



A Successful Partnership

Delta Pharma & Al Ritaj

1- Delta Pharma Key Success Factors

- With a CAGR Growth Rate of 73.8% Delta Pharma is the fastest growing Pharmaceutical Co. in the Egyptian Private Sector (IMS data / YTD 2007)

(IMS = information's marketing statistics for pharmaceutical sector).

1- Delta Pharma Key Success Factors

- With respect to Profit Margin, Delta Pharma is ranked as one of the top ten Egyptian Pharmaceuticals Co's
- Delta Pharma has a proven business model and a successful track history

1- Delta Pharma Key Success Factors

- Within 4-5 years Delta Pharma's vision is to be one of the top ten Pharmaceutical Company's in the region with respect to sales

1- Delta Pharma Key Success Factors

- Delta Pharma possesses the key elements of a successful company
 - Technical and creative expertise
 - Highly qualified and well trained employees
 - Significant regional experience in production, marketing and sales
 - Ph.market orientation via talented leaders.
 - Clear objectives with a challenging and ambitious business plan

2- Al Ritaj Investment Co.

- Ritaj is an experienced and specialized private equity company
- Ritaj utilizes industry best practice to evaluate investments
- Ritaj will work with the Target company to increase profitability and achieve objectives

2- Al Ritaj Investment Co.

Al Ritaj has

- An efficient decision making process
- Access to capital and regional opportunities
- Business and results oriented leaders and staff

3- Key Success Criteria for Delta & Ritaj

- Sense of urgency and diligence in executing the current business expansion plan in Egypt
- Development of a regional business expansion plan
- Access to capital and human resources

4 - Future Business Plan

- Ritaj and Delta will work together to expand the success of Delta Pharma's business model within Egypt and the Middle East
- Ritaj & Delta have plans to enter new projects within the health care and veterinary sectors

4 - Future Business Plan

- With Ritaj as a partner, Delta Pharma now intends to be one of top 5 Pharmaceutical Co's in the MENA region within 5 years

5 - Ritaj added value to Delta Pharma

- Ritaj introduces strong business acumen and management experience
- Ritaj assists management in introducing industry best practice with regards to processes, policies and procedures
- Ritaj has strong experience in maximizing company's profits and achieving objectives
- Ritaj is committed to the growth of Delta Pharma and is key to its future success

Thank You

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Board Member of 10th Ramadan city, Investors Association "TRIA".

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*Secretary General of public and local committee of National Democratic Party - 10th
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