ENANA

COMPANY PROFILE · 2026

Your health comes first.

Bringing the world's best healthcare to Iraq.



Since 1998 Baghdad · Erbil · Karbala · Basrah · Mosul · Amman

ENANA MEDICAL GROUP

Your Health Comes First.

A promise we have kept since 1998.

28
Years operating

$74M
Annual revenue

30+
International partners

ENANA



Mrs. Nayzak Al Tamimi
MANAGING DIRECTOR · CHAIRWOMAN

A NOTE FROM THE LEADERSHIP

A welcome from our Managing Director.

Eighty years ago, my family started a business in Baghdad with a single idea: that what we sold would matter to the people who bought it. Tamimi Group is older than most of the brands we now distribute. Enana is its healthcare arm — founded in 1998, and built one shipment, one tender, one pharmacy at a time, for twenty-eight years.

Today Enana is seven companies, seven cities across three countries, and thirty international partners. Our regional headquarters sit in Amman; our medical-textile factory runs in Ankara. But the operating idea has not changed.

> **Every morning, in seven cities, two hundred and ten people pick up the same question my father picked up in 1946: what we sell will reach a person who needs it. Will we have done our part?**

Welcome to Enana. — Nayzak Al Tamimi

WHY WE EXIST

Mission, vision, and the line we hold.

MISSION

To deliver high-quality, accessible healthcare to Iraq.

Importing, registering and distributing the world's trusted pharmaceutical, dermo-cosmetic and medical-device brands — with the regulatory rigour, cold-chain integrity, and field-force discipline that the Iraqi market requires.

We work as the long-term Iraq partner for manufacturers who refuse to compromise on quality, and as a single accountable counterpart for the Ministry of Health, KIMADIA, hospitals and pharmacies we serve.

VISION

To become a regional leader in healthcare and a contributor to pharmaceutical manufacturing in Iraq.

Beyond distribution: a healthcare platform that supports Iraq's pharmaceutical security through local production, strategic partnerships, and investment in advanced healthcare solutions for the next decade.

POSITIONING

“Enana is not just a distributor — it is a strategic healthcare platform bridging global manufacturers with one of the most promising emerging markets in the Middle East.”

BY THE NUMBERS

28+

Years in continuous operation

Built over twenty-eight years, one shipment at a time.

Operating since 1998 as the healthcare arm of Tamimi Group — a family business founded in Baghdad in 1946.

Seven registered entities, six Iraqi cities, two countries — and a balance sheet that closed FY 2025 at $74 million.

More than thirty international pharma, beauty and medical-supply partners reach the Iraqi market through Enana's distribution and clinical-engagement engine.

$74M
Annual revenue · FY25

210
Employees · 97 in field

30+
International partners

BY THE NUMBERS · THE SHAPE OF ENANA

Six quiet measures.

Beyond the twenty-eight years — what the company is, today, in 2026.

01

$74M

REVENUE

Annual revenue across Iraq and Jordan operations, FY 2025.

02

210

EMPLOYEES

Of which 97 in field sales and collection, deployed in regional clusters.

03

30+

PARTNERS

International pharma, beauty and medical-supply brands distributed in Iraq.

04

7

ENTITIES

Registered companies — six in Iraq, one in Jordan, one in Turkey.

05

18

CITIES

Baghdad · Erbil · Karbala · Basrah · Mosul · Amman · Ankara.

06

28+

YEARS

In continuous operation since 1998 — three regimes, two wars, no missed quarter.

HERITAGE · 1946 → 2026

Eight decades of building healthcare for Iraq.

From a 1946 family business to a regional healthcare distributor.



TAMIMI GROUP

1946
Tamimi Group founded in Baghdad

2003
Tamimi expands to Dubai

2010
Abu Dhabi Drug Bureau

1998
Baghdad
Enana Drug Scientific Bureau

2005
Baghdad
Enana Al-Iraq

2006
Erbil
Enana Al-Iraq

2007
Karbala
Enana Al-Iraq

2010
Jordan
Enana Trading & Medical

2011
Basrah
Enana Al-Iraq

2012
Harthya
Enana Al-Iraq

2020
Ankara
Enana Turkey registered

2026
Today
28 years · 7 cities · 30+ partners

LEADERSHIP · 1946 → TODAY

Our founders.

From a family business that began in Baghdad in 1946 — to the leaders carrying Enana's standard today.



FOUNDER · TAMIMI GROUP

Mr. Saad Al-Tamimi

1946 — A LEGACY THAT CONTINUES

Founded Tamimi Group in Baghdad in 1946 and shaped what Enana inherits today: a long view of business, a refusal to compromise on quality, and the conviction that healthcare is a service to people, not a transaction.



MANAGING DIRECTOR · CHAIRWOMAN

Mrs. Nayzak Al Tamimi

FOUNDER · ENANA MEDICAL GROUP

Founded Enana in 1998 as the healthcare arm of Tamimi Group. Built the company from a single Baghdad bureau to seven cities across three countries — and made it a women-owned enterprise from day one.



EXECUTIVE MANAGER · CEO PHARMA

Mr. Aysar Noori

CO-BUILDER · ENANA MEDICAL GROUP

Has led Enana's pharma operation since its earliest years — building the field force, the regulatory pipeline, and the partner-engagement engine that today moves 30+ international brands into the Iraqi market.

01

Where we operate.

One regional headquarters. 18 Iraqi cities. Seven entities. Three countries. One supply chain.

