difmedi

Medical Devices and Diagnostics distributor

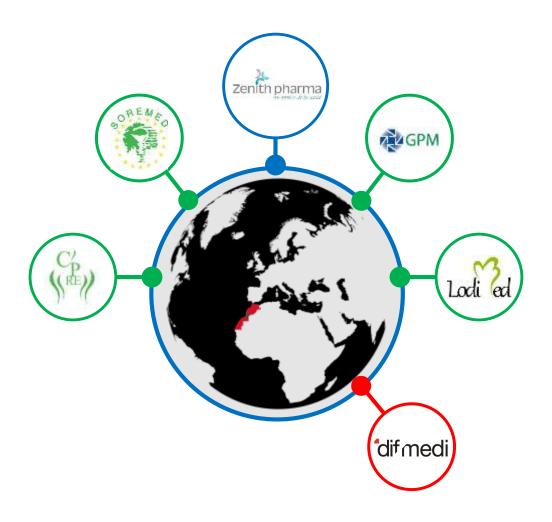
Company profile – 2023

https://www.difmedi.com



Difmedi is part of Zenith Pharma's network, involving manufacturing and distribution excellency

Structure of Zenith Pharma's network



- Zenith Pharma is the locomotive of the network, its business is manufacturing, promotion and distribution
- The group relies on 4 wholesalers spread in all the regions with an efficient distribution network
- Difmedi is part of the Group, relying on distribution of Medical devices and Laboratory equipment

Zenith Pharma, our sister company, is a Top Pharma African player

Main figures









While being one of the youngest Pharmaceutical player of the Moroccan industry, thanks to its excellency and human-central values

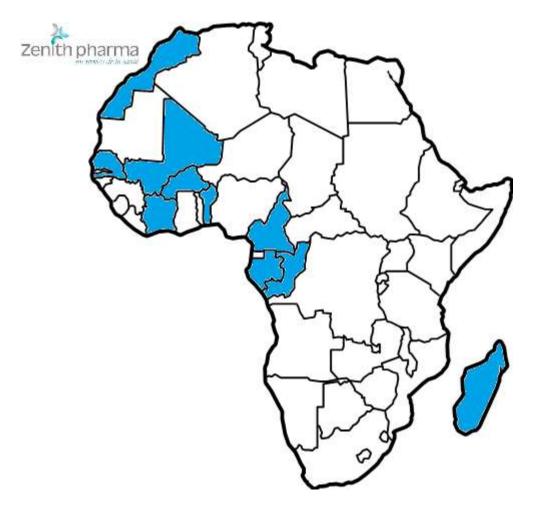
With a CAGR of two digits since the creation of the company in 2005 Covering a broad scope of activities to deliver our customer a complete and integrated solution to access our markets

Covering a broad scope of activities to deliver our customer a complete and integrated solution to access our markets

Full-service provider from manufacturing and importation, to distribution and promotion

Difmedi is part of Zenith Pharma's network, involving manufacturing and distribution excellency

Structure of Zenith Pharma's network



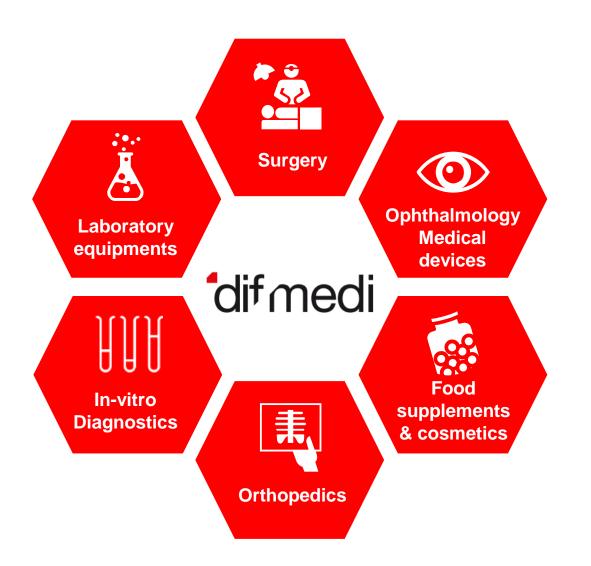
- The group Zenith Pharma is present in many African countries, including Cote d'Ivoire, Gabon, Senegal and Mali
- Other countries like Burkina Faso, Benin,
 Madagascar, Congo Brazzaville and Cameroun are under registration
- Difmedi is relying on this network to address the African market

