



HMC AL-HAMMAED MEDICAL COMPANY

Your Trusted Business Partner







CHAIRMAN'S MESSAGE



Dr. Wail AL-Qasim

HMC has been operating in KSA for more than 30 years. Over this period, the company has successfully developed and strengthened its healthcare base, which enabled us to achieve the distinction of being one of the fastest growing national pharmaceutical companies.

I am honored to lead an organization that provides the Saudi community with strongly needed products and services.

With our highly qualified hard working team and our unique distribution network, we are able to provide an outstanding level of services across the health care sector.

Our Management Team understands that our high standards of integrity places great value on doing the right things and on doing things right. An extraordinary leadership team with a relentless commitment to excellence provides the expertise and wisdom to guide our decisions.

The key reasons for HMC's success include recognition of our employees as our prime resource and putting continuous emphasis on their training and development for the enhancement of their professional skills. Strong work ethics, mutual trust, close teamwork, professionalism, and continuous endeavor for improvement of quality are some of the other guiding principles of our corporate philosophy.

The clients' trust in our services and confidence in our products encourage us to continuously expand our product range and seek new areas to serve our clients and our community, our passion and dedication fueled by our clients' trust.

HMC's continuous growth means that we will have new and better ways to meet our client's requirements across varied business lines

I would like to thank our healthcare partners and stakeholders for their trust & wish them all the best.

Through partnership with HMC, we believe that partners will be able to leverage HMC capabilities and regional commercial networks to enhance their business.

Let's join our hands to create a glorious future.

Chairman & CEO



ABOUT US



HMC (AL Hamaed Medical Company) is a Saudi company, guided by a mix of National & International models concerning system structure, function, governance, policy & procedures.

HMC 's inception in 1990 has been equipped with the innovative skills to develop and serve the growing and changing domestic medical market of the Kingdom of Saudi Arabia. A long-term commitment to the customers in both the private and public Saudi markets has greatly influenced the goals and strategies of HMC.

HMC brings value-based product, business, and logistics solutions to the health-care industry. We apply our experience and deep understanding of healthcare to deliver solutions that help to improve the lives of clients.

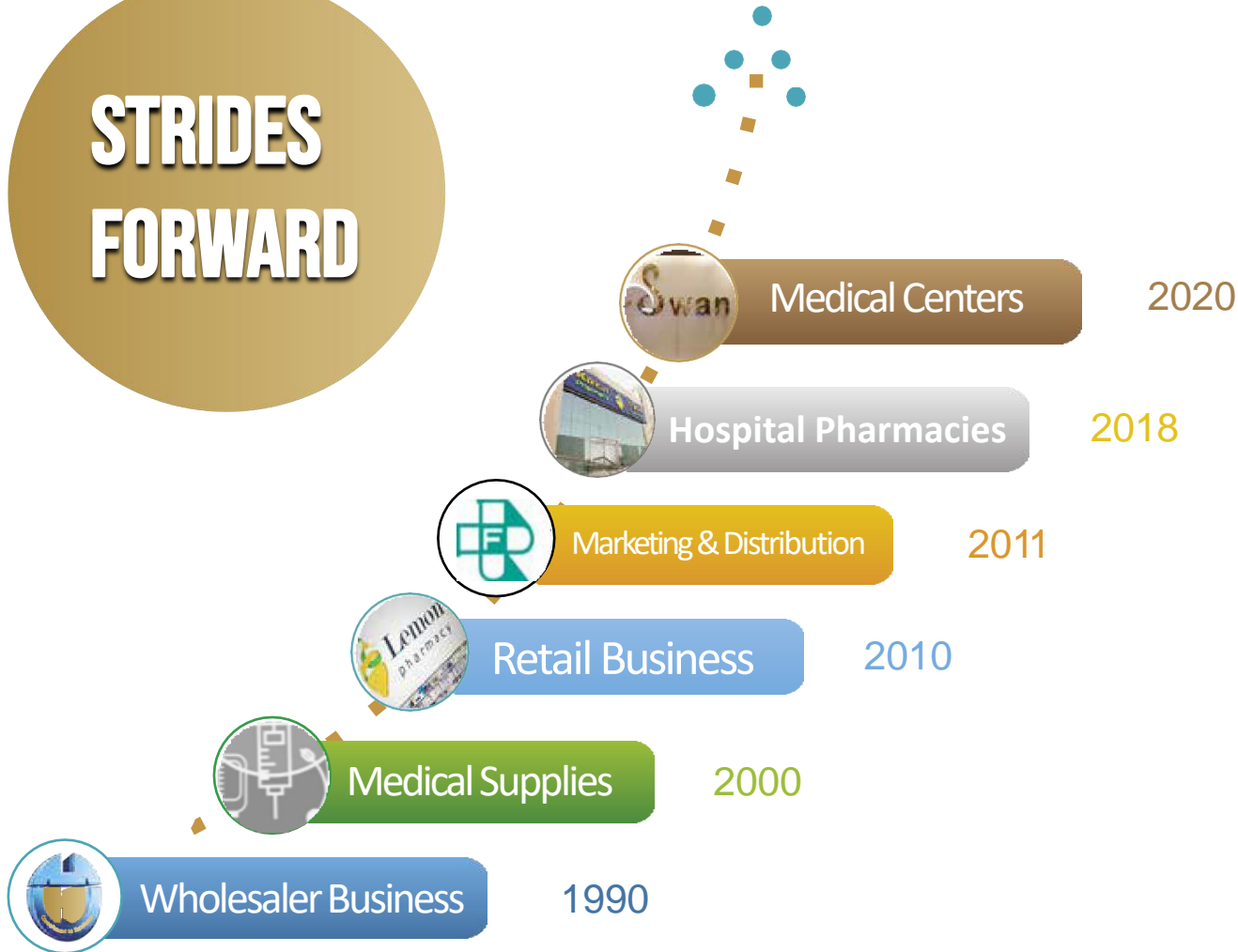
HMC is an integrated company, Operating a variety of sectors including pharmaceuticals, wholesale, retail, medical, and The ability to expand through the entire healthcare sector.