IN THIS CHAPTER

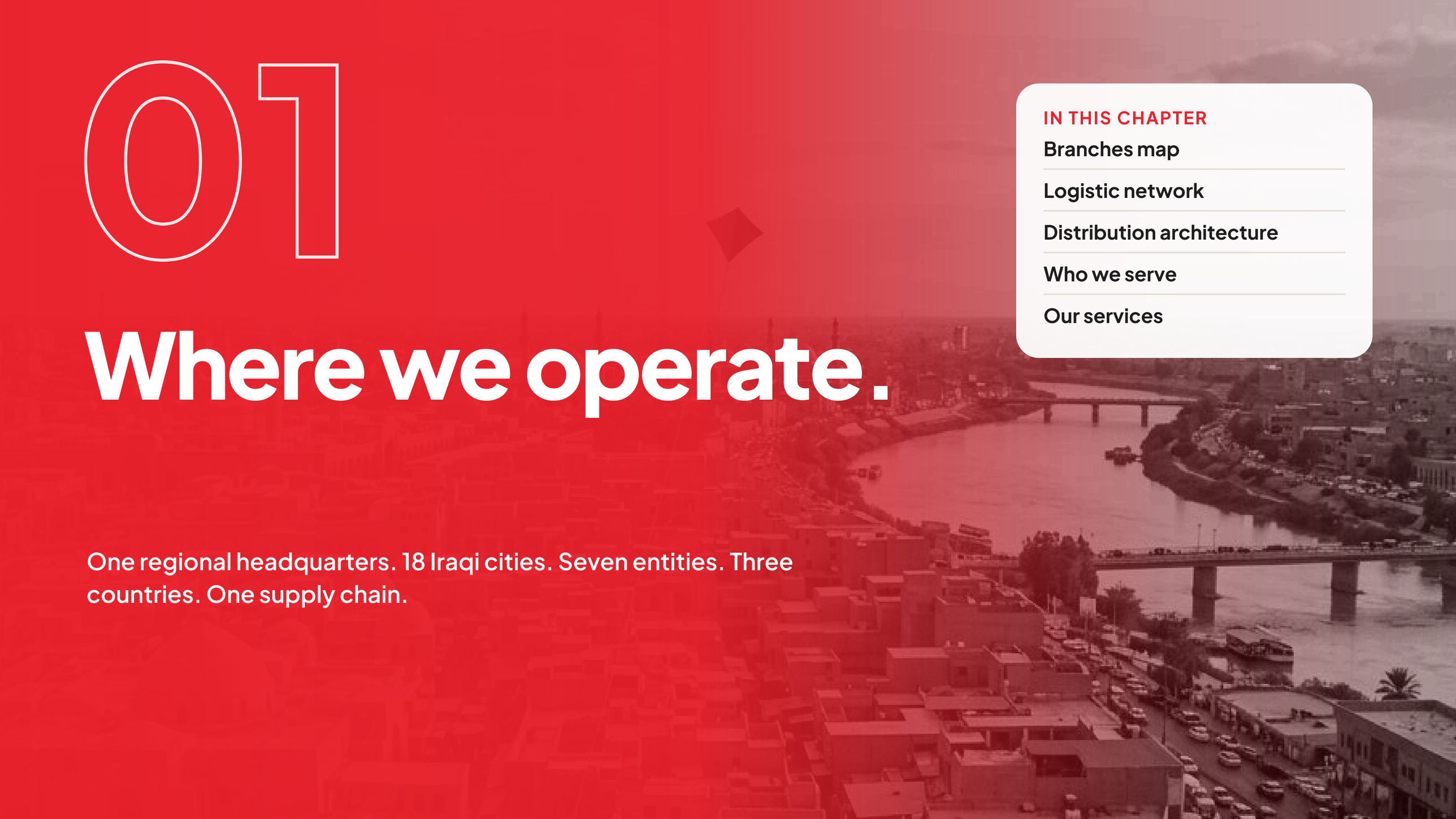
Branches map

Logistic network

Distribution architecture

Who we serve

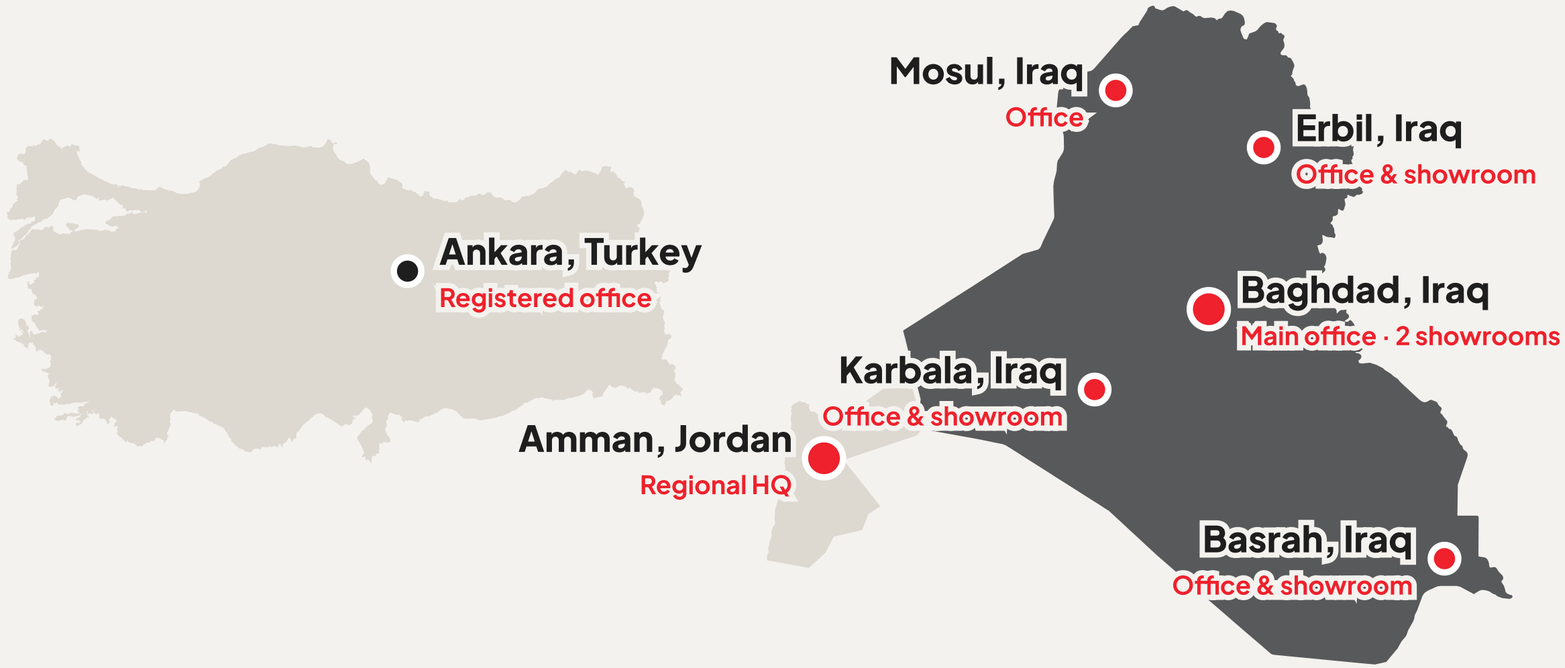
Our services



FOOTPRINT · 18 CITIES · 3 COUNTRIES

Eight locations across three countries.

A regional headquarters in Amman, five offices across Iraq, and a registered office in Ankara.



1 Regional HQ

18 Iraqi cities

1 Registered office abroad

30+ International partners



Baghdad warehousing · 6,000 m² of conditioned storage, fully owned vehicle fleet.

LOGISTICS & COLD CHAIN

A cold-chain ready supply network.

Owned warehousing in Iraq and Jordan, FDA/GMP compliant.

Enana operates its own warehousing in Iraq and Jordan, where products are stored and maintained under temperature and safety protocols ready for last-mile shipment.

