



**A Partner of Choice  
for Delivering Superior  
Healthcare Products  
Across all regions in KSA**



## Vision

**To sustain and maintain its leading position as a world class healthcare company that, last for generations**



## Mission

**To be a pioneer in distribution and to offer excellent services to our clients and consumers by providing Pharmaceutical, healthcare, Nutraceutical and infant nutritional products of highest standards and quality across KSA.**

# BEGINNINGS

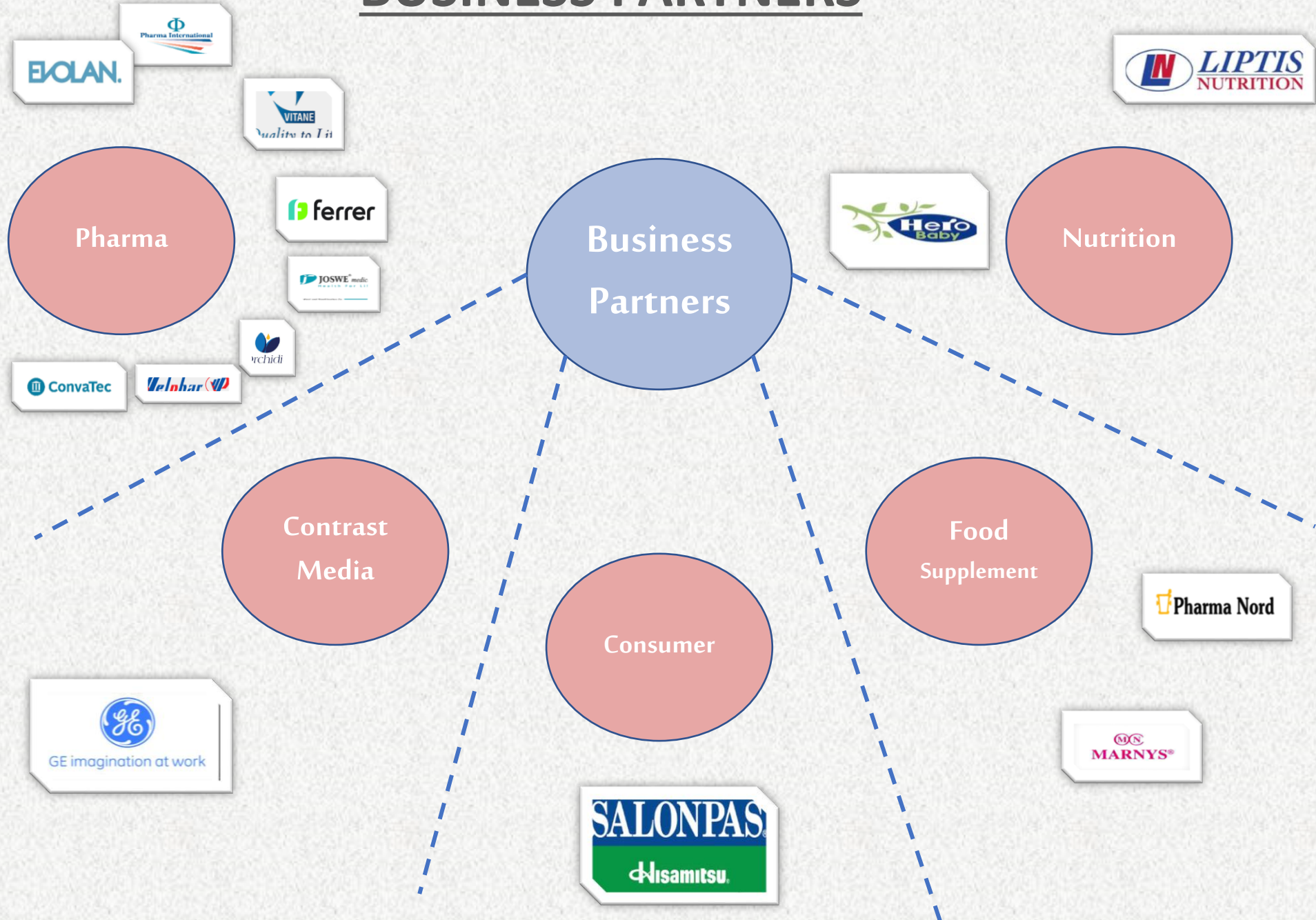
- SADS is a trusted partner in Saudi Arabia, committed to improving healthcare for the local community. With its headquarters in Jeddah and modern warehousing facilities, SADS is well-equipped to distribute nutritional, pharmaceutical, cosmetic, medical device, and consumer products throughout the region.
- Founded over 60 years ago, SADS has built a reputation for delivering high-quality healthcare solutions to the people of Saudi Arabia. As a leading distribution company, SADS works closely with its partners to provide the best possible service to its customers. Whether it's through innovative products or exceptional customer service, SADS is dedicated to enhancing the healthcare experience for everyone in the region.