Zenith Pharma's production sites are compliant with European quality standards





DIFMEDI is a Moroccan distributor of Medical Devices and Diagnostics products



Our value proposition

- ✓ Strong African and Middle Eastern footprint thanks to Zenith Pharma's distribution network
- ✓ A team of business analysts and sales engineers dedicated to market insights generation and customer service
- ✓ Long standing relationship with local regulatory authorities

Your Medical device & Diagnostics partner from the founders of Zenith Pharma



- DIFMEDI was founded by Dr Mohamed El Bouhmadi, the mind behind the notorious ZENITH PHARMA
- ZENITH PHARMA is TOP #5
 Moroccan pharmaceutical
 company; present in Africa and
 the Middle East



- As ZENITH PHARMA, DIFMEDI promotes values of Excellency, Quality, and Innovation, proven to be key success factors
- DIFMEDI was created to help Health prescribers and institutions access high quality products and efficient customer care



- DIFMEDI benefits from ZENITH PARMA's large distribution network to bring health solutions closer to prescribers and patients
- ZENITH PHARMA's client database enables DIFMEDI to reach all points of care

Sales engineers specialized by products across target areas

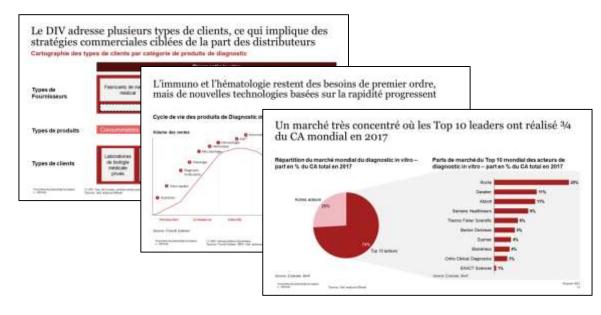
DIFMEDI has a singular strategy as a distributor: we create and train a team composed of sales engineer dedicated to specific product lines

Sales engineer are available in all the regions of Morocco & other target countries, reachable by any local partner within 1 hour!

These teams also work on **product** development, KPIs monitoring, technical assistance, etc.



Strong business and market analytical capabilities



Our business analysts based in Casablanca use field feedback and data to develop or introduce new products or technology in cooperation with our manufacturing partners.

With an up-to-date **competitive intelligence process**, we are aware of **new trends** and their **feasibility** in each market





24/7 customer service to ensure medical operations continuity

- DIFMEDI provides a 24/7 customer service to its clients, in order to prevent discontinuity in medical operations
- Our customer service team speaks Arabic,
 French, English, and Spanish
- Our sales engineers regularly follow training to on products and new technologies in order to perform the set up and the maintenance

Contact us today!

Your contacts at DIFMEDI



Salim EL BOUHMADI General Manager

Tel Morocco: +212661306509 Tel Office: +212522204748

salim.elbouhmadi@difmedi.com

Address: 35, rue Mustapha El Manfalouti, Casablanca, Morocco

https://www.difmedi.com

- Salim holds a Master degree from KEDGE Business School and a Master in Science from CentraleSupélec engineering school
- 5+ years of experience in Strategy consulting, and M&A operations
- Salim worked in sectors including Industrial manufacturing, Pharmaceuticals, and Private Equity



Mohamed EL BOUHMADI
CEO and Founder

Tel Morocco: +212661189511 Tel Office: +212522204748

mohamed.elbouhmadi@difmedi.com

Address: 35, rue Mustapha El

Manfalouti, Casablanca, Morocco

https://www.difmedi.com

- Mohamed is a Doctor of Pharmacy and graduated from the University of Montpellier
- 30+ years of experience in Pharmaceuticals industry
- Former Industrial Manager of Sanofi Morocco
- Founder and CEO of Zenith Pharma
- President of the FMIIP (Moroccan Federation of Pharmaceutical Industry and Innovation)

Visit our website for more information

https://www.difmedi.com