HMC was formed with a mission to serve all aspects of the Saudi Healthcare industry. The company has set to benchmark itself as one of the leading providers of pharmaceutical and medical equipment within the Government, semi-government and private sectors.

HMC reached this milestone by adopting a strong focused approach towards our clients and partners by building successful partnerships with leading global and local companies.

OUR HISTORY

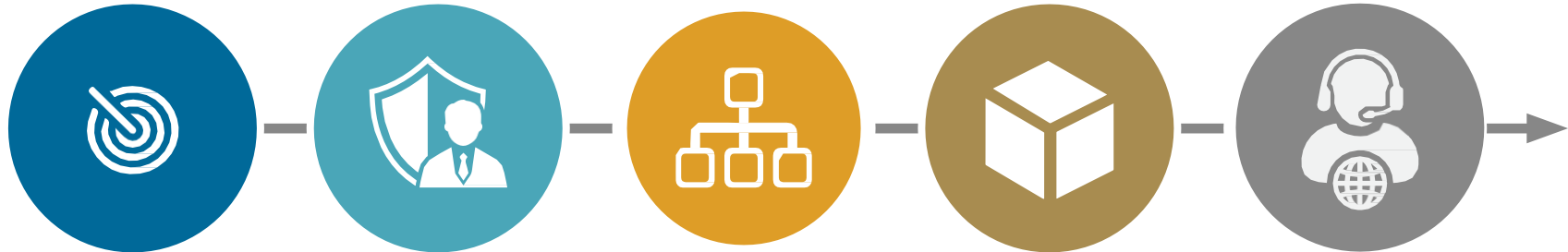
STRIDES
FORWARD



HMC

HMC bases its strategy for success on developing and improving a comprehensive distribution network for pharmaceutical and medical supplies to all the viable markets in the vast regions of the Kingdom.

HMC PROFILE



**VISION
MISSION
VALUE**

**HUMAN
RESOURCE**

**HMC
OPERATIONS**

**CENTRAL
WAREHOUSES**

**OUR
SERVICE**



VALUES

- We are a company built on **H**onesty with **M**orality and **C**ommitment.
- We drive for excellence in our operation.
- Our people are our important asset.
- While learning, we continue the evolution.



VISION

To be one of the leading
provider of
healthcare services in
KSA.



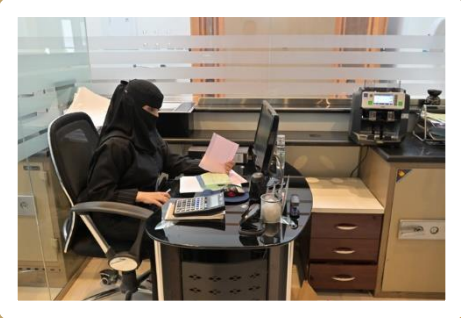
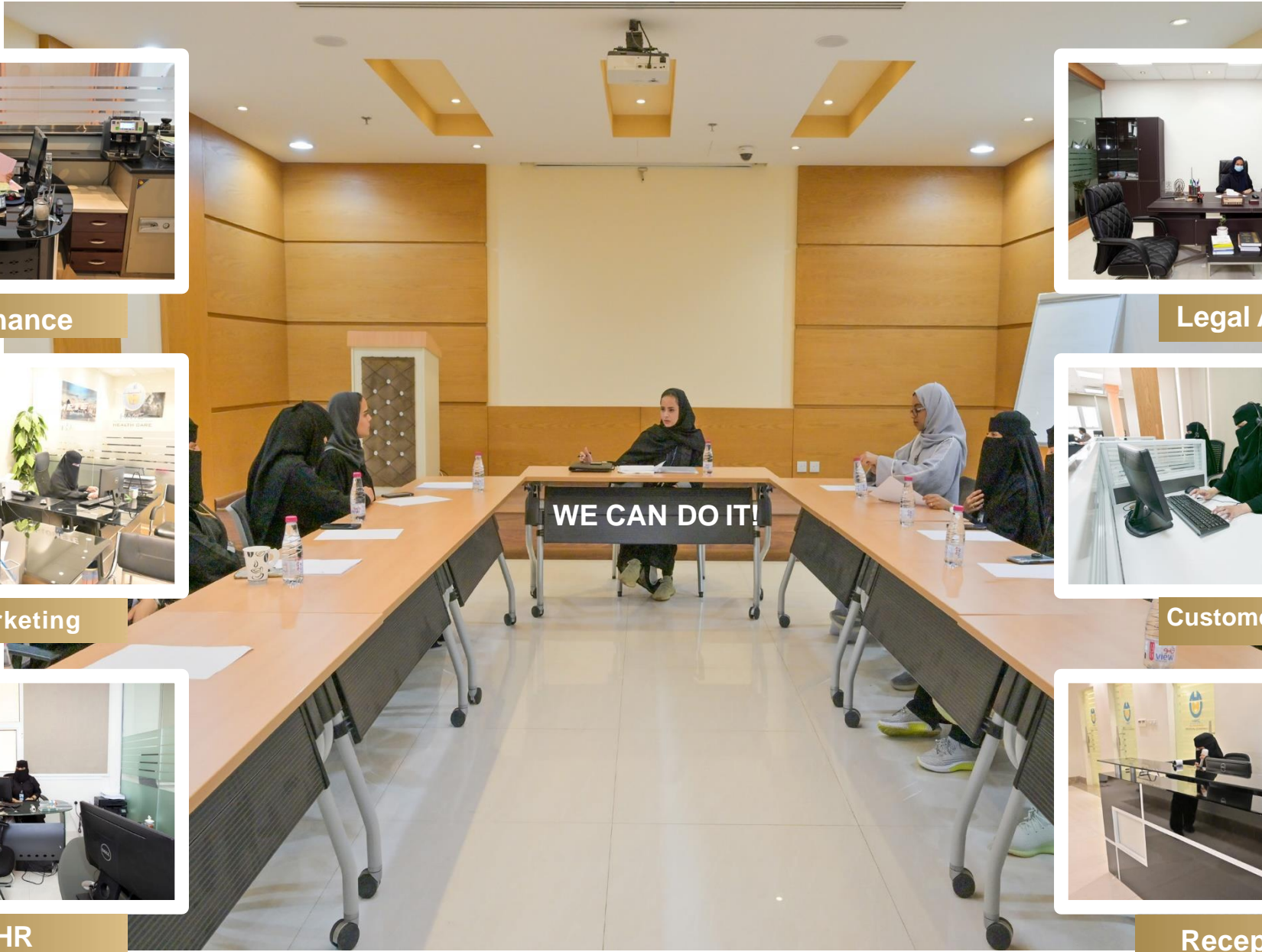
MISSION

- Providing a wide range of excellence services to our **CUSTOMERS**.
- Offering a healthy business environment to our **EMPLOYEES**.
- Building a profitable business to our **SHAREHOLDERS**.

HUMAN RESOURCE



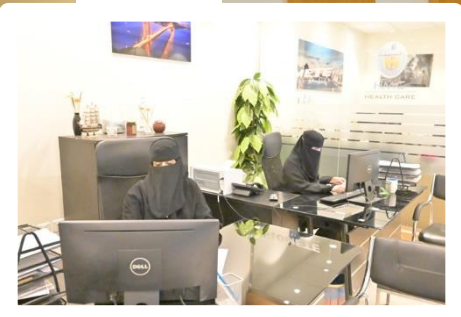
Our employees are valuable assets of our company and the Key to Success.



Finance



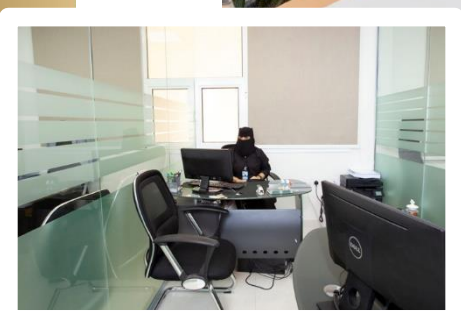
Legal Affairs



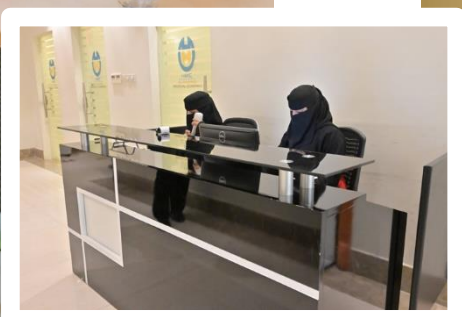
Marketing



Customer Service



HR



Reception

WE CAN DO IT!

OUR POLICY



Customer Driven Quality: Ensure customer satisfaction by providing services and products that meet customers' needs and demands, while maintaining and sustaining overall success and profitability.

Partnership: Continuous development in both internal and external partnerships enhancing our overall capabilities including: innovation, speed and flexibility, cross-functional cooperation, customers, suppliers, and strategic partners.

Results-Oriented: Performance monitoring that focuses on key business results, guided by integrity. Moreover balanced with the interests of all shareholders.

Valuing Employees: Provide employees with the best environment that includes access to information, resources, and opportunities necessary to meet the strategic goals of the organization, as well as their personal development and sense of value.

Workplace Health and Safety: It's imperative that our employees work within a healthy and safe workplace.

Equal Opportunity:

-To expand the pool of people from which to choose the best applicant for any job.

-To create a fair environment for employees to co-exist, work and thrive in.

Employee Code of Conduct:

To Define acceptable behavior and social norms that individuals in the company should adopt on a day-to-day basis.

COMPLIANCE



1

QUALITY ASSURANCE

GDP
good distribution procedures

GSP
good storage procedures

2

QUALITY CONTROL

QC
Temperature Mapping
SOP's System

3

REGULATIONS

SFDA
Saudi Food and Drug Authority

4

PROJECT MANAGEMENT

SUPPORT
HMC
Vision & Mission
KSA
Vision 2030
PMO

OUR STRATEGY



- Efficient operations.
- Strong management.
- Corporate governance.
- Sustainable growth.
- Adequate market share.
- Strong branding.
- Superior customer service.
- Diversification & Modernization
- Planning, Planning, Planning
- Optimize Sales to Drive Revenue
- Technology that Matters

OUR OPERATIONS

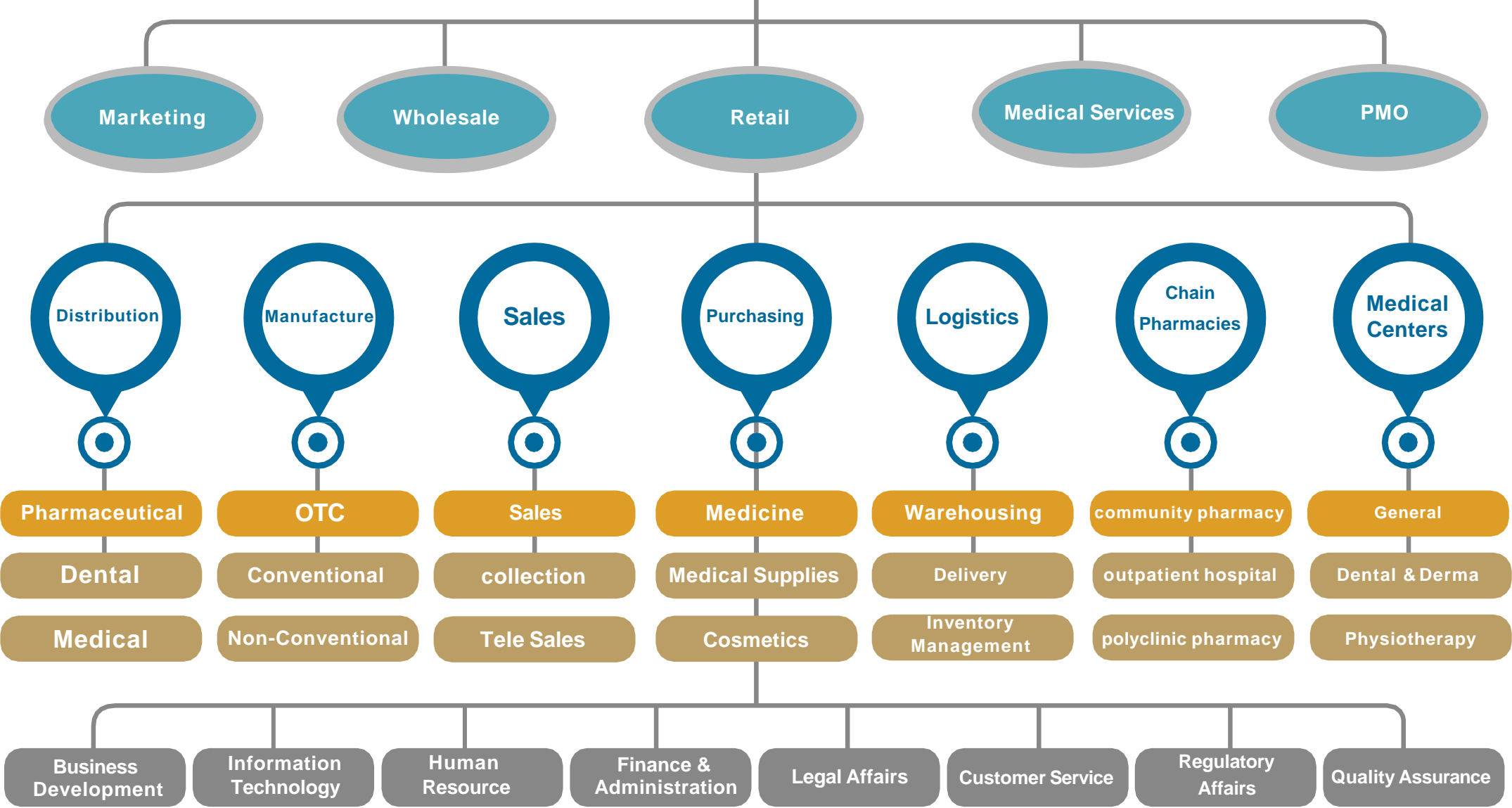


Within **HMC**, each department is responsible for running the operations. The board of directors is responsible for driving developments.

The departments and board of directors work in close cooperation, providing advice and guidance to maintain high technical and commercial skills, ensure good management and regulatory compliance, as well as achieve a business that is sustainable long-term.



HMC OPERATIONS



BUSINESS SECTORS

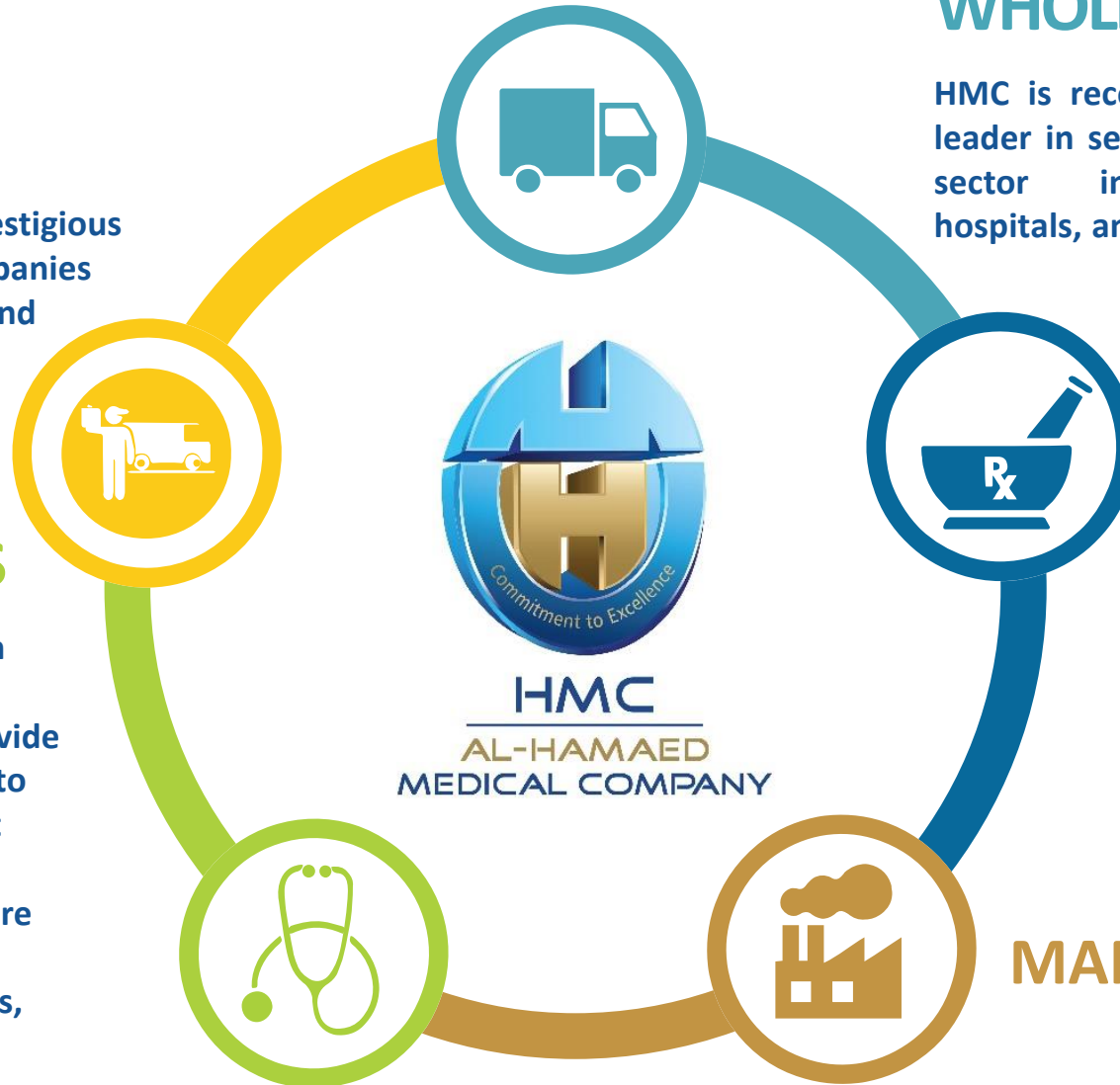


DISTRIBUTION

The exclusive distributor for prestigious medical & pharmaceutical companies promotes the pharmaceutical and medical products.

MEDICAL CENTERS

The high-class medical centers in accordance with the highest international standards that provide a variety of medical procedures to patients at the hands of the best doctors with a global reputation who provide the best medical care to our clients using the latest medical equipment, technologies, and advanced treatments.



WHOLESALE

HMC is recognized as a wholesale leader in services to the healthcare sector including pharmacies, hospitals, and medical centers.

RETAIL

Pharmacies under the brand “Lemon” across the Kingdom are committed to delivering innovative health solutions that create a simpler, more accessible experience for patients & customers.

MANUFACTURING

Future Plan

BUSINESS SECTORS

WHOLESALE



- The leading pharmaceutical wholesale distributor in Saudi Arabia.
- Extensive reach within the country with best in class warehousing and fleets capabilities.
- Owns and operates a temperature-controlled fleet for the supply network.
- Provide the right medicine and healthcare services to the right client at the right time, safe solutions, and is cost-effective.
- Provide reliable products and services and strive to enhance customer satisfaction.
- Provide a distribution system to meet the needs of our customers



BUSINESS SECTORS

MARKETING & DISTRIBUTION



Prime Pharma Solutions (PPS) is a division of Al-Hamaed Medical Company , PPS is a newly established local trade mark that market diversified pharma products and devices in the Saudi Market.



BUSINESS SECTORS

MARKETING & DISTRIBUTION



PRIME PHARMA SOLUTIONS (PPS)



- Distribution of the products through our network in the region.
- Complete business & marketing plans.
- Sales & Marketing support to create the demand for the products and ensure building the brands.
- Products launching.
- Market research, competitive intelligence & data analysis.
- Regulatory support and economical updates.
- Logistics & supply chain coordination.
- Hiring a high caliber sales and marketing team.
- Training & development.
- Drive the performance & follow up the results.
- Products selection & registration.
- Private label.
- Outsourcing.



HMC BUSINESS MODEL FITS TO:

- Companies that want to access the Saudi market, require active distribution networks to activation of their presence through strong sales & marketing activities to maximize the business opportunities & reach ambitious sales volumes.
- Companies that want to expand in Saudi Arabia or companies already represented by distributors but require activation of their presence to reach ambitious sales volumes and growing market share.



- PPS is an integrated business excellence partner for registering, accessing, distributing, promoting, and marketing medical, pharmaceutical & biotechnology products in the region.
- PPS provides a fast track market access to partners looking for international business expansion and building a customer base in a fast-growing market.
- PPS provides all the business plans including marketing & commercial activities to maximize the business outcomes.

BUSINESS SECTORS

MARKETING & DISTRIBUTION



PRIME PHARMA SOLUTIONS (PPS)



Through a partnership with HMC, our partners will be able to leverage our capabilities and regional commercial networks to enhance their business.



LEADERSHIP



**DRIVING
THE COMPANY
FORWARD AND
INSPIRING OUR
CORE VALUES.**

BUSINESS SECTORS

RETAIL



- Pharmacies under the brand “Lemon” across the Kingdom and management of outpatient pharmacy for multiple hospitals.
- Provides its customers with the most advanced and high-quality services.
- Committed to delivering innovative health solutions that create a simpler, more accessible experience for patients & customers.
- Well trained team with a wealth of experience provides trusted advice and counsel to help our customers get and stay healthy.
- Provide the entire gamut of curative, nutritive, baby products, lifestyle, wellness products, FMCG products, cosmetics, personal and home care products

BUSINESS SECTORS



MEDICAL CENTERS



Swan
مجمع سوان التخصصي الطبي
Swan Specialized Medical Center

asda Seha
مجمع أصدقاء الصحة
ASDA ALSEHA

- Provide an advanced specialty team and facility serving all ages, and offering the best level of care.
- Provides specialized medical services.
- Provides services that are curative and preventive in nature through clinical excellence, patient-centricity, and ethical practices.

BUSINESS SECTORS

MEDICAL CENTERS



- Provide a proficient team of doctors, well-trained medical professionals, nursing, and medical management professionals.
- Deliver high quality, culturally competent, comprehensive medical care.
- Superior Care to customer's personal situation and needs.



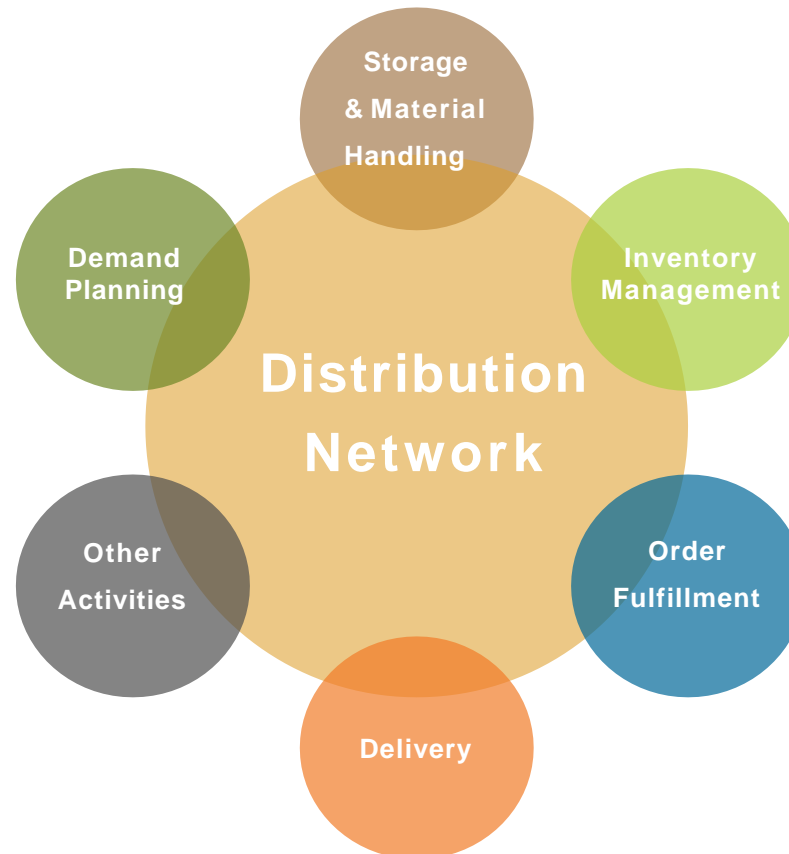
HMG

OUR SERVICES



LOGISTICS (A-DISTRIBUTION NETWORK)

Distribution facilities are operated in compliance with international & national regulations & standards



HMC ensures full control and management of the supply chain from procurement to storage and transportation, and supply to customers. Quality control protocols are implemented on every shipment to ensure the integrity and efficacy of pharmaceuticals is maintained from start to the consumer end product.



CENTRAL WAREHOUSES

OUR SERVICES



LOGISTICS (A-DISTRIBUTION NETWORK)

ERP System

Fully Integrated Modules

Delivery System

A Temperature Controlled Fleets

Delivery Hours

Within 2 – 48 hours

Air-Conditioning

Temperature Map

GPS Tracking

AFAQY's fleet
management software

HMC owns and operates temperature controlled fleets which are fully & highly customized as per Saudi FDA specification.



EFFICIENT DELIVERY SYSTEM



VEHICLES & SCHEDULE

SERVING ALL CUSTOMER PROFILE

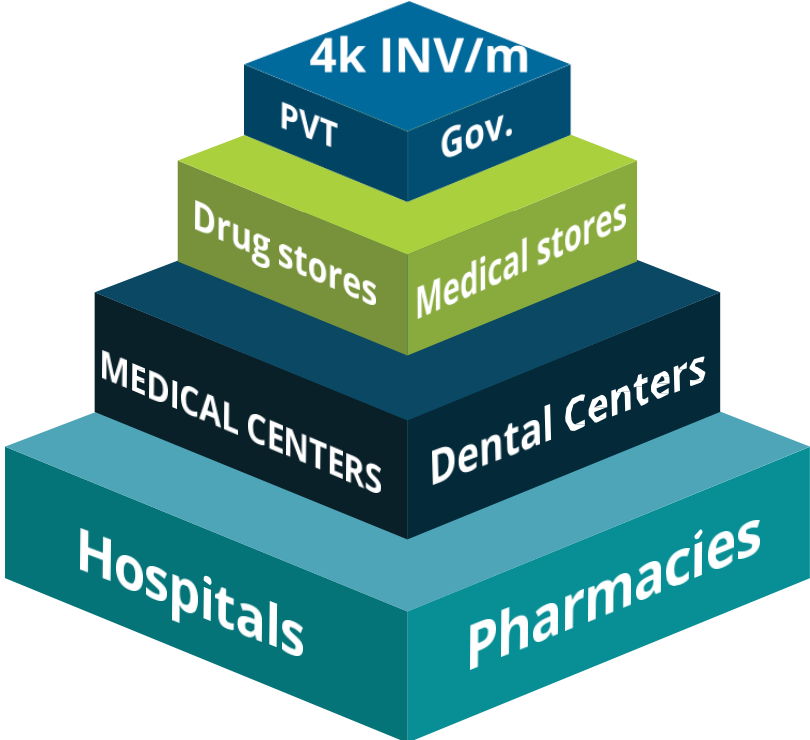


SALES FORCE
75

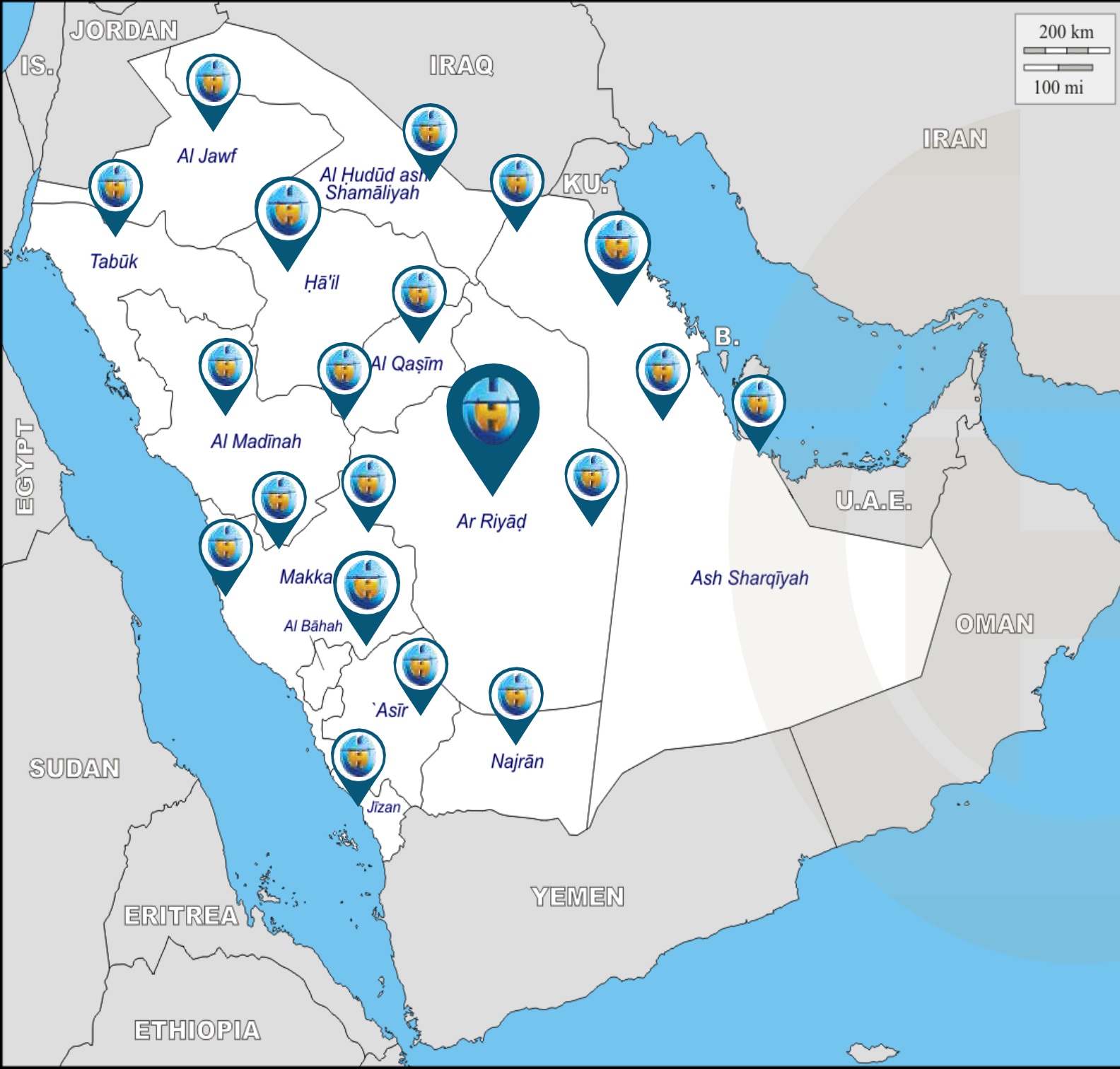
CREDIT FACILITY
CASH BENEFIT

OPEN ACCOUNTS
2500

CUSTOMER SERVICE
15



ACTIVE ACCOUNTS
1250



HMS COVERING EVERY SALES POINT IN SAUDI ARABIA.

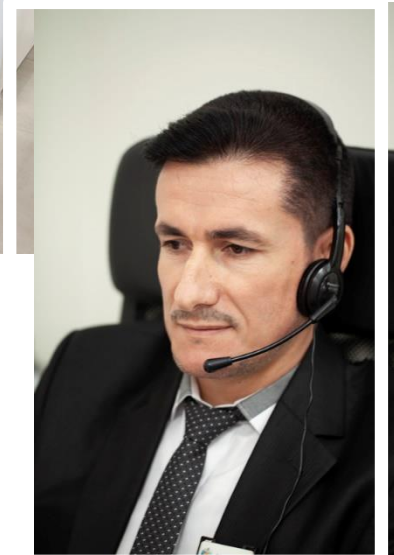
GEOGRAPHIC COVERAGE

HMC's wide geographic coverage enables it to support the expansion plan. The HMC's broad experience and expertise allow it to better adapt by offering products and services; fine-tuned to specific market requirements.

OUR SERVICES



CUSTOMER SERVICES



- Responding promptly to customer inquiries.
- Communicating with customers through various channels.
- Acknowledging and resolving customer complaints.
- Processing orders, forms, applications, and requests.
- Keeping records of customer interactions, transactions, comments and complaints.
- Communicating and coordinating with colleagues as necessary.
- Providing feedback on the efficiency of the customer service process.
- Excellent knowledge of products & services.
- Sell products & services.
- Ensure customer satisfaction and provide professional customer support.

OUR SERVICES



SALES & MARKETING



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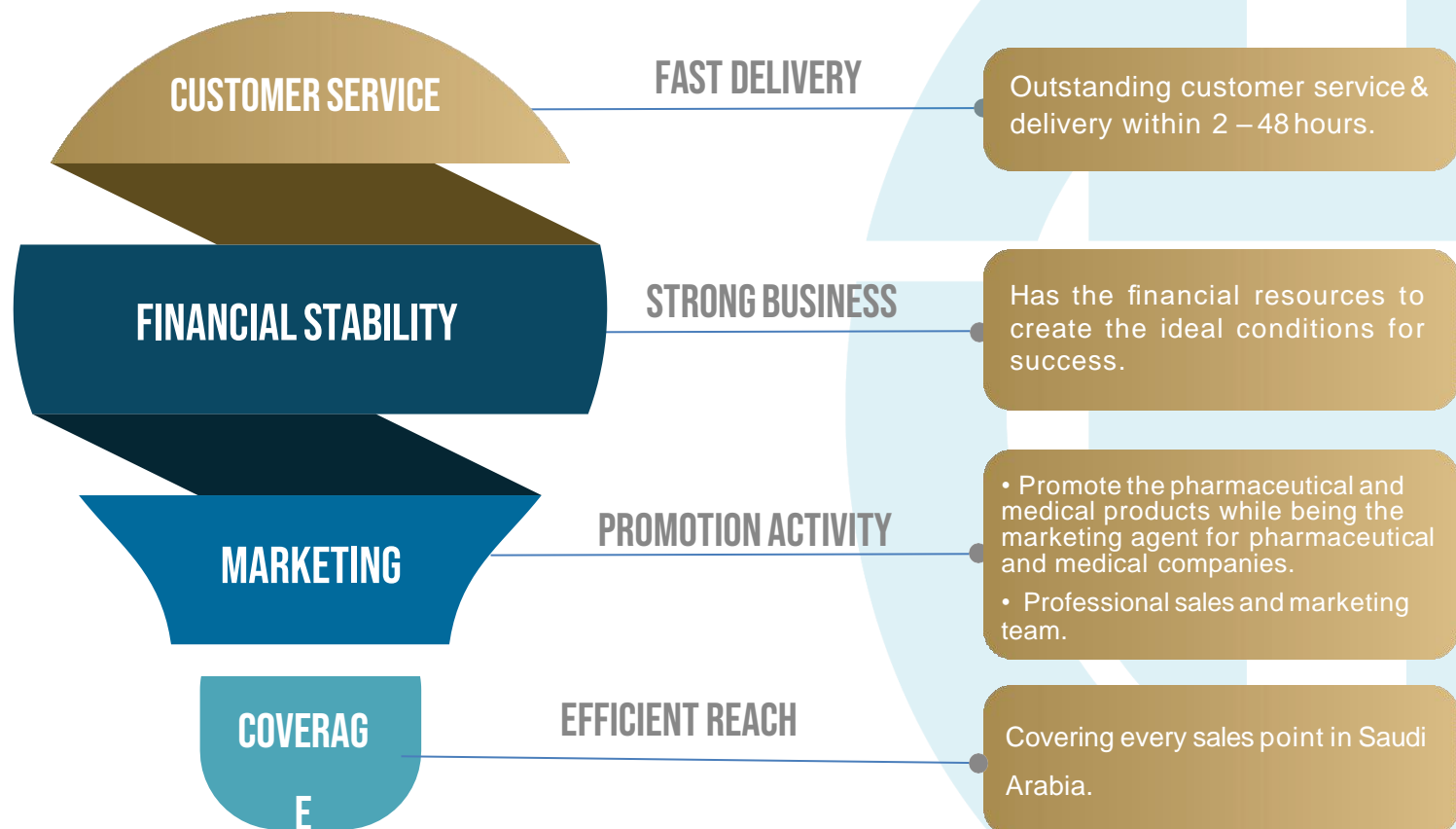


OUR STRENGTHS



- Has a valuable leadership position in the KSA market.
- Has the financial resources to create the ideal conditions for success.
- Has an established reliable and long term relationships with vendors & partners.
- Has an innovative wide experienced management team that understands the high standards of integrity and the commitment to excellence.
- Has Highly skilled well-trained, enthusiastic, and highly experienced team.
- Has a highly efficient operation.
- Has outstanding customer service.
- Is the only company that has covered every sales point in Saudi Arabia.

BUSINESS SHARPNESS





HMC
AL-HAMAED
MEDICAL COMPANY

Your Trusted Business Partner

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