BASMed Group









Corporate Profile- 2025



Company Overview:

BASMED Health Sciences FZC, guided by seasoned leaders with over 20 years of expertise in the healthcare sector within the Gulf Cooperation Council (GCC) markets, has grown from humble beginnings into a significant presence in the industry. Initially starting as a distributor of hospital, dental, and aesthetics supplies through its retail unit in Kuwait, the company has focused on providing consumables, instruments, devices, equipment, and furniture.

Over time, BASMED has expanded its operations to include the **UAE**, **Qatar**, **and Oman**, leveraging these markets to gain valuable insights into customer needs. Currently, plans are underway to extend its reach further into Bahrain and Saudi Arabia, with the ultimate goal of covering the entire GCC region



Our Mission





At BASMED Group, our mission is to provide exceptional healthcare products and services at competitive prices while maintaining the highest standards of quality. We are committed to a customer-focused approach, delivering unmatched support to empower our clients in providing superior healthcare solutions.

Our Vision

At BASMED Group, our vision is to establish a **strong presence** in the Gulf region's healthcare and life sciences markets. We aim to achieve this by providing comprehensive solutions, leveraging the expertise of **our team**, and **fostering collaborative relationships with manufacturers**, suppliers, and distributors.

Our Core Values



1. **Customers-Centricity:** We prioritize the needs of healthcare service providers, delivering high-quality products and services that improve healthy outcomes.





2. **Integrity**: We operate with transparency, honesty, and ethics in all our interactions, building trust with customers, partners, and stakeholders.



3. **Quality Excellence**: We strive for excellence in everything we do, ensuring our products and services meet the highest standards of quality, safety, and efficacy.



4. **Innovation**: We foster a culture of innovation, continuously seeking new and better ways to meet the evolving needs of healthcare professionals and patients.



5. **Collaboration**: We believe in the power of collaboration, working closely with customers, partners, and stakeholders to deliver solutions that make a meaningful difference.



6. **Accountability**: We take ownership of our actions and decisions, being accountable for the quality of our products and services, and the impact they have on patients and healthcare professionals.



7. **Compassion**: We demonstrate empathy and compassion in all our interactions, recognizing the critical role we play in supporting the health and well-being of patients and communities.



8. **Employee Focus**: We ensure Employee Well-Being, Professional Growth & Learning, Respect & Inclusion, Recognition & Appreciation and Empowerment & Innovation.

Visionaries Driving BASMed Group's Success

Leading with Expertise to Transform Healthcare Solutions in the GCC Region



MR. BARAKATH ALI



HEALTHCARE BUSINESS EXPERT

Over 25 years of experience in healthcare projects, strategic planning, and business execution in Gulf countries.

CEO – BASMed Group

DR. NAYAS AHMED



GENERAL / TRANSPLANT SURGEON

Over 20 years of practice as General and Renal Transplant Surgeon in GCC region with advanced surgical expertise and post-operative care skills.

CMO – BASMed Group

Er. MOHAMED SUGAIL



BIOMEDICAL TECHNICAL EXPERT

Over 20 years of experience in handling various medical equipment, projects, and business execution in Gulf countries.

COO – BASMed Group

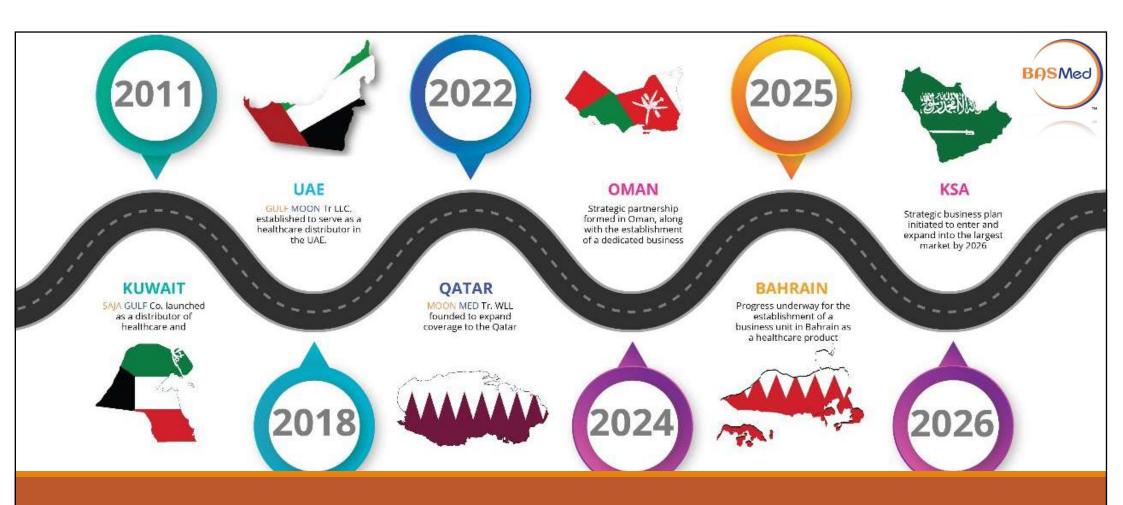
CA. THAMIMAL ANSARI



FINANCIAL EXPERT

Over 20 years of practice as Chartered Accountant in GCC region transformed as Financial Expert with the expertise of GCC financial regulations.

CFO – BASMed Group



Our Company Journey

EVOLUTION & MARKET EXPANSION

Market Coverage

BASMed

Focused Regional Strategy: GCC Markets

Traditionally, the Middle East & North Africa (MENA) region, known as the Arabic-speaking world, has been our operational segment. To better capitalize on high-potential, fast technology-adopting markets, we have strategically narrowed our focus to the **Gulf Cooperation Council (GCC) countries**.



The ambition of Qatar The power of Saudi Arabia The innovation of the UAE The beauty of Oman The organisation of Bahrain The potential of Kuwait

Technology, Innovation, Sustainability, Human-tailored solutions.

GCC is home of the New World's Renaissance.





Exhibit 27: Forecast of CHE in the GCC





GCC Healthcare industry

Mar 20, 2023: Alpen Capital's latest healthcare industry report for the GCC projects the current healthcare expenditure (CHE) in the region to reach **US\$ 135.5 billion in 2027**, implying an annualized growth rate of 5.4% from US\$ 104.1 billion in 2022. During the forecast period, CHE in the GCC countries is anticipated to increase at growth rates ranging from 4.4% to 7.4% (**Fig. Exhibit 27**).

BASMed – GCC Business Operations



Our subsidiaries and Distributor Network across GCC

BASMED

Group

SAJA GULF - KUWAIT

First subsidiary unit of BASMED in GCC, operational since 2011.

GULF MOON - UAE

Subsidiary unit of BASMED, operational since 2019 handling retails business in mainland United Arab Emirates.

MOON MED - QATAR

Subsidiary unit of BASMED, operational since 2022 handling retails business in Qatar

SAMA MED - KUWAIT

operational from mid 2024 handling different business segments and customers.

Business through Distributors Network -Progressing to setup BASMED's subsidiary business unit in Bahrain.

BAHRAIN

OMAN

Business through share holding partners and Distributors Network in Oman.

SAUDI ARABIA

Business through Distributors Network -Progressing to setup BASMED's subsidiary business unit in KSA.

BUSINESS VERTICALS

BASMed 's Strategic Roadmap: Expanding Business Verticals with Vision



Bio Pharma, Life Sciences & Food Safety

Exploring this product line with experts

Health Care Facilities Setup

Front end integration – Exploring opportunities of having healthcare facilities in GCC markets

Cosmeceuticals

Inclusion of Soft Cosmetics to strengthen our Skincare product line

Home Care & Health Care Shop

Exploring B2C Business Opportunities through retail shops

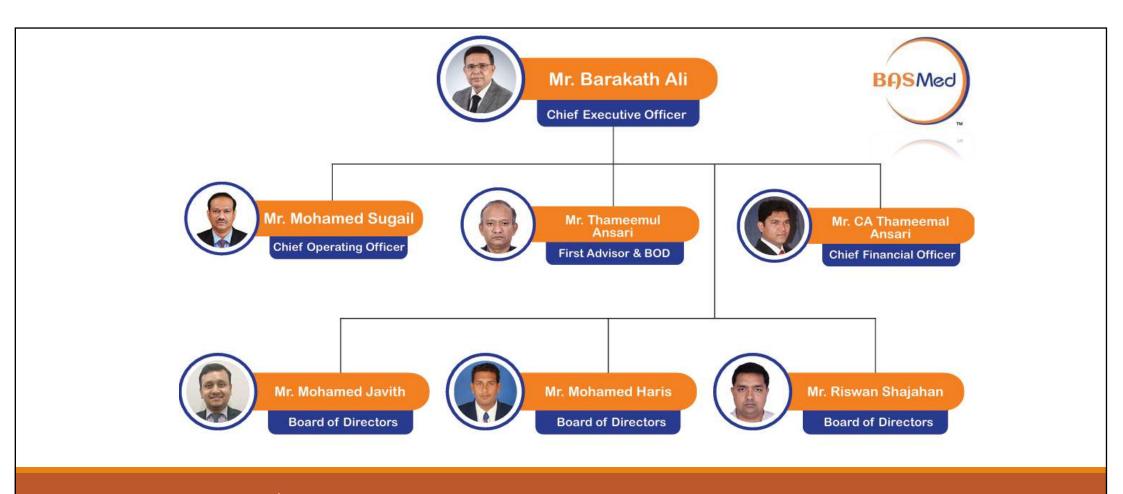
Pharma, Herbal & Health Products

Process initiated for inclusion of Pharmaceutical, Herbal & Health Products Business line