In Iraq, Baghdad warehousing exceeds 6,000 m² of conditioned storage, with a further 1,000 m² across the provinces, fully transported by Enana's own vehicle fleet.

In Jordan, the joint venture with Ibn Sina Drugstore — operational since 2000 — anchors regional storage, with industrial-zone facilities in Zarqa and at Amman airport, all built to FDA-grade GMP.

6,000 m²
Baghdad warehousing

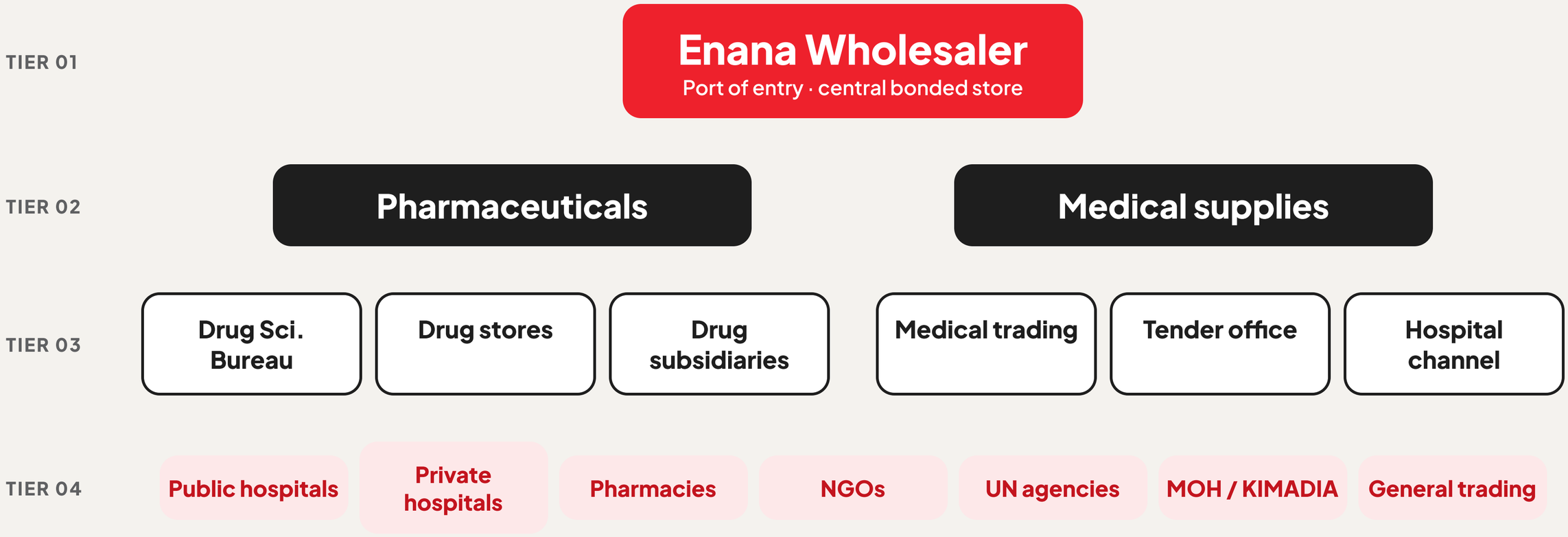
1,000 m²
Provincial storage

25+ yrs
Ibn Sina JV

DISTRIBUTION ARCHITECTURE · 4-TIER FLOW

From port of entry to pharmacy shelf.

How Enana moves more than thirty partners' product into the Iraqi market.



End customer · 7 end-customer channels · covered nationally

CUSTOMERS · 5 SEGMENTS

Who we serve.

