



YOUR TRUSTED PARTNER





INTRODUCTION

Founded in 2011, Ultra Group Company has emerged as a leader in the pharmaceutical distribution and logistics sector in Saudi Arabia, UG is one of the largest players in the wholesale segment of the pharmaceutical market. UG also operates as an exclusive agent for prestigious pharmaceutical Companies , solidifying its reputation and influence in the industry.



OUR VISION

To be the leading pharmaceutical wholesaler and exclusive agent for prestigious companies in the region, dedicated to delivering exceptional quality and service. We aim to empower healthcare providers by ensuring access to premium products that enhance patient care and improve health outcomes.



OUR MISSION

To provide healthcare providers with a comprehensive range of high-quality pharmaceutical products and services. We are dedicated to fostering strong partnerships with prestigious companies, ensuring timely distribution and exceptional support. Through our commitment to excellence, we aim to enhance patient care and contribute to the overall health and well-being of the communities we serve.



OUR VALUES

- **Integrity:** Commitment to ethical practices and transparency in all dealings.
- **Quality:** Dedication to providing high-quality products and services that meet or exceed industry standards.
- **Customer Focus:** Prioritizing the needs and satisfaction of healthcare providers and their patients.
- **Collaboration:** Building strong partnerships with prestigious companies and stakeholders to enhance service delivery.
- **Innovation:** Embracing new technologies and practices to improve efficiency and effectiveness in operations.
- **Responsibility:** Commitment to the health and well-being of communities, ensuring safe and reliable access to pharmaceutical products.
- **Excellence:** Striving for continuous improvement and excellence in all aspects of the business.
- **Empowerment:** Supporting healthcare providers with the resources and information they need to succeed.





2011

- The Largest Wholesaler of pharmaceutical products in KSA.
- The Distribution Business started in Central Zone .

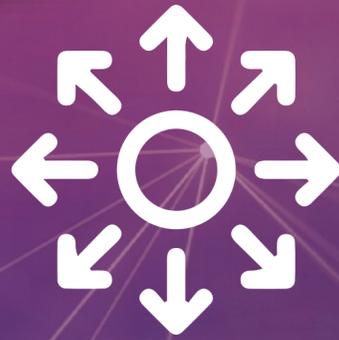
2012-2014

2015-2023



2012-2014

- The Distribution expanded in the eastern & western regions..
- Started dealing with the governmental sector.



2015-2023

- 2016:** - Official launching of Jeddah branch.
- ULTRA Group established.
- 2018:** - Successful implementation of all international financial conversion at a group level, [IFRS].
- Successful implementation of VAT at a group level.
- 2021:** - Ultra Agency founded.
- 2023:** - Successful of digitalization and ERP implementation.

OWNERSHIP STRUCTURE



LAFANA Holding Company

LAFANA Holding Company is backed by shareholders of the Abunayyan family who operates as one of the KSA's leading business groups since their inception in the 1950's.

LAFANA Holding Company is a KSA-based conglomerate with diversified business exposures across Biotech, Pharmaceuticals, Consumer appliances, Real Estate, Bottled water and e-commerce fulfillment and last mile delivery.

LAFANA brings a successful track record of value creation with a hands-on approach and deep operational capabilities.

Al-Madar Holding

Al Madar Al Awsat for Commercial Investment Company, a leading Saudi family-owned business focused on investment in fast-growing companies in crucial sectors both locally and internationally.

LAFANA

LIFE SCIENCES



LAFANA Life Sciences (LLS) is a solutions provider in cell and gene therapy, the first mover in precision medicine in Saudi Arabia. LLS aspires to accelerate delivery of innovations and achieve patient access to treatments, including for rare and ultra-rare diseases in Saudi Arabia

Shaker Group Leading provider of sustainable and efficient HVAC System Solutions and home appliances throughout the MENA and Sub-Saharan region.



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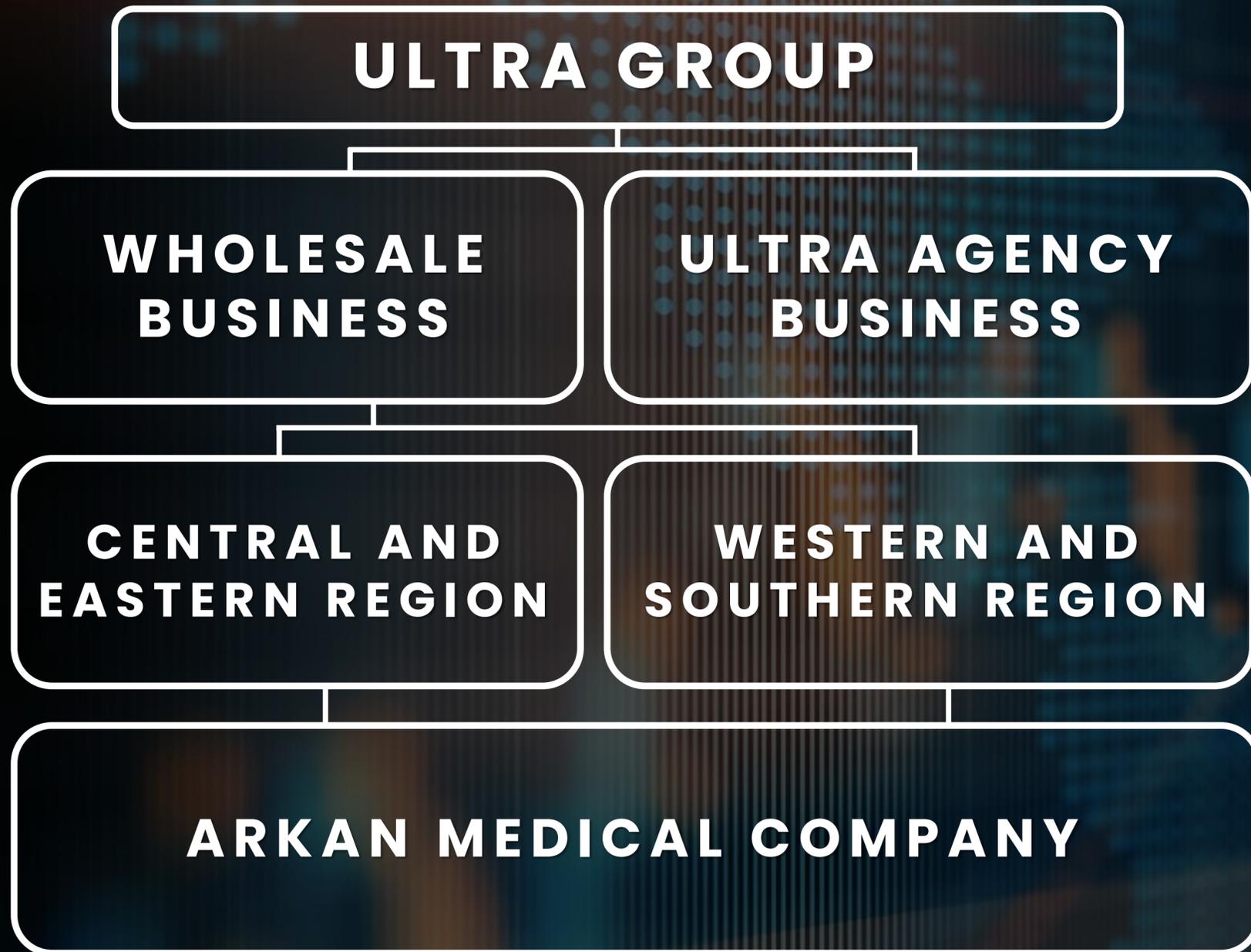
RAFAL Real Estate Development Co. Ltd. An innovative real estate development company that develops horizontal and vertical communities offering a unique and distinguished lifestyle.



Hana Company for Food Industries is one of the largest bottled water players in KSA with country wide warehousing and distribution network.

Who We Are

UG is a leading pharmaceutical distribution and logistic player in KSA with its country wide infrastructure and customer base.



LEADERSHIP



CHAIRMAN

Abdulelah Abdullah Abunayyan

- Hold leadership position in LAFANA Holding Co.
- 30+ years of value creation track record
- Chairman of SHAKER Group.



VICE CHAIRMAN

Zeyad Albattal

- Principal at Al Madar Holding
- Seasoned investor in fast growing companies in crucial sectors both locally and Internationally.



BOARD MEMBER

Khaled Abdullah Abunayyan

- Chairman & Principal at Abunayyan Group
- 30+ years of value creation track record
- Set up multiple JVs across industries with international partners



BOARD MEMBER

Khaled Al Khattaf

- Held leadership role in SPIMACO, MAADEN, Tadawul, SAMA and World Bank.
- 20+ years of value creation track record



BOARD MEMBER

Sultan Al Medbal

- 15+ years of business transformation experience across multiple industries
- Previously worked with Acwa Power and Saudi Industrial Development Fund (SIDF)



BOARD MEMBER

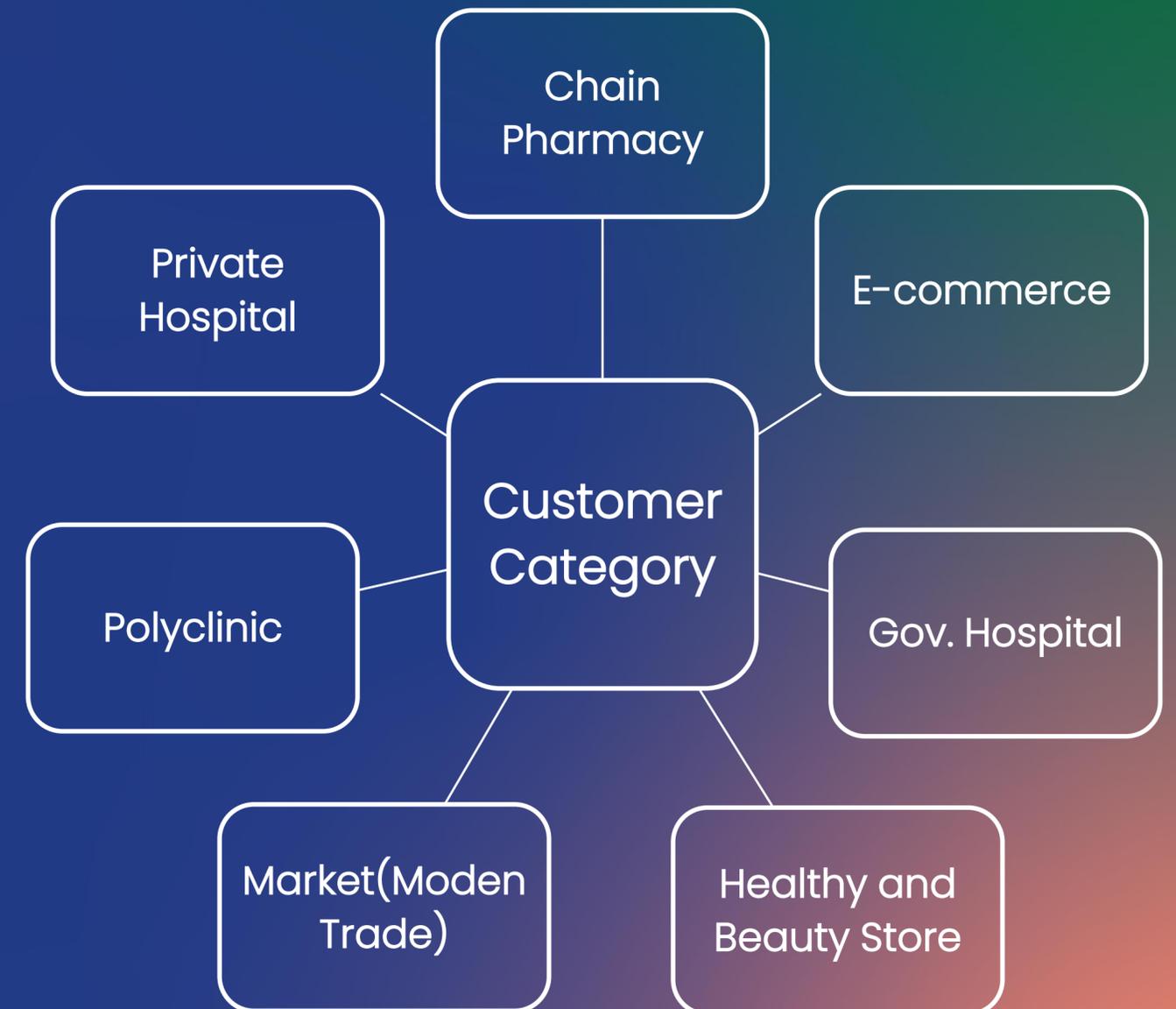
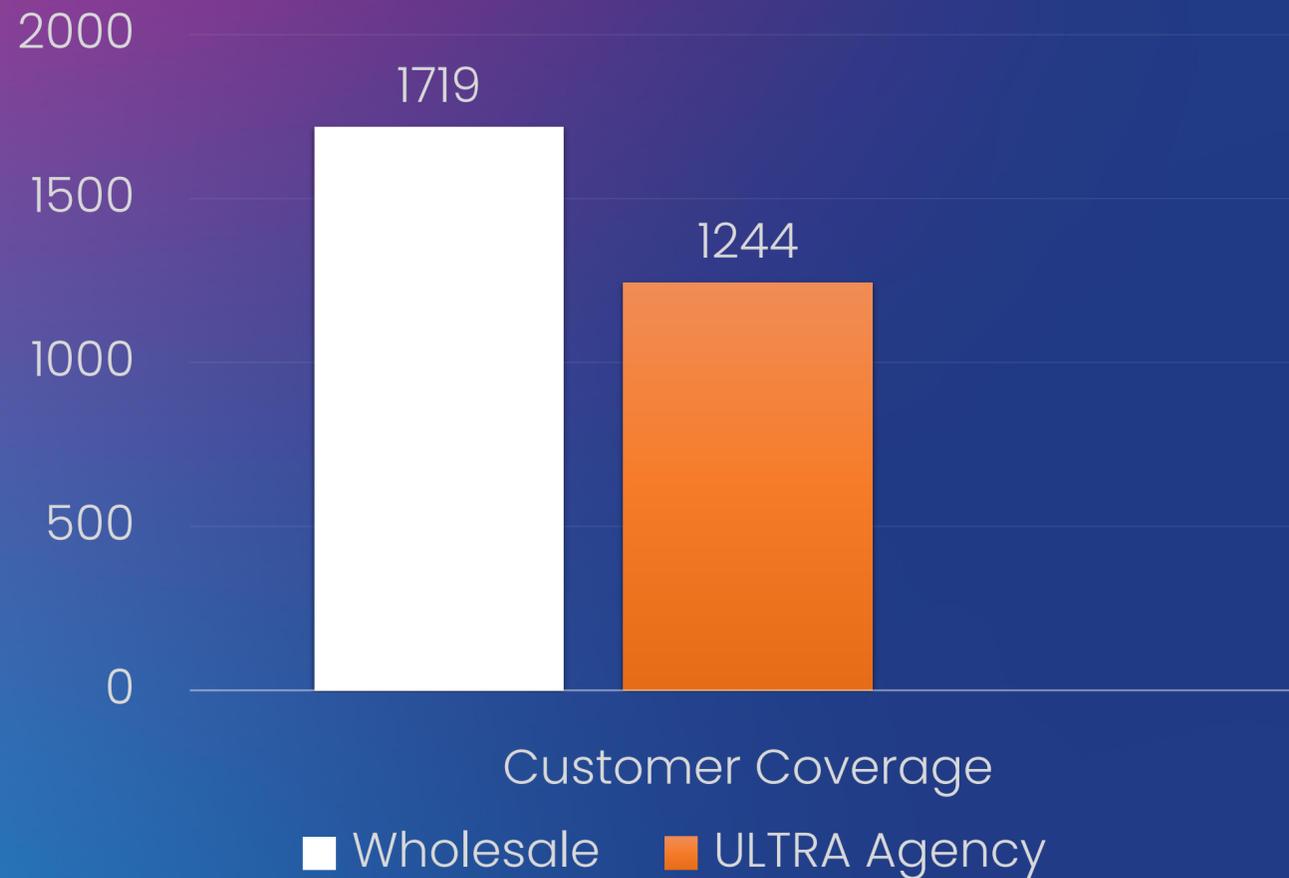
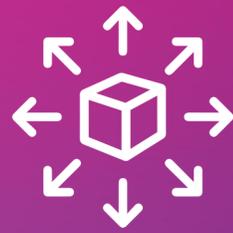
Dr. Yasser Khattab

- Leading a public listed healthcare company in Saudi Arabia.
- Held leadership role in TAMER Healthcare, Boston Scientific MSD, Novartis, GSK.
- 30+ years of value creation track record

CUSTOMER COVERAGE



1,700+ customers including hospitals, clinics, pharmacies, exclusive online platforms and NUPCO



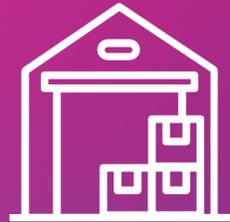
FACILITIES



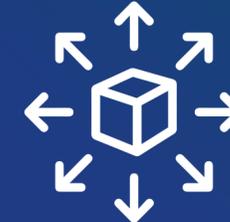
6 OFFICES

- RIYADH Head quarter office (Hamad Tower)
- 2 JEDDAH OFFICE (Emaar square)
- Eastern zone office (Dammam)
- Qassim & northern zone office (Qassim)
- Southern office (Abha)

LOGISTICS & DISTRIBUTION CAPAPILITIES



7 WAREHOUSES
10,000 m² of warehousing space

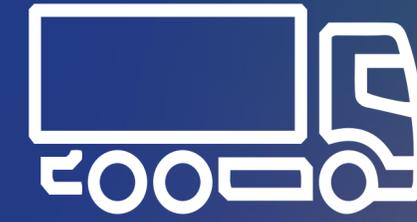


5 DISTRIBUTION POINTS ACROSS KSA

Full compatibility with SFDA regulations for warehousing and logistics.

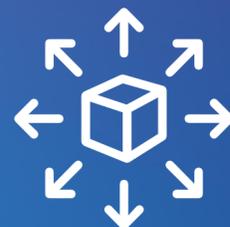


32 MINI VANS

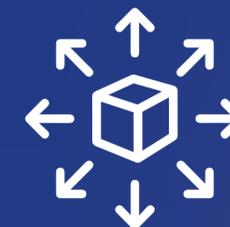


11 LARGE TRUCKS

Temperature-controlled fleet Customized to Saudi FDA specification



8,000+ product portfolio



240+ local and international companies

GEOGRAPHICAL REACH



- The customer coverage & its categorization aligned with IQVIA master data.
- Comprehensive coverage across all KSA territories, ensuring seamless service and support wherever our clients are located.
- The commitment of one day delivery in the main city & 2 days in the remote areas.

ISO CERTIFICATE



INTERCERT®
CERTIFICATE OF REGISTRATION

INTERCERT hereby certifies that the Quality Management System of
Ultra Pharma
Riyadh Al-Farouq District, Kingdom of Saudi Arabia

Has been successfully assessed as per the requirements of
ISO 9001:2015

For the scope of
**Importer, Distributor, Agent, Wholesale and Retail of Human Medicines, Herbal Products, Health Products, Cosmetics, Food and Food Supplements.
Authorized Representative, Importer, Distributor, Agent and Wholesale of Medical Devices and Medical Equipment.**

Initial Certification Date : December 27, 2021
Certificate Issue Date : December 27, 2021
Surveillance Validity Date : December 26, 2022
Recertification Date : December 26, 2024

Registration Number: IC-QM-2112129

Anthony Smith
Issued on behalf of InterCert
Head - Certifications

INTERCERT REGISTERED

ISO 9001 **IAF** **IAS**
MSCB-121

The validity of this certificate can be verified at www.intercert.com or through email at info@intercert.com. This certificate is the property of INTERCERT INC, 2001 Timberloch Place - Suite 500, The Woodlands, Texas 77380, United States and must be returned on request.

ANS SYSTEM CERTIFICATION PRIVATE LIMITED
Certificate of Registration

This is to certify that the Medical Devices - Quality Management System (MDQMS) of
Ultra Pharma Co.
King Fahd Branch Road, Hamad Tower, Al Olaya, Riyadh-12212,
Kingdom of Saudi Arabia.

Has been successfully assessed as per the requirements of
ISO 13485: 2016

For the scope of
**Import, Distributor and Authorized Representative of
Medical Devices and Equipments.**

Initial Registration Date	:	31 - 01 - 2024
Certificate Issue Date	:	31 - 01 - 2024
1 st Surveillance Date	:	30 - 01 - 2025
2 nd Surveillance Date	:	30 - 01 - 2026
Expiry Date	:	31 - 01 - 2027
Certificate Registration Number	:	CN-MQMS-1525200
Accreditation Number	:	CB - MS - 5616

Managing Director
Managing Director

UAF **IAF** **13485:2016**

Accredited by United Accreditation Foundation (UAF)
400 North Center St, 111 210, Norfolk, VA 23502
United States of America

<https://uafaccreditation.org/> <https://iafcertsearch.org/> <https://anssystemcertification.com/>
Visit the websites to verify your certificate.

This certificate is the property of ANS System Certification Private Limited & must be returned on request.

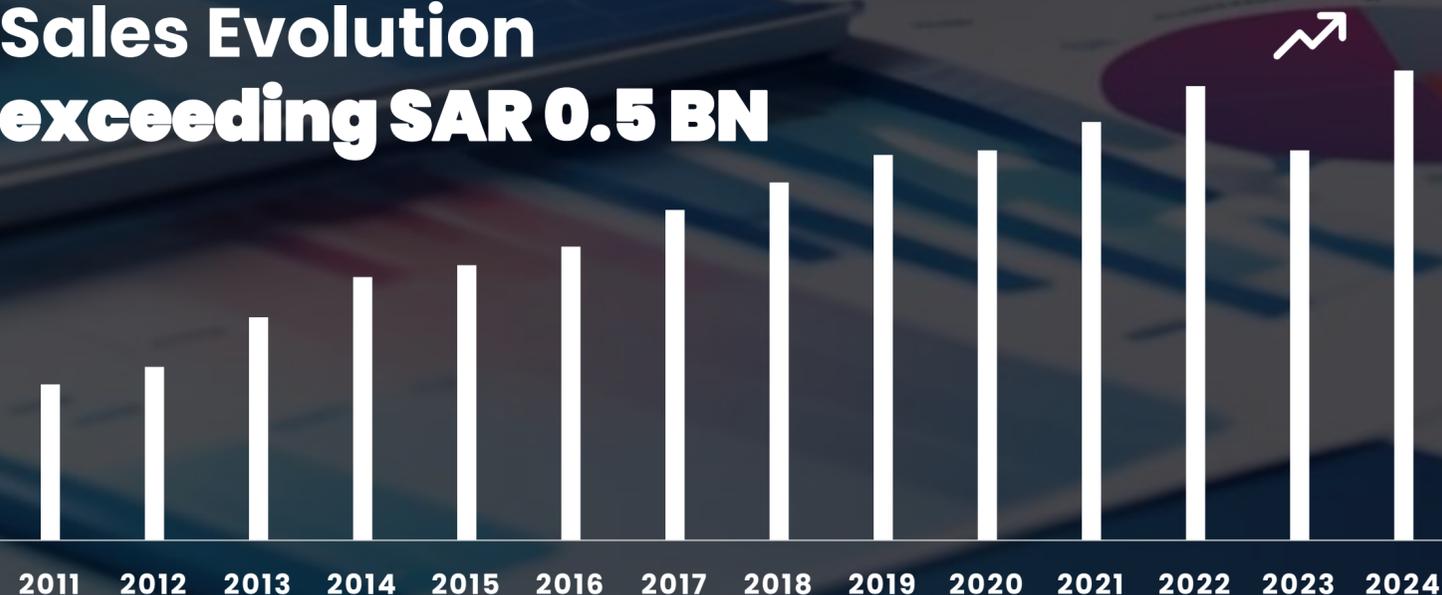


STRONG FINANCIALS & KEY STRENGTH

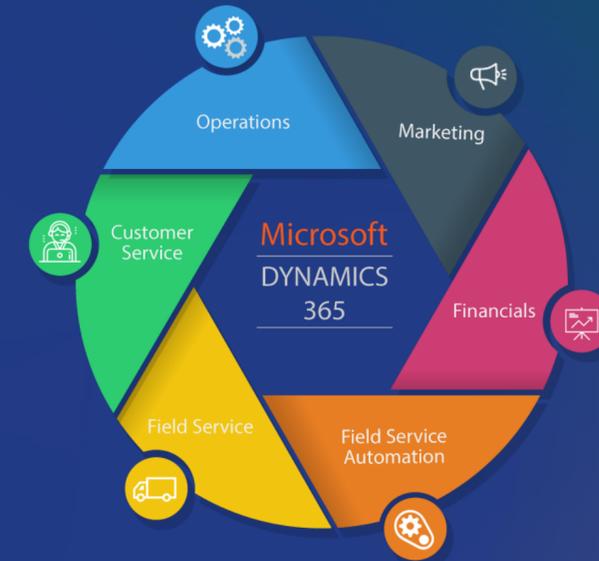


- Strong balance sheet, evidence of management capabilities to outperform.
- Big four external auditors (E&Y) since inception and full adoption of IFRS full conversion to ensure full financial transparency.
- Built a strong relationship and favorable committed financial terms with principal suppliers.
- Strong revenue stream by covering all KSA Region.
- Proper Governance Structure with subject matter experts and independent members at Board and Executive committee level.

Sales Evolution exceeding SAR 0.5 BN



DIGITAL TRANSFORMATION – ERP SYSTEM



Microsoft Dynamics

Cloud Services [international –high technology]

- Operational and externally validated efficient ERP Microsoft Dynamics 365
- Sales team fully managed by CRM system
- Power BI is designed to provide real-time sales updates for each principle, ensuring private access for users.



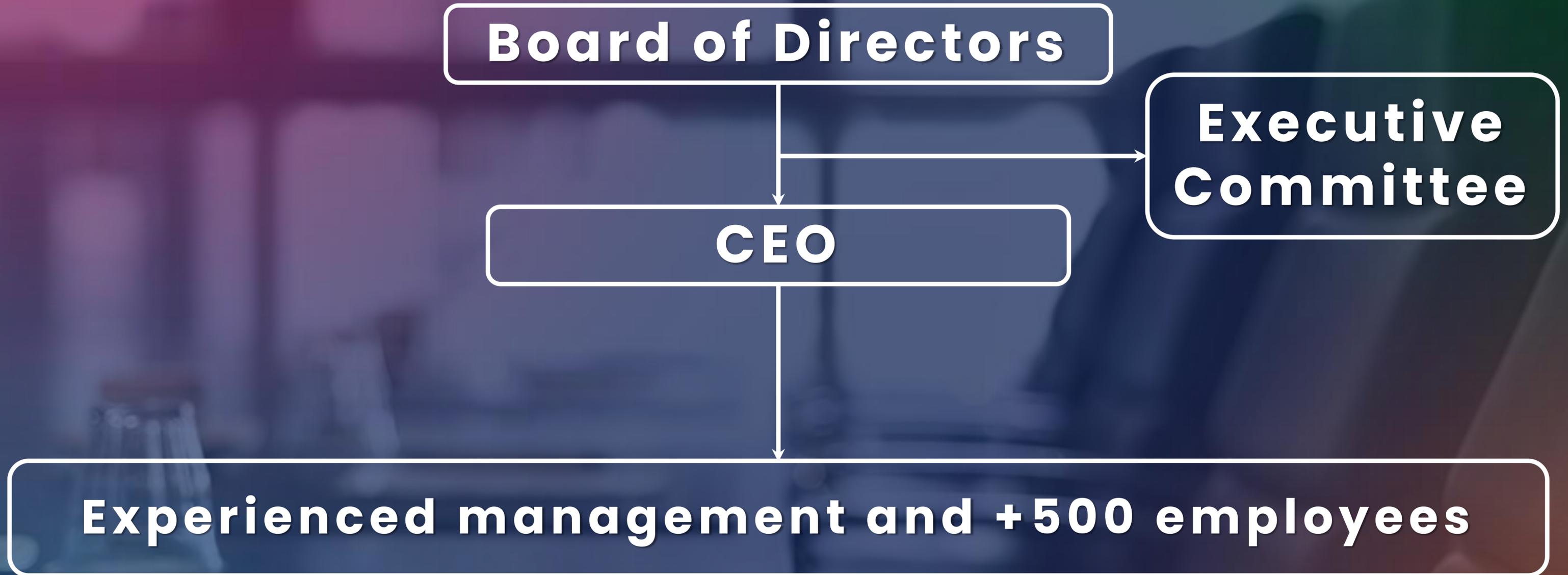
LEADERSHIP AND TEAM

Board of Directors

**Executive
Committee**

CEO

Experienced management and +500 employees



ULTRA SALES TEAM STRUCTURE

SALES DIRECTOR



Sales Director	
Management team	6
Sales team	19
Tele-sales	6

SCIENTIFIC OFFICE

Ultra Scientific Office's Strategic Transition from Distribution Model to Sales & marketing model

Scientific office Objectives:

- Ownership of Products or Exclusive Sales and Marketing Agreements.
- Building a Sustainable Business with Improved Profit Margins.
- Implementation of a Diversified Business Model.
- Capitalizing on Current Capabilities and Readiness.

Scientific office Initiatives:

- Recruitment of National Sales Manager.
- Onboarding 12 New Medical Representatives and Two Supervisors.
- Implementation of CRM System for Enhanced Efficiency.
- Comprehensive Training for the Team.
- we have designed a team structure that we believe will effectively cover both main cities and remote areas, considering the full-time equivalent (FTE) related to the therapeutic area and shared healthcare specialties.

Scientific office Key Milestone:

- Official Launch on 1st of 2024 with Nutrimilk Premium, a Product Line by Pharmalys Lab.



ULTRA AGENCY PARTNERS



Wholesale Distribution International Brands



PHARMALYS
LABORATORIES



Wholesale Distribution National Companies



240 Companies

hikma.

 **جمجوم فارما**
Jamjoom Pharma

 **tabuk**
pharmaceuticals

سبيماكو الدوائية
SPIMACO ADDWAEIH

Distributors

 **TAMER**

 **مؤسسات سقالة**
Cigalah Group

 **Albaghi**

 **الصاحبة الطبية**
Salehiya Medical
LEADERS IN HEALTHCARE SINCE 1964

 **SITLO PHARMA**
Saudi International Trading Co. Ltd.
الشركة السعودية العالمية للتجارة المحدودة



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Contact Us