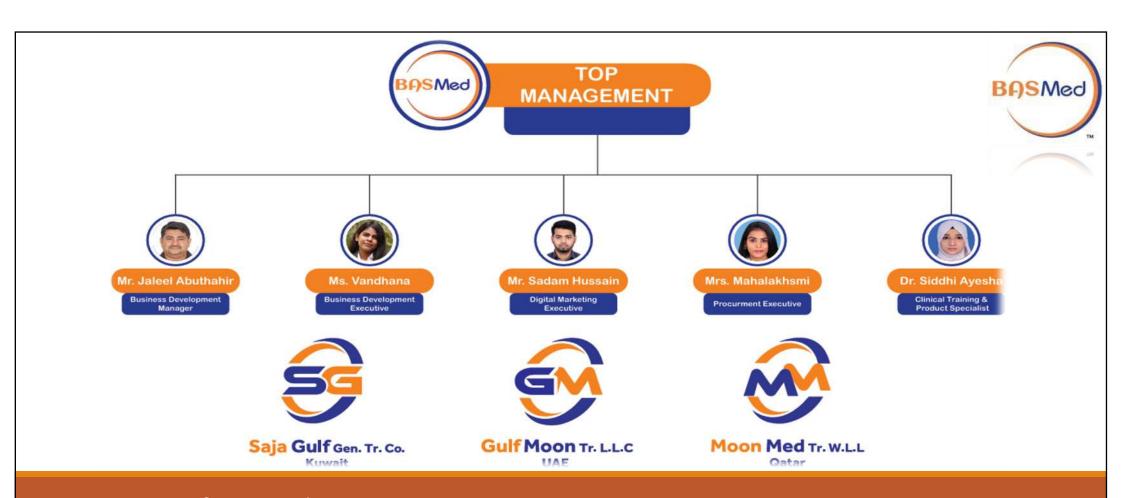
Healthcare Resources Supplies

Supply of skilled workforces for healthcare industry

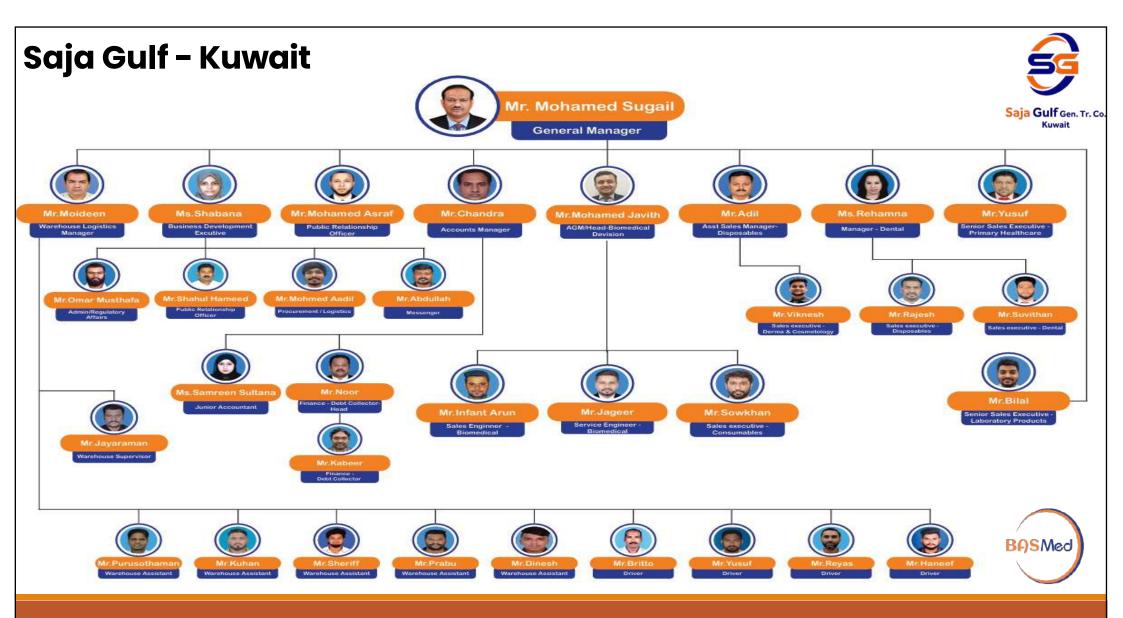


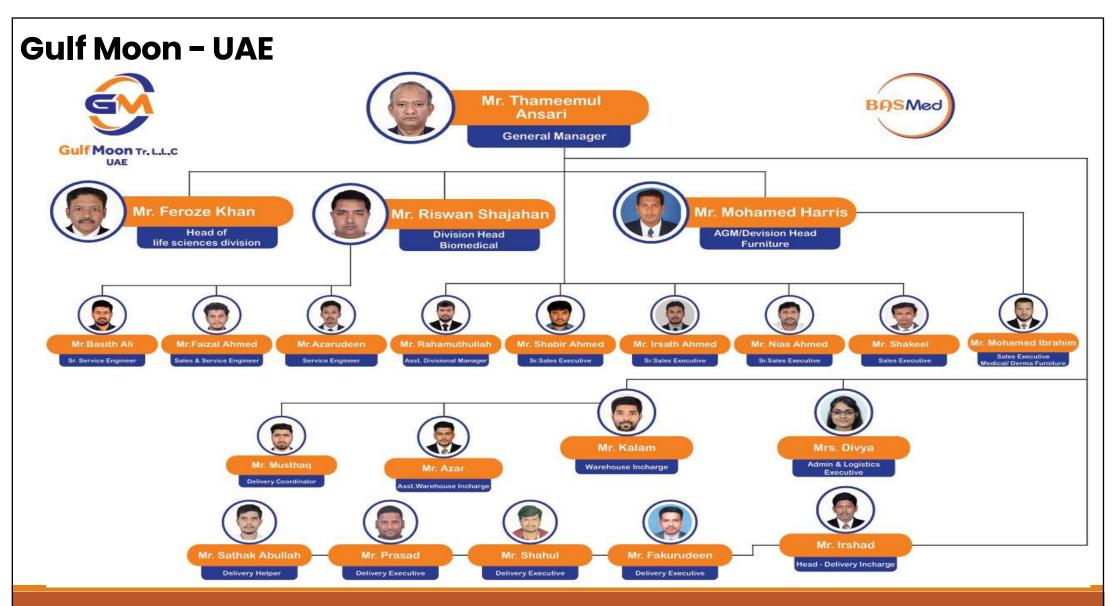


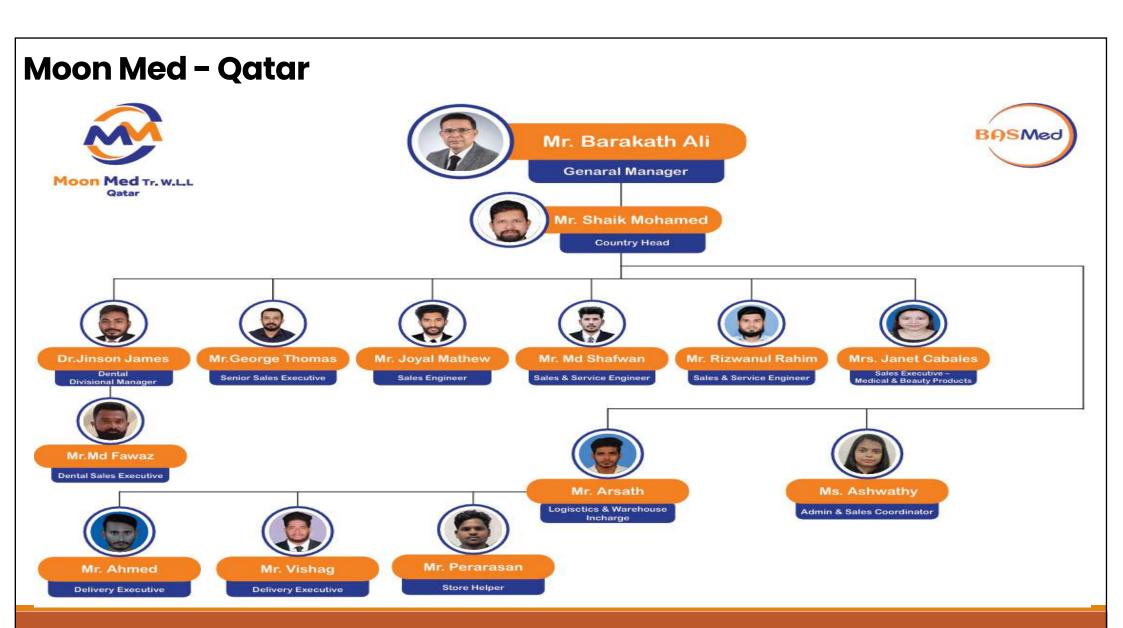
Organizational Structure:
Top Management of BASMed Group



Team of BASMed Group: Executive Committee Members







Field of Specialization

Surgical Instruments & Endoscopes	Infection Control & CSSD	
Medical Devices & Equipment	ENT , Audiology & Sleep Therapy	
Healthcare Consumables	Neurology & Neurosurgery	
Hospital Furniture	Gynecology & IVF	
Medical, Aesthetic & Spa Furniture	Gastroenterology	
Derma & Aesthetics Products	Urology & Andrology	
Dental Products	Surgical & Anesthetics Products	
Laboratory & Life Sciences	Respiratory / ICU	
Pharmaceuticals & Cosmetics Products	Nursery & NICU	
Medical Imaging & Interventional Radiology	Orthopedic – Physiotherapy - Rehabilitation	





Derma / Aesthetic Specialization

Derma & Aesthetic Devices Skin Care Consumables Skin Care & Cosmetic Products **Anti-Aging Equipment** Derma & Aesthetic Furniture Laser & IPL Systems Mesotherapy & Peels **RF & Ultrasound Therapy** Injectable Fillers & Toxins **Body Contouring & Fat Reduction Hair Treatment Products** PRP & Stem Cell Therapy Acne & Pigmentation Treatments Skin Rejuvenation Devices Microneedling & Dermabrasion Sunscreens & Dermatological Creams Scar & Stretch Mark Treatments **Cryotherapy & Cooling Systems**





Dr. Jinson James BDS, MDS
Prosthodontist & Implantologist
Head of Dental Division

Dental Division

Equipment, Materials, Consumables & Instruments

- ◆ Innovative Dental Solutions BASMed Group provides cutting-edge dental equipment and consumables, ensuring high standards in dental care.
- ► Expert Leadership Led by Dr. Jinson James (BDS, MDS Prosthodontist & Implantologist), our Dental Division integrates clinical expertise with advanced technology to enhance efficiency and patient outcomes.
- ◆ Global Partnerships & Quality Assurance We collaborate with leading manufacturers worldwide, delivering high-quality, compliant, and reliable dental solutions across the GCC.
- ◆ Customized Patient-Centric Solutions BASMed Group focuses on providing tailored dental solutions that prioritize patient comfort, safety, and long-term health, ensuring superior care and treatment outcomes across the GCC.

By combining **industry expertise and clinical leadership**, BASMed Group is committed to **elevating dental care standards** in the region.

Partnering for Excellence in Dental Solutions & Active Participations in Leading Shows







































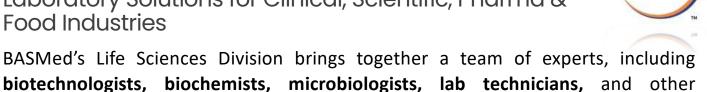




Mr. Feroz Khan **Senior Biotechnologist Head of Life Sciences Division**

Life Sciences Division

Laboratory Solutions for Clinical, Scientific, Pharma & **Food Industries**



Comprehensive Laboratory Solutions

Our dedicated professionals provide holistic laboratory solutions for clinical, scientific, pharmaceutical, and food safety sectors across the GCC.

specialists, ensuring excellence across various segments of laboratory sciences.

Regulatory Expertise

Our well-versed regulatory team efficiently manages manufacturer and product registration procedures with the respective authorities across GCC countries, ensuring compliance and streamlined operations.

Global Collaborations for High-Quality Solutions

Partnering with leading manufacturers worldwide, we deliver high-quality, **compliant, and reliable** dental and laboratory solutions across the region.

Shaping the Future of Life Sciences

By combining deep expertise in diagnostics and laboratory sciences with a commitment to quality and innovation, BASMed is driving advancements in Life Sciences across the GCC.

Life Sciences Division - Partnering for Excellence



























Dr. Siddhi Ayesha, Pharm.D

Clinical Pharmacist



Mrs. Farisha Banu, M. Pharm Senior Pharmacist

Pharma Division

Division of Pharmaceuticals, Cosmeceuticals, Herbal and Health Products.



BASMed's **Pharma Division** brings together a team of **clinical pharmacists**, **regulatory experts**, **and pharmaceutical specialists** to ensure excellence in pharmaceutical sciences and healthcare solutions.

Comprehensive Pharmaceutical Expertise

Our dedicated professionals provide clinical pharmacy services, medication management, and pharmaceutical consulting, ensuring optimal patient care and safety.

Regulatory Excellence & Compliance

With expertise in **pharmaceutical regulations and compliance**, our team efficiently manages **drug approvals**, **product registrations**, **and quality assurance** across the GCC. **Global Collaborations for High-Quality Healthcare**

Partnering with leading pharmaceutical manufacturers and research institutions, we bring high-quality, compliant, and innovative pharmaceutical solutions to the healthcare sector.

Advancing Healthcare Through Expertise

By combining deep knowledge in **pharmacy and regulatory sciences** with a commitment to **patient safety and innovation**, BASMed's Pharma Division is shaping the future of healthcare across the region.

Partnering for Excellence in Pharmaceutical Solutions

REGULATORY SERVICES

BASMed ensures full compliance with pharmaceutical regulations, including product registration, licensing, and adherence to quality and safety standards

MARKETING

Strategic marketing initiatives, partnerships with healthcare professionals, and promotional campaigns to enhance pharmaceutical brand awareness.

SALES &DISTRIBUTION

Efficient sourcing and distribution of pharmaceutical products, supported by modern inventory management and a reliable supply chain.

AFTER SALES SUPPORT

Comprehensive pharmacovigilance, customer assistance, and technical support to ensure product safety and satisfaction.



















Mr. Jaleel Abuthahir

Head of Healthcare Digital Solutions

Healthcare Digital Division Al-driven Healthcare & EMR Solutions

- ◆ Transforming Healthcare with AI & EMR BASMed Group leverages of edge digital solutions to enhance efficiency, accuracy, and patient care.
- ► Expert Leadership Led by Mr. Jaleel, Head of Al-Driven Healthcare & EMR Solutions, our division integrates Al and automation to streamline healthcare operations. a seasoned IT professional with over 25 years of global experience, including seven years in the USA, where he collaborated with leading financial and healthcare insurance companies.
- ◆ Advanced AI-Powered EMR Systems Intelligent electronic medical records with automated workflows, decision support, and real-time analytics for better patient outcomes.
- ◆ Smart Healthcare Solutions Al-driven diagnostics, predictive analytics, and telemedicine innovations for a future-ready healthcare ecosystem.

With a focus on digital transformation, BASMed Group empowers healthcare providers with Al-driven solutions for smarter, more efficient patient care.

Partnering for Excellence in Healthcare Digital Solutions

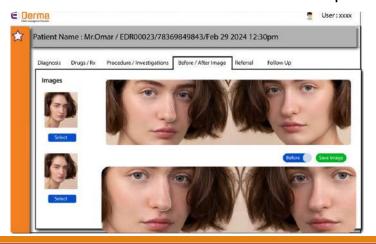
BASMED Healthcare Digital Solutions has established strategic partnerships with leading companies in the USA and the GCC region. Through these collaborations, we offer a diverse range of innovative and trusted products tailored to support and enhance the healthcare sector across the GCC.

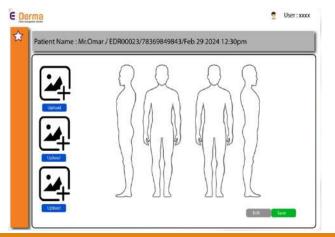
eDerma - Revolutionizing Dermatology Practice

Introducing eDerma – BASMed Group proudly presents eDerma, an advanced clinic management system tailored for dermatologists and cosmetologists.

Key Features:

- ☐ Specialized Workflow Appointment scheduling & patient tracking
- Image Management Automated before-after library with annotations
- ☐ Flexible Treatment Plans Custom packages, billing & payments







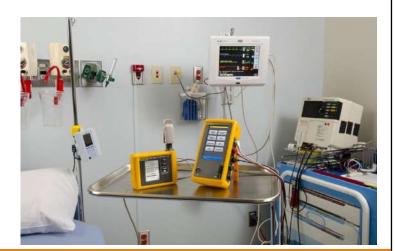


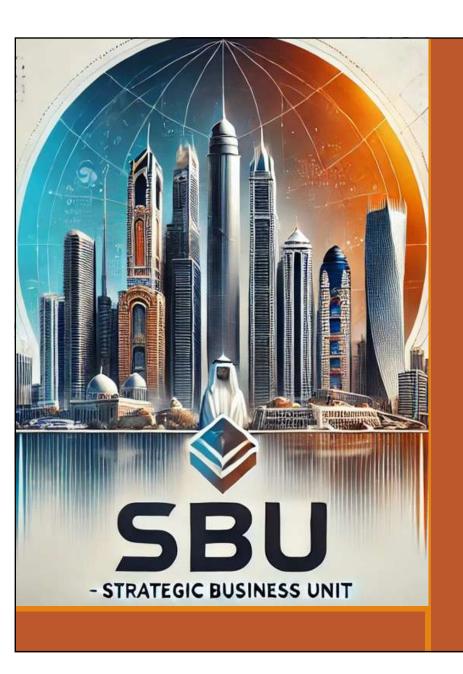
Biomedical Engineering Department at BASMed

Our expert's team of Biomedical Engineers offers wide range of after sales support services, includes **Site preparation**, **Installation & Training, PPM, Repair, Calibration** and beyond.









Our Strategic Business Units

With extensive experience in distribution, product launches, healthcare IT services, and robust partnerships with manufacturers, we have developed a profound understanding of the challenges faced by manufacturers striving to effectively market their products despite their remarkable attributes. Simultaneously, there is a rising demand for local distributors in the GCC region, with entrepreneurs seeking to establish businesses and established distributors looking to expand their portfolios. To meet these needs, we introduced **BASMED Managed Business Services**.

As integral parts of the BASMED Group, our strategic business units include:

- BASMED Retail Business
- **BASMED** Brands
- BASMED Managed Business Services
- BASMED Healthcare Digital Solutions



BUSINESS VERTICALS

Major business verticals of BASMed's SBU





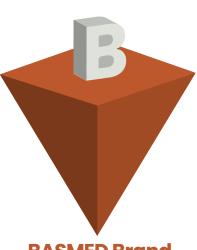
Subsidiaries









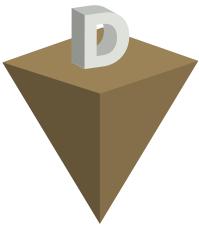


BASMED Brand Products

Developing its own brand of products through OEM / ODM deals.



- Distribution Management
 & Subsidiary Services to
 Manufacturers
- Incubatory Program to Healthcare Distribution Startups



Healthcare Digital Solutions

Clinical, Non-Clinical & ERP
Digital Solutions to
Healthcare Service Providers

BASMed - Retail Business Units



- Our entity in Kuwait Established in 2011
- Gained the trust of more than 900 customers
- Collaborating with 80+ manufacturers worldwide
- Team of 40 staff, includes qualified experts, sales staff and engineers.
- Turn over of USD 6 mln 10% CAGR Targetted



- Our entity in UAE Established in 2019
- Gained the trust of more than 1200 customers
- Collaborating with 60+ manufacturers worldwide
- Team of 35 staff, includes qualified experts, sales staff and engineers.
- ❖ Turn over of USD 5 mln 10% CAGR Targetted



- Our entity in Qatar Esrablished in 2022
- Gained the trust of more than 500 customers.
- Collaborating with 50+ manufacturers worldwide
- Team of 15 staff, includes qualified experts, sales staff and engineers.
- Turn over of USD 3 mln 10% CAGR Targetted



BASMed - Retail Business Units





- Our second entity in Kuwait Established in 2024
- Target to cover wide business segments.
- ❖ Backed up with expertise support from Saja Gulf.
- Enriched reputation of Saja Gulf is shared for SAMA MED growth.
- Team of 5 staff, includes qualified experts, sales staff and engineers.
- Turnover of USD 1mln 10% CAGR Targetted



- Our entity in Oman Established in 2024
- ❖ Team of exprtise will gain the trust of customers in the market.
- ❖ Continue our collaboration with 80+ manufacturers worldwide
- Team of 10 staff, includes qualified experts, sales staff and engineers.
- ❖ Targetted Turn over of USD 1mln 10% CAGR Targetted

Managed Business Services - Subsidiaries



BASMed's manage the below segments of its retail business units



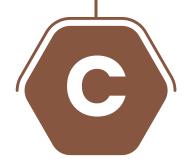
Operation & Finance Management

Support for Effective
Operation &
Preparing for pool of
finance to support the
subsidiaries upon
necessary



Procurement & Purchase

Procurement
consolidation across
the units is initiated
targeting various
benefits.



Inventory Management

Management of Inventory targeting efficiency and process advancements.



HR & Skills Development

Effective Human
Resource Process &
Enhancing the skills of
available resources



Digital Services

Offering all form of digital services and managing efficiently

BASMed - Brand

BASMed creates its own product lines through OEM/ODM collaborations with manufacturers operating state-of-the-art facilities in China, Korea, Malaysia, India, and other countries. Each product in our brand portfolio is carefully selected and highly customized to meet the specific needs of our regional customers.





LANMED - China, a joint venture unit of BASMed

- ☐ In 2019, BASMed Group entered a joint venture in China, establishing "Chengdu LANMED International Trading Co."
- ☐ Focuses on identifying and evaluating OEM/ODM partners.
- ☐ Oversees quality assurance and control (QA/QC) processes.
- ☐ Manages shipment logistics from China to Gulf countries.



BASMed - Managed Business Services

A comprehensive B2B solution tailored for manufacturers seeking to establish and expand their presence in the GCC region. Designed to support regional distributors at both the startup and growth phases of their operations.

Our Solutions for Manufacturers

BASMED Managed Services offers end-to-end solutions designed to help manufacturers overcome these challenges and achieve success in the GCC market. Our services are flexible and tailored to the level of engagement throughout your business cycle:

Regional Subsidiary Services

We act as your regional subsidiary in the GCC, amplifying your brand presence and fostering customer trust.

Master Distributor Services

As your exclusive GCC distributor, BASMED takes full responsibility for product import and distribution through our vast network of Allied Distributors.

Manufacturer's Challenges expanding into GCC Markets



At BASMED, we've gained a deep understanding of the challenges manufacturers face when seeking to expand in the GCC region. Key obstacles include:

- Limited sales force presence or bandwidth for market coverage.
- Difficulty finding distributors with the right expertise and focus.
- Lack of tailored business development strategies for the region.
- Insufficient knowledge of local market dynamics and regulatory protocols.
- Challenges accessing the right customers.
- Managing & Tracking Distributors activities.

BASMed - Managed Business Services / Success Story



DONGPIN - China

- BASMed entered an MOU with "Dongpin Intelligent Health Technology Co. LTD," a reputed manufacturer of hospital and spa furniture in China to establish its subsidiary in UAE.
- ☐ Together, we established "Golden Crown Furniture Trading LLC" in the UAE.
- ☐ Provides furniture solutions for hospitals, healthcare facilities, cosmetic centers, beauty salons, and Spas.
- Features a state-of-the-art showroom and well-stocked warehouse in UAE to meet regional demands efficiently.
- ☐ BASMed Group efficiently operating and managing business of DP Subsidiary.











BASMed - Managed Business Services / Success Story



Distributor Establishment & Start-up Programs:

BASMED MBS provides tailored solutions to help established distributors diversify their portfolios, as well as support for individuals looking to start their own healthcare business in the region.

Through our "Incubatory Program," MBS also offers tailored services to distributors in the GCC region, helping them enhance their market presence with expert guidance.





OMAN

BASMed - Healthcare Digital Solutions



"A comprehensive suite of solutions designed to optimize workflows, improve patient care, and unlock valuable insights across the entire healthcare ecosystem"

Al+ Care: Tailored Health Solutions	Digital Healthcare Solutions	Hospital Automation	Healthcare Service Provider Consulting
Intelligent Document Processing	H-IMS	Nursing Solutions	Green Field Implementation Services
Gen Al Solutions	Revenue Cycle Management	Pharmacy Automation	Healthcare Design Consulting
Workflow Integrations	Provider Operations	Laboratory Automation	Medical Equipment & Furniture Procurement Consulting
AI Based Cognitive Solutions	Specialized EMR	CSSD Automation	Software & IT Infrastructure Consulting



Technology Solutions Powering Our Business



















DIGITAL MARKETING CHANNELS



















Our clients Segments

Hospitals

- Public Hospitals-Tenders
- Semi Govt Hospitals
- Universities
- Private Hospitals

Laboratory

- Medical Laboratory
- Diagnostic Centers
- University Labs
- Research Labs

Medical Centers

- **Multi Specialist Centers**
- Day Surgery Centers
- Imaging Centers
- Physio & Rehabilitation Centers

Dental

- Dental Centers
- Private Dental Clinics
- Cosmetic Dental
 Centers
- Dental Laboratory

Beauty & SPA

Dermatology Centers

BASMed

- Private Dermatology Clinics
- Cosmetic Centers
- SPA & Saloon

Others

- . Home Care Units
- Veterinary Clinics & Labs
- . Mobile Clinics
- . Field Hospitals

Our illustrative customers in Kuwait





















Quttainah Medical Center





مستشفى العرف

















إحدى شركات مؤسسة البترول الكويتية A Subsidiary of Kuwait Petroleum Corporation

Our illustrative customers in UAE







MEDICLINIC

PARKVIEW HOSPITAL































Our illustrative customers in Qatar







































BASMed's Strategic Collaborations with Global Partners













BASMed



CA-MI











ZOGEAR®











MedGyn











Cryomed Biomedical





















BASMed's Strategic Collaborations with Global Partners





















MEDIPLAS
Respiratory Products





PRI/MA





OMSONS

GERMANY















Meditech





ventilation





newmed



OMSONS

GERMANY









INSTRUMENTE GMBH

Ongoing Education & Training Across All Divisions

We provide continuous learning opportunities for our staff across all departments, including:

- Marketing & Sales
- Biomedical Engineering
- Clinical Applications
- Logistics & Supply Chain
- Healthcare IT Solutions
- Administration & HR

and all other divisions within our team.

This ensures skill enhancement, efficiency, and growth across the organization.























Events
Participated
in 2024





By Informa Markets





Event participation in 2025





beautyworld
MIDDLE EAST





and other GCC regional conferences and workshops of specializations.

Gallery / Trade Fair Participation 2024



























Gallery / Special Occasions & Cultural Events 2024



