Across the Iraqi healthcare system — from national procurement to the corner pharmacy.

SEGMENT 01

Ministry of Health

Iraq's national health authority. Enana supplies pharmaceuticals and medical devices on regulated MOH tenders nationwide.

COVERAGE
Baghdad MOH · Erbil KMCA

SEGMENT 02

KIMADIA

The State Company for Marketing Drugs & Medical Supplies. Enana is an awarded supplier with a multi-year track record.

STATUS
Awarded supplier · multi-year

SEGMENT 03

NGOs & UN Agencies

UN procurement and international NGOs operating in Iraq. IEC 60601–compliant devices meet international tender standards.

STANDARDS
IEC 60601 · ISO 9001

SEGMENT 04

Public & Private Hospitals

From governmental hospitals to private facilities. Devices, surgical packs, vaccines, and prescription medicines.

CATEGORIES
Devices · Vaccines · Surgical

SEGMENT 05

Pharmacies & Drug Stores

Retail tier covering OTC, supplements, dermo-cosmetics, and prescription medicines across the seven-city footprint.

REACH
18 cities · daily call-rate

WHAT WE DELIVER

Our services.

The best products and solutions, at convenient prices — backed by registration, logistics, marketing and after-sales accountability.

Regulatory & Market Access

End-to-end product registration with the Iraqi Ministry of Health and KMCA Kurdistan. Renewals, variations, pharmacovigilance — submitted on partner timelines, every quarter.

MOH · KMCA · ICH-GVP

Logistics & Cold-Chain Distribution

6,000+ m² of conditioned storage in Baghdad, provincial warehousing across five Iraqi cities, and temperature-controlled last-mile to pharmacy, hospital, and tender destinations.

GDP · COLD-CHAIN · NATIONWIDE

Sales & Field Force

97-strong sales and collection team across 18 Iraqi cities — promoters, medical reps, supervisors and managers organised in clusters that mirror partner portfolios.

97 REPS · 18 CITIES · REPZO CRM

WHAT WE DELIVER

Our services.

Marketing & Medical Education

Brand campaigns, KOL round-tables, scientific seminars, conference sponsorship, and AI-assisted creative production for partner brands across pharma, beauty and medical devices.

RTDS · KOLS · CONFERENCES

Public-Sector & Tender Execution

Direct access to MOH and KIMADIA tender cycles. Proven delivery of large-scale public contracts — pricing intelligence, compliance documentation, and on-time fulfilment.

KIMADIA · MOH TENDERS

Digital, CRM & After-Sales

Repzo CRM with daily visibility into call-rates, samples, KOL engagement and order capture; brand digital presence; medical-awareness campaigns; pharmacovigilance follow-through.

REPZO · DIGITAL · PV

02

How we work.

From regulatory approval to last-mile delivery — the operating discipline behind every Enana shipment.

IN THIS CHAPTER

- Sales & marketing
- Regulatory & pharmacovigilance
- Training & RTDs
- Organisation
- Digital reach
- Quality & compliance
- Enana.me platform



RTD event, Baghdad



FIELD FORCE

97 people, one engine.

A nationwide field force with cluster management and digital infrastructure.

Enana's sales and collection team is 97 strong — promoters, medical reps, supervisors and managers, deployed in clusters that mirror partner portfolios and market segmentation. Each cluster is accountable for both clinical engagement and commercial delivery in its territory.

A pioneer in the region, Enana runs its CRM on Repzo — a regional leader in field-force automation — giving managers daily visibility into call-rates, sample distribution, KOL engagement, and order capture. The result: predictable coverage and accountable rep performance.

97
Field team

18
City clusters

Daily
CRM visibility · Repzo, regional pioneer

REGULATORY & SAFETY

Registered. Monitored. Accountable.

Two registration teams and a pharmacovigilance department, working continuously.

01 · BAGHDAD

Baghdad MOH Team

Dedicated registration officers managing all submissions to Iraq's Ministry of Health. Active follow-up until approval. Renewals tracked centrally so partner products never lapse into market gaps.

MOH IRAQ

02 · ERBIL

Erbil KMCA Team

Parallel registration channel for the Kurdistan Region. Faster regional approvals where applicable, with cross-team coordination for nationwide rollout and synchronised renewals.

KMCA KURDISTAN

03 · CONTINUOUS

Pharmacovigilance

In-house department for adverse-event reporting, partner manufacturer compliance, and ICH/GVP-aligned safety updates — submitted on partner timelines, every quarter.

ICH · GVP



KOL roundtable, Erbil

EDUCATION

We invest in our people, and in the clinical conversation.

Internal training. KOL roundtables. Conference attendance. Year-round.

01

Internal training

Onboarding for new reps, refreshers for experienced staff, partner-product certification programs every quarter.

02

Round table discussions

Closed-door clinical roundtables with KOLs in target therapeutic areas, hosted in Baghdad and Erbil throughout the year.

03

Scientific seminars

Open-attendance seminars at hospitals and conferences, presenting partner-brand evidence and post-market data.

04

International conferences

Enana attends and sponsors regional pharma and medical-device conferences with team rotation.

ORGANISATION · FULL CHART

The full organisation chart.



CHAIRWOMAN · BOARD
Mrs. Nayzak Al Tamimi

VICE CHAIRMAN · BOARD
Dr. Ibrahim Adham Majeed

SHARED CORPORATE FUNCTIONS
Report to both CEOs · executive

Chief Financial Officer (CFO)
Dr. Mustafa Al Tamimi
↳ Trade Finance & Banking Officer (Baghdad) — Rasha Al-Ani
↳ Financial Accountant (Jordan) — Hazim Issa Ali

Legal & Contracts Manager
Dr. Furaat Abdul Adheem
↳ Contracts / Legal Officer — Ammar Abul Rahman

Regulatory Affairs & Registration Manager
Dr. Rasha Ringa
↳ Registration Officer — Ibtegaa Salman

Scientific Office & Pharmacovigilance Manager (LPPV)
Dr. Meena Hasan
↳ Local Safety Contact / GVP
↳ PV / Scientific Office Officer (Deputy LPPV) — Kamal Al Obaidi

Supply Chain, Warehousing & Distribution Manager
Imad Mousa
↳ Warehouse Manager / Chief Storekeeper (Cold Chain) — Ahmed Abdul Salam
↳ Demand Planning & Procurement — Sawsan Aldaod & Ihab Al Ghazali
↳ Customer Service & Order Management Lead — Mariam Aldawlah

Human Resources Manager
Dr. Mohammed Abdul Kareem
↳ HR Officer / Training Coordinator — Dr. Teeba Salah
↳ GxP Training & Competency — Dr. Teeba Salah

CEO — PRIVATE SECTOR
Mr. Aysar Noori Jeryo

Private Sector Development Manager
Dr. Juhaina Al Juboury

Business Development / Principal Relationship Manager
Dr. Sawsan Aldaod
↳ Dedicated principal / partner relationship line

Marketing Activation Manager
Dr. Ihab Al Ghazali

Key Accounts & Channels Manager
Dr. Haitham Al Anssary

Scientific field force Managers
Dr. Kamel Haider · Dr. Ali Eiad · Dr. Ahmed Mustafa · Dr. Ibraheem Ahmed
↳ Scientific Supervisors — 18 Supervisors
↳ 98 medical reps

Commercial field force Managers
Mustafa Mousa · Mohammed Najdet
↳ Commercial supervisors — Ali Mustafa · Aows Mouaid
↳ 23 commercial reps

CEO — PUBLIC SECTOR
Mr. Ehssan Abu Al Maali

Public Sector Development Manager
Dr. Mustafa Al Tamimi

Public Sector Executive — Tenders, Bid Compliance & Government Relations (KIMADIA)
Yasameen Khawaled / Shwan Kareem

MSLM
Dr. Ali Amir
↳ 6 MSL

NGO & International Organizations Manager
Khaleel Al-Ani
↳ 4 dedicated staff

INDEPENDENT QUALITY & COMPLIANCE
Reports to Board

Head of Quality / QA Manager (QMS Owner)
Dr. Hassan Wisam
↳ Owns the QMS · independent line to Board

Responsible Person (RP) for GDP
Ahmad Ali
↳ Per EU GDP Guidelines · release / quarantine authority

Compliance, Ethics & ABAC Officer
Dr. Zuhair Mohammed
↳ Anti-Bribery & Anti-Corruption (ABAC) oversight

ADDITIONAL SHARED FUNCTIONS

IT & Data Integrity Manager
Farooq Majeed Abdulkareem

Communications & Social Media Manager
Taha Abdulsahib

HSE (Health, Safety & Environment) Officer
Hassanain Dawod Majeed

DIGITAL REACH

Where the brand meets the patient.

A coordinated digital programme — CRM, brand pages, medical-awareness campaigns, and creative production — running alongside the field force, year-round.

01

CRM · Repzo

Regional pioneer of CRM-driven field force. Daily visibility into call-rates, sample distribution, KOL engagement, prescription tracking and order capture — integrated with partner reporting.

PIONEER · AI-ASSISTED

02

Brand Digital Presence

Active social and content pages for each major partner: Beurer Iraq, Arkopharma Iraq, Sinomarin Iraq, Vitabiotics Iraq, Floxia Paris Iraq, EGO Iraq, QV Iraq — coordinated tone of voice.

7+ BRAND CHANNELS

03

Medical Awareness Campaigns

Therapeutic-area education programmes built with KOLs and produced in-house: respiratory, dermatology, women's health, paediatrics, nutrition — in Arabic and English.

AR · EN · KOL-LED

04

AI Creative Studio

In-house creative pipeline using current-generation AI for product imagery, campaign visuals and copy — accelerating partner brand activation without losing brand-grade quality.

PHOTO · COPY · MOTION

DIGITAL REACH

How the programme runs.

01

CRM platform

Repzo — regional leader in field-force automation, deployed across the 97-person team.

02

Owned channels

Brand-specific Iraq pages on Instagram, Facebook, TikTok and YouTube.

03

Languages

Arabic-first content with English mirror for clinical and partner audiences.

04

Audiences

HCPs, pharmacists, patients, KOLs — segmented by therapeutic area.

QUALITY & COMPLIANCE

Certified to international standards.

Enana Drug Scientific Bureau operates under an independently audited, IAF-accredited management system covering the full cycle of importing, storing and distributing pharmaceuticals and medical devices in Iraq. Four certifications — issued by Global Quality Certification Ltd. (London, UK) — govern how we protect product quality, supply continuity, and the data of the partners and institutions we serve.

QUALITY MANAGEMENT

ISO 9001:2015

A documented, audited quality system across registration, procurement, storage and delivery — ensuring consistent, traceable standards on every line we handle.

License QMS-2026-600180 · valid until 02 Jun 2029

STORAGE & DISTRIBUTION

GSDP

Good Storage & Distribution Practice for medicines — cold-chain integrity, temperature monitoring and validated handling from warehouse to pharmacy, hospital and tender destination.

License GSDP-2026-791445 · valid until 02 Jun 2029

BUSINESS CONTINUITY

ISO 22301:2019

A continuity management system that keeps critical supply running through disruption — so partners and patients are not left without essential medicines when conditions change.

License BCMS-2026-140075 · valid until 02 Jun 2029

INFORMATION SECURITY

ISO 27001:2022

An information-security management system protecting commercial, regulatory and partner data across our digital platforms, CRM and reporting infrastructure.

License ISMS-2026-836462 · valid until 02 Jun 2029

INDEPENDENTLY AUDITED · IAF ACCREDITED

The certificates.



ISO 9001:2015
Quality Management System



GSDP
Good Storage & Distribution Practice



ISO 22301:2019
Business Continuity Management



ISO 27001:2022
Information Security Management

4 Active certifications

IAF Accredited body · GQC, London

2026–2029 Certified cycle · annual surveillance

Pharma & devices Scope of certification

BUILT IN-HOUSE

Enana.me — one operating system for the business.

A proprietary dashboard that pulls every operational signal into one screen: sales, purchase orders, stock, AMS market data, pharmacy orders, Repzo CRM, HR — with AI alerts on top.

enana.me

COMMERCIAL
- Sales & Revenue — live
- Purchase Orders
- Stock Monitor
- Pharmacy Orders

MARKET
- AMS Market Study
- Mercato BI

FIELD & PEOPLE
- Repzo CRM — AI
- HR & Attendance
- Internal Audit

ALERTS
- PO Submission
- Stock-out Risk

REVENUE · MTD

$6.2M

+12% vs last month

FIELD-REP CALLS TODAY

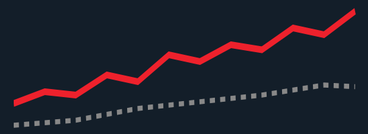
412

97 reps active

AI ALERT

Vitabiotics SKU-A24 stock-out projected in 9 days — submit PO now.

SALES · LAST 12 MONTHS



PHARMACY ORDERS

1,284

this week

AMS COVERAGE

2,256

active molecules tracked

HR · ATTENDANCE

96%

field-team check-in today

OPEN POS

37

12 awaiting approval

03

Our portfolio.

Three pillars. Thirty+ partners. One Iraqi market.

IN THIS CHAPTER

Portfolio overview

Vitabiotics

GSK · Arkopharma

Pharmacy partners

EGO + QV

Floxia Paris

Beurer

Medical-supply partners

PORTFOLIO

Three pillars.

Pharmaceuticals · Beauty · Medical Supplies. Thirty-plus international partners across all three.

Pharmaceuticals

Innovative branded pharma, supplements, vitamins and OTC, distributed nationally with full regulatory and pharmacovigilance support. Where Enana adds clinical conversation, registration, and reach beyond the major capitals.

LEAD PARTNERS: VITABIOTICS · GSK · ARKOPHARMA · OCTAPHARMA · POHL BOSKAMP · + 9 MORE

Beauty

Dermo-cosmetics, skincare and personal-care products with clinical evidence and pharmacy-grade trust. Sold through pharmacies and drug stores, supported by retail merchandising and digital presence.

LEAD PARTNERS: FLOXIA PARIS · EGO · QV

Medical Supplies

Devices, surgical packs, gloves, consumables, and hospital furniture. Distributed in partnership with 20+ international medical-supply partners — tender-grade, IEC 60601 compliant where relevant.

LEAD PARTNERS: BEURER · HEALTHIUM · FOSHAN · ADMD · PHARMAPLAST · + 16 MORE



PHARMACEUTICALS

VITABIOTICS
Est. 1971
SCIENCE OF HEALTHY LIVING

"The science of healthy living."

Vitabiotics is the United Kingdom's number-one supplement brand, with over 50 years of research-backed product development. Its formulations are clinically supported and recommended widely across UK pharmacies. From beauty supplements to red-blood-cell support and bone health, Vitabiotics is sold in pharmacies in over a hundred countries.

WHAT ENANA DOES IN IRAQ

Enana brings the full Vitabiotics range to Iraqi pharmacies, with rep-led education on each formulation and tender-grade availability for hospitals.

LEAD PRODUCTS

01 **Perfectil — UK's #1 beauty supplement**
02 **Osteocare — calcium, magnesium, vitamin D3**
03 **Feroglobin B12 — iron + folic acid for energy and red-blood-cell support**

PHARMACEUTICALS

GSK

One of the world's largest research-led pharmaceutical companies, GSK develops vaccines, specialty medicines and general medicines used by patients in over 150 countries. Iraq's healthcare system relies on its respiratory, vaccine and antibiotics portfolios.

WHAT ENANA DOES IN IRAQ

Distribution into MOH and KIMADIA tenders, hospital fulfillment, and pharmacy availability across the seven-city footprint, with dedicated regulatory follow-up on every SKU.

LEAD PRODUCTS

01 Vaccines portfolio
02 Respiratory line
03 Antibiotics

PHARMACEUTICALS

Arkopharma

French phytotherapy specialist with the slogan "L'intelligence de la nature pour votre santé." Pharmacy-grade herbal supplements for sleep, digestion, immunity, and wellness — backed by clinical evidence and decades of plant-based research.

WHAT ENANA DOES IN IRAQ

Pharmacy distribution and pharmacist education across Iraq, with dedicated retail visibility and KOL engagement supporting herbal-medicine adoption beyond the major capitals.

LEAD PRODUCTS

01 Arkogélules
02 Arkofluide
03 Arkorelax

PHARMACEUTICALS

Pharmacy partners.

Eight more international names in our pharmaceutical portfolio.

ROWA WAGNER®

Biological E. Limited
Celebrating Life Every Day

MEYER

ZANON VITAMEC

Gerolymatos International®
Serving health care since 1923

ICBpharma®

POHL BOSKAMP

BNCÉRA
BEAUTY & INTELLIGENCE

Pharmabeau

octapharma

Preferred NUTRITION®



BEAUTY

"The science of healthy skin."

EGO is an Australian dermo-cosmetic family of brands grounded in dermatologist-recommended skincare. QV is its core line — gentle cleansers, moisturisers, baby washes and barrier creams trusted by paediatricians. Australia's Mother & Baby Award winners year over year.

WHAT ENANA DOES IN IRAQ

Pharmacy-led distribution with mother-and-baby aisle visibility, KOL pediatrician engagement, and merchandising support that gets QV onto every major pharmacy shelf.

LEAD PRODUCTS

01 QV Baby Gentle Wash — pediatric daily wash

02 QV Cream — barrier moisturiser

03 EGO Sun — sun-care line



BEAUTY · PARTNER HERO

FLOXIA PARIS

Delivering trusted French dermo-cosmetics with proven clinical results.

Floxia is a French dermo-cosmetic brand built around clinically-validated solutions for hyperpigmentation, oily and sensitive skin. The line spans cleansers, regulators, brightening fluids and moisturisers — formulated with a pharmacy-grade approach and branded for the Middle Eastern market. Distributed by Enana Group on an exclusive basis in Iraq.

WHAT ENANA DOES IN IRAQ

Exclusive nationwide distribution, dedicated brand team, dermatologist KOL programme, standalone retail and digital presence at floxiairaq.com.

LEAD PRODUCTS

01 **Lait Unifiant Hydratant · brightening and moisturising emulsion**

02 **Gel Régulateur · sebum-regulating cleanser for oily skin**

03 **Solution Micellaire Unifiante · daily cleansing micellar water**



MEDICAL · PARTNER HERO

beurer

PARTNER OF THE YEAR · 2011 · 2014 · 2016

Health and well-being.

Beurer is Germany's leading consumer health and well-being brand, with a 100-year heritage in medical devices. From blood-pressure monitors and thermometers to nebulisers, scales and breast-pumps, Beurer is the device pharmacies trust to recommend. Awarded Beurer Partner of the Year three times to Enana for sustainable sales performance and market development.

WHAT ENANA DOES IN IRAQ

Enana operates Beurer Iraq's full distribution and digital presence, with retail merchandising, in-pharmacy training, and after-sales service across all 18 Iraqi cities.

LEAD PRODUCTS

01 BM 26 · upper-arm blood-pressure monitor

02 IH 21 · child-friendly steam inhaler

03 FT 09 · clinical-grade thermometer

MEDICAL-SUPPLY PARTNERS

Twenty-two partners across devices, surgical supplies, and consumables.

Beurer on its own page; twenty-one global partners shown here alongside our newest.

AOLIKE®

bluesail+ surgical

Broche

CERACARTA

Diagnosis®

ENJOY CARE®

Fillauer®

FOSHAN WHEELCHAIR

Greetmed®

Healthium

HUADA®

Konsung

medel

oromed TAKE CARE OF HEALTH

paksel

Pharmaplast

POLYMED MEDICAL DEVICES

SUMBOW®

TOP GLOVE TOP QUALITY, TOP EFFICIENCY

tynor

admd بتبركة أبوظبي للمستلزمات الطبية Abu Dhabi Medical Devices Company

New

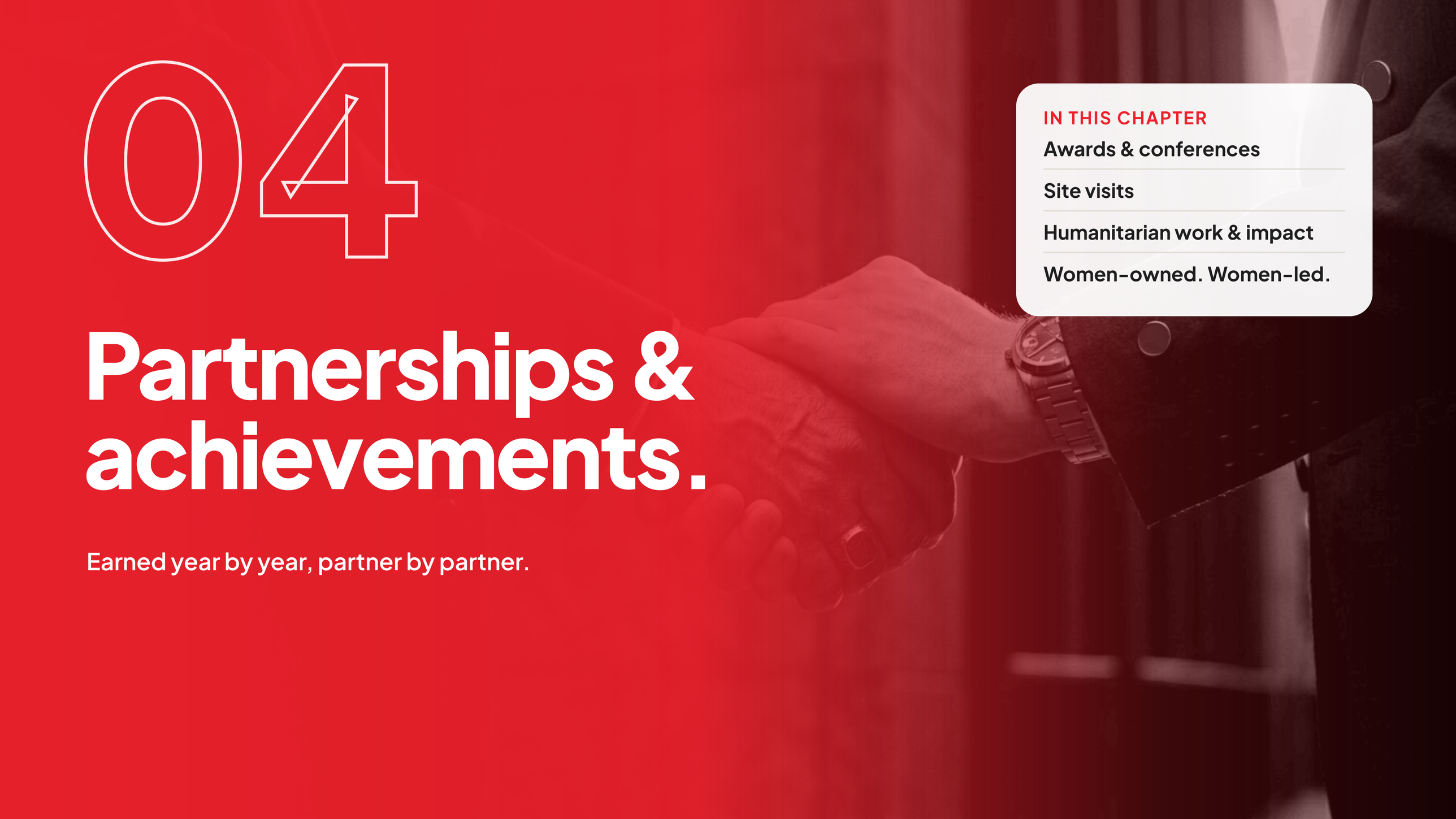
Yeekong®

TENDER-GRADE · NATIONWIDE DISTRIBUTION · IRAQ REGISTRATION IN GOOD STANDING

04

Partnerships & achievements.

Earned year by year, partner by partner.



IN THIS CHAPTER

Awards & conferences

Site visits

Humanitarian work & impact

Women-owned. Women-led.

AWARDS · CONFERENCES

Recognised, year after year.

Awards from manufacturer partners. Certified attendance at the conferences that matter to Iraqi medicine.

AWARD
2011
Beurer Partner of the Year
For substantial market development and sales performance.

AWARD
2014
Beurer Partner of the Year
Second consecutive recognition.

AWARD
2016
Beurer Partner of the Year
Third consecutive award.

SPONSOR
Cardio Baghdad
Annual · Saddam Center for Cardiac Surgery

SPONSOR
Iraqi Derma Conference
Supported by Enana DSB · Baghdad

SPONSOR
Pharma Connection Conference
Annual conference for top pharmacies in Iraq

SPONSOR
International Conference of Iraqi ENT Society
Annual ENT specialist conference

PARTNER ENGAGEMENT · SITE VISITS

We don't only meet our partners. We visit them.

Annual site visits to manufacturing facilities, R&D labs and headquarters across Europe and beyond.



FRANCE · 2019

Arkopharma site visit

A multi-day visit to the Arkopharma plant and R&D facility, deepening alignment on the Iraqi launch portfolio.



CHINA · 2024

Greetmed visit

A multi-day visit to the Greetmed facilities, deepening alignment on the Iraqi portfolio.



GREECE · 2022

Gerolymatos meeting

Strategic discussions with the Sinomarin team on Iraqi nasal-care growth, new SKUs, and KOL programmes.



GERMANY · 2021

Beurer visit

A multi-day visit to Beurer, deepening alignment on the Iraqi portfolio.



DUBAI · 2023

Tynor meeting

Partnership meeting with the Tynor team.



UK · 2025

GSK site visit

A visit to GSK, deepening alignment on the Iraqi portfolio.

HUMANITARIAN WORK & IMPACT

Recognised. Trusted. Operating beyond commerce.

Enana has built a long-standing association with the United Nations and international NGOs in Iraq — supplying medical devices, vaccines, and equipment to humanitarian programmes alongside our commercial portfolio.

15+

Years of UN & NGO supply history

3

Consecutive Beurer Partner-of-the-Year awards · 2011 · 2014 · 2016

100%

Compliance track record on humanitarian tenders

WORKING WITH

United Nations | UNICEF | WHO | UNDP | Iraqi Red Crescent

Operating beyond commerce.

01

Humanitarian supply

Medical devices, vaccines and equipment to UN agencies and NGOs operating in Iraq.

02

Underserved communities

Partner-priced healthcare access programmes through MOH and NGO channels.

03

Environmental commitment

ISO 14001 environmental management; cold-chain designed to minimise waste, energy and emissions.

04

Diversity by design

Women-owned, women-led organisation — gender equity embedded across leadership and field roles.



Mrs. Nayzak Al Tamimi
CHAIRWOMAN · MANAGING DIRECTOR

ESG · DIVERSITY · ACCOUNTABILITY

Women-owned. Women-led. By design.

Enana is operated and controlled regularly by Mrs. Nayzak Al Tamimi — its Managing Director and Chairwoman — as part of a deliberate commitment to gender equity in Iraqi healthcare.

The leadership extends across the operation: women hold roles at every level of the regulatory, finance, sales and pharmacovigilance teams. For partner manufacturers with diversity, ESG or gender-equity commitments embedded in their procurement programmes, Enana is a partner that meets those criteria authentically — not as a checkbox.

> **“Iraqi healthcare needs more women at the table. We've built a company that proves it works — and welcomes partners who hold us to it.”**

WOMEN-OWNED
Registered women-owned business since founding.

GENDER EQUITY
Leadership and field roles open and balanced.

ESG-ALIGNED
Partner-grade reporting and transparency.

05

For investors and strategic partners.

A de-risked entry into one of the most supply-constrained pharmaceutical markets in the Middle East — through a 28-year operating platform with MOH and KIMADIA access, nationwide distribution, and a manufacturing vision aligned to Iraq's pharmaceutical-security agenda.

IