scheduling requirements.

“With the help of ROSA®, surgeons can plan and carry out a personalized surgery based on a patient's unique anatomy,” says Amr Kenawi. “Complementing the skill and expertise of the surgeon with ROSA®'s robotically-assisted technologies improves accuracy, precision and consistency.”

The Middle East, particularly the Kingdom of Saudi Arabia, is of great strategic importance to Zimmer Biomet and the company continues to increase the presence of its technology and solutions. The adoption of digital and robotic technologies is another step in the transformative journey for healthcare in Saudi Arabia, as it moves from a singular intraoperative focus to a comprehensive pathway approach.

“Zimmer Biomet customers are experiencing how combining technology, implants and data can improve patient outcomes and increase clinical efficiency. We are committed to leading the industry by bringing differentiated and holistic solutions to market that address the needs of our customers,” said Farah Hamdan, General Manager Central and Eastern Europe, Middle East and Africa Region.

By providing surgeons with cutting-edge technologies, Zimmer Biomet proudly contributes to the continued advancement of surgical practices in alignment with the Kingdom's goals to enhance healthcare accessibility, innovation promotion, and financial sustainability.

¹ Seidenstein A, Birmingham M, Foran J, Ogden S. Better accuracy and reproducibility of a new robotically-assisted system for total knee arthroplasty compared to conventional instrumentation: a cadaveric study. *Knee Surg Sports Traumatol Arthrosc.* 2020 May 24. doi: 1007/s00167-020- 06038-w. Epub ahead of print. PMID: 32448945. Cadaveric testing is not necessarily indicative of clinical performance.



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