

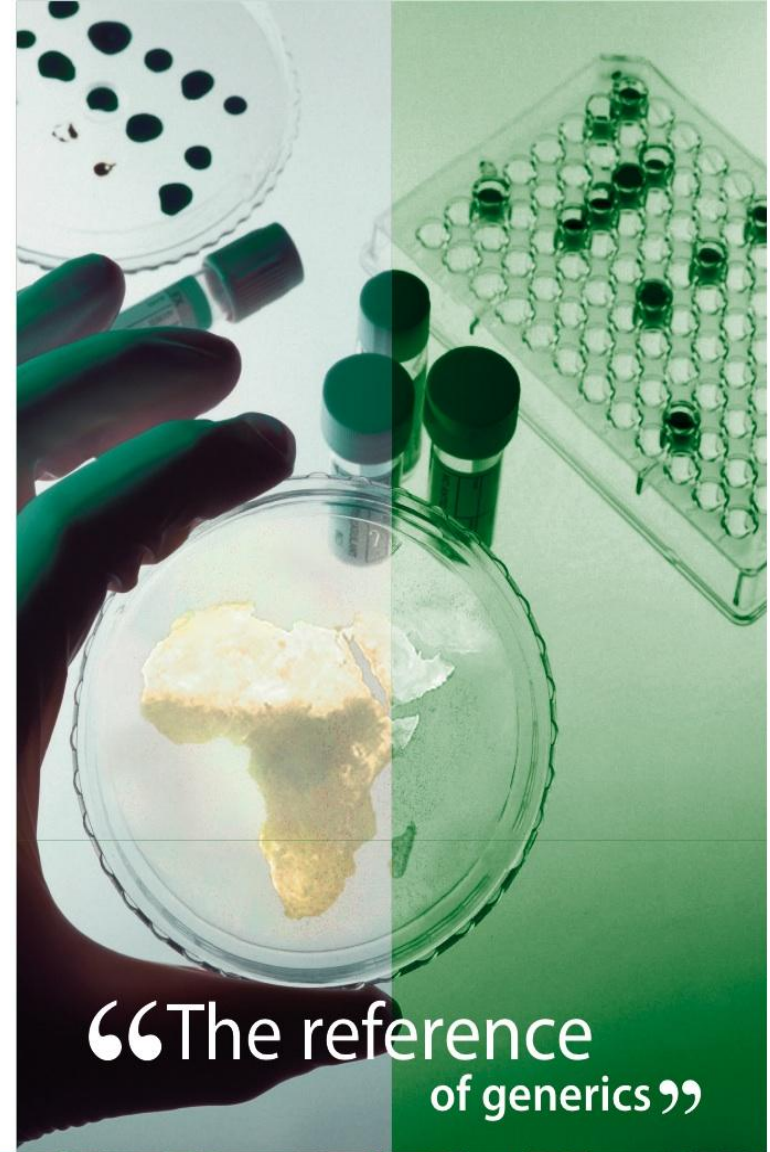
# Global resources



## GENPHARMA

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“The reference  
of generics”



## GENPHARMA

ACEPRIL  
ACEPRIL PLUS  
ADIZEM  
AMCARD  
BULMOL  
CAPEN  
CEZIN  
CIMAHER  
DANTRON  
DEVALEX  
DICLOMAX  
ERECTOR  
GENFLU  
GENPRESS  
GLITEX  
GLYSET  
GRAN  
INFERON  
LEVAQUIN  
LEXUS  
LOFAT  
LOMET  
LOSACAR  
MARVIL  
MATRIX  
NIFEGEN  
NOFEBRIL  
OLIPLAT  
OMEGEN  
PAXEL  
POSTINOR  
POTEX  
SULRID  
SUPRALER  
TALAFIX  
TECAN  
ULSAL  
ZAREX  
ZIFAR

## Who? are we

GENPHARMA is a pharmaceutical company specialized in the development, production and marketing of generic medicines.



Created in  
**2001**

## What is a generic medicine?

It is a drug identical or equivalent to branded medicine called "Principal", cheaper by 30 to 50% than this one.

## To take care better and cheaper

# Strengths

PRODUCTIVITY AND DIVERSITY  
**120 million boxes per year**

PRICING POLICY  
**Very competitive prices in Africa,**  
(Caring very large population of african citizens)

MARKET  
**Morocco and Abroad**  
(Exports over 20 countries in Africa and Middle East)

EXPORT MARKET SHARE  
**25% of GENPHARMA sales turn over**

PRODUCT PORTFOLIO  
**100 generic products**



# Market

**Africa, more than 20 countries**  
Morocco, Angola, Benin, Burkina Faso, Burundi, Brazzaville, Cameroon, Congo, Djibouti, Gabon, Conakry, Guinea Bissau, Mauritius, Liberia, Libya, Mali, Mauritania, Niger, CAR, DRC, Senegal, Somalia, Togo...

**Middle East**  
Lebanon

**Under Registration**  
Anglophone Africa, G.C.C.



## The Levers of GENPHARMA

- **Availability** more than 100 products, 120 million boxes, more than 20 export markets.
- **Competence** • **One decade of expertise**
- **Research & development**
- **Corporate responsibility**

## Human Capital

If we are proud to an extent of quality of our activities, it is our collaborators making a difference in reality.

**Our team consists of highly qualified profiles in the pharmaceutical industry.**

Thanks to the commitment of our collaborators GENPHARMA is now a major player in the pharmaceutical industry.



## 3 keys of GENPHARMA

**An export market** — established and growing

**Proven** expertise locally and abroad

**A national** reference