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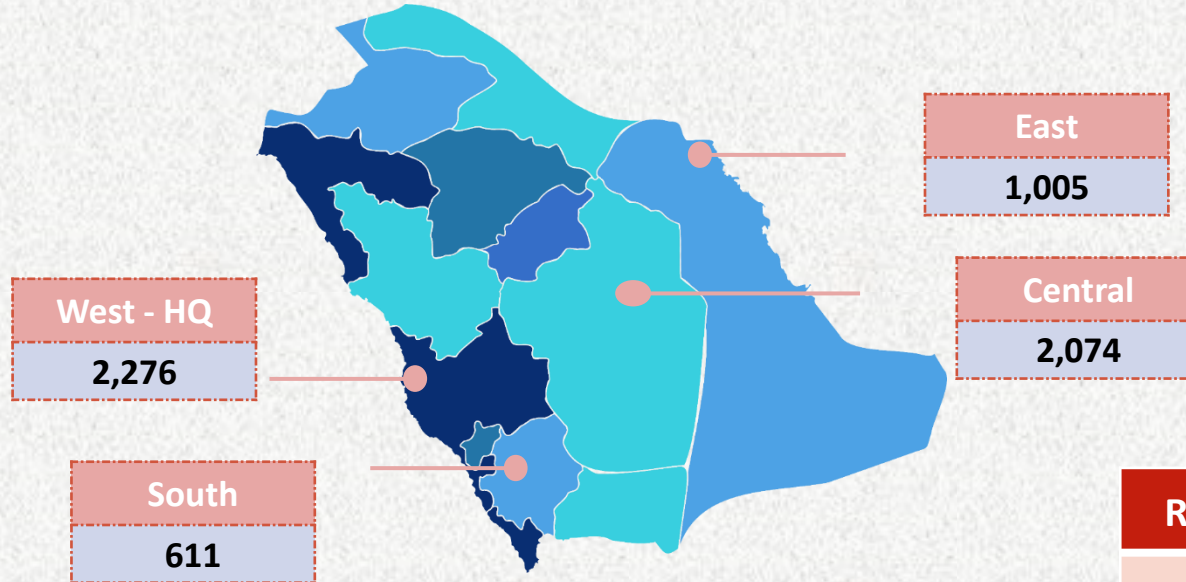
Years of Excellence



# BUSINESS PARTNERS



# OFFICES & COVERAGE



Coverage By No. of Outlets

Region	Active Accounts	# Outlets
West	340	2,276
Central	271	2,074
East	147	1005
South	117	611
<b>TOTAL</b>	<b>875</b>	<b>5966</b>

# OUR STRENGTHS

Modern  
Warehousing

Extensive  
Market Segment  
wise Coverage

Long term  
Partnerships

QMS  
Certified  
institution

Flexible  
credit  
facilities

Strong  
Distribution  
network

Regulatory  
Expertise



## ➤ **INFANT FORMULA CATEGORY LEADERS as Distributor**

### ➤ **WYETH Nutrition (1960s – 2016) (acquired by Pfizer nutrition then NESTLE' in 2013)**

Proud and Prestigious partner to **WYETH Nutrition for more than 4 decades** up until the merger and subsequent acquisition by NESTLE NUTRITION in 2015 on the global level. The agency distributorship ended in 2016 owing to the Nestle's presence as individual entity in the territory. By that time the brand's worth reached upto 100 M USD in the local market from whence it started.

## ➤ **PHARMA**

### ➤ **GE HEALTHCARE : (1990s – Present) - Radio Contrast Media Category Leaders**

Market leaders in the radio contrast media with their unique products in the category coupled with our reach in the local market (HOSPITALS & GOVT Institutions) makes a commendable partnership that started back in the late 1980s and is still growing strongly. Previously the company was Amersham Pharma. The brand is worth USD 16 M YTD 2022 .

### ➤ **Ferrer (SPIAIN) : (2015- present)**

Derma category unique products in creams all of which are patented NCE.

### ➤ **DDD Ltd (UK) : (1997- present) – Infant Colic Drops**

Market leaders in the infant Colic drops category for more than a decade with the brand value reaching upto 3 M USD.

## CONSUMER AND OTC MARKET

### ➤ HEALTH PRODUCT (FOOD SUPPLEMENT)

#### ➤ MARTINEZ NIETO (SPAIN) : (1990s – Present)

Partners for more than 30 years and counting , starting form the scratch in the local market to being the market leaders with a range of SKUs amounting to around 40. Market leaders for some of the products namely Royal Jelly, Junior Syrup for kids, Cough syrup , Salmon oil capsules with each of the product worth more than 1-2 M USD each

#### ➤ PHARMA NORD (DENMARK) : (2000 – present)

Partners for more than 2 decades and market leader in Salmon oil (cod liver oil) category with a proven formula providing the best bioavailability from amongst the products available in the entire spectrum.

#### ➤ HISMATISU PHARMACEUTICAL (JAPAN) Pain management ( 2013 - present ) :

Global and local leaders in temporary pain management products ( Patches and Sprays). Within less than a decade of partnership, the brand YTD sales reached upto 4 M USD YTD 2022.





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Thank You