



بناجة القابضة  
banaja holdings

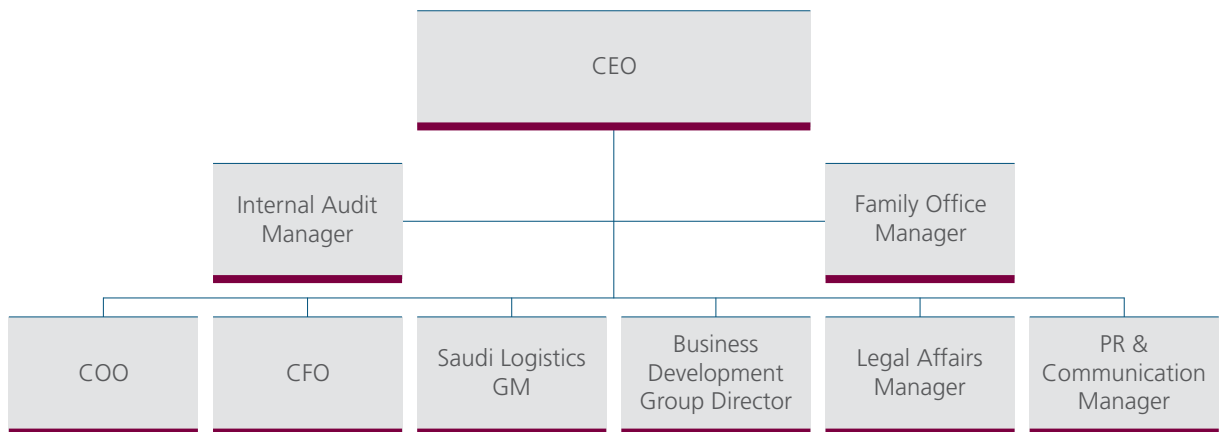
## Fact Sheet

Saudi Import Company Holdings (Formerly) | Banaja Holdings (Currently)

### Company Information:

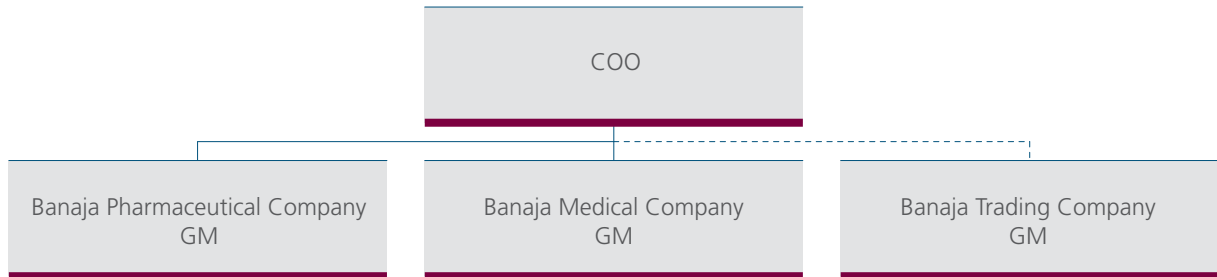
- ◆ Banaja Holdings is the new corporate name of Saudi Import Company following company restructure.
- ◆ The restructure was facilitated by PWC and Chicago Capital from the United States.
- ◆ The CEO is Yousef Banaja.
- ◆ The COO is Sofian Banaja, and CFO is Aiman Hamdallah.
- ◆ The Group Business Development Director is Maher J. Kheder.
- ◆ There are well over 200 employees in the holding company.
- ◆ In total with its member companies, Banaja Holdings has over 600 employees.
- ◆ Banaja Holdings will act as the strategic planner, IT department, HR department, finance department, and “think tank” for its three member companies, and its one affiliate.
- ◆ The past five years has indicated a steady 15% company growth.
- ◆ The three companies that sit under Banaja Holdings are:
  - Saudi Logistics
  - Banaja Pharmaceuticals Company
  - Banaja Medical Company
- ◆ Banaja Holdings has one affiliate company called Banaja Trading Company (BTC).
- ◆ Banaja Holdings maintains excellence in service by adhering to stringent international standards such as ISO 9001-2000.
- ◆ It is certified as a ‘Class A’ company for DRP (Distribution Resource Planning), assessed by Buker Inc. in the United States.

### Organizational Chart:





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### Company History:

- ◆ The company was founded 65 years ago in 1944, when Sheikh Yehya Banaja, along with the encouragement of Fr. Meisterhams of Hoffman La Roche, founded the Saudi Import Company citing the need for more pharmaceuticals to cater to the local and transient population of KSA.
- ◆ The former Saudi Import Company, compiled the Kingdom's first customer database, embraced new technologies, and laid the foundations to become this modern distribution company shortly after its inception.

### Member Companies



Saudi Logistics

### Saudi Logistics:

- ◆ Saudi Logistics full name is: Abdullatif Sufian Banaja & Partners for Logistics.
- ◆ Saudi Logistics reports directly to the CEO of Banaja Holdings.
- ◆ Saudi Logistics is the pioneer in integrated logistics solutions in KSA.
- ◆ It is a key player in KSA as a third party logistics provider to the healthcare industry, providing true logistics solutions.
- ◆ The company has a fleet of 60 trucks.
- ◆ Saudi Logistics IT system is operating one of the top three ERP systems in the world.
- ◆ It is responsible for full logistics services including distribution to outlets, with two major central warehouses.
- ◆ The company adheres to the latest WMS (warehouse management systems) and accredited ISO 9001-2000.
- ◆ Saudi Logistics has five branch warehouses, aside from the two major central warehouses enabling the third party healthcare logistics provider to distribute to its outlets in major cities in KSA, as well as more remote areas throughout the Kingdom.
- ◆ The total capacity of Saudi Logistics warehouses is well over 25,000 pallets.
- ◆ As a specialised 3rd party logistics provider, Saudi Logistics has cold chain storage capabilities, and also maximizes its warehouse capacity with its innovative vertical storage system.
- ◆ Saudi Logistics succeeds in maintaining a 95% efficiency rating in delivering on time and constantly strives to improve.



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#### Banaja Pharmaceuticals:

- ◆ Banaja Pharmaceuticals' full name is: Abdullatif Sufian Banaja & Partners for Pharmaceuticals.
- ◆ BPC Pharmaceuticals reports directly to the COO of Banaja Holdings.
- ◆ It is the sales and marketing company representing its partners' brands selling to pharmacies, hospitals, retailers and wholesalers.
- ◆ Banaja Pharmaceuticals represents 40% of the top ten pharmaceutical companies in the world including:
  - GSK
  - Roche
  - Wyeth
  - Sanofi Aventis
- ◆ Its team consists of over 60 sales people covering KSA in 6 major sales offices, with an additional three residence offices serving remote areas in the Kingdom.
- ◆ This dynamic team maximizes coverage and reach, covering 95% of total KSA market versus the nearest competitor which covers 75%.\*



#### Banaja Medical:

- ◆ Banaja Medicals complete name is Abdullatif Sufian Banaja & Partners for Medical Services.
- ◆ BMC Medical reports directly to the COO of Banaja Holdings.
- ◆ BMC Medical handles the marketing of medical supplies, devices, equipment of its partners to hospitals and clinics.
- ◆ The company maintains progressive and successful relationship with its clients through its marketing team's efficiency and dedication to CRM.
- ◆ The partners are:
  - Johnson & Johnson LifeScan
  - Stryker
  - Johnson & Johnson VisionCare
  - Conmed
  - Visiomed
  - Integra
  - Dicmed

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\* Research and study administered by an international research and finance house.



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#### Banaja Trading Company:

- ◆ The affiliate company BTC was created to provide better service to clients when there is a conflict between the sales and distribution.
- ◆ BTC reports directly to the COO of Banaja Holdings.
- ◆ This company is also in place to market and sell generic products and cut costs.
- ◆ Banaja Trading Company focuses on generic products as they become more prevalent in the region, which allows for a better service and more market penetration.
- ◆ Banaja Trading Company owns a number of chain pharmacies in KSA, with a unique selling proposition: the pharmacies create a shopping experience around selling its products rather than the traditional experience with a chemist dispensing prescribed medication.
- ◆ BTC has also developed home appliances division and distribute important leading brands like 'Black & Decker'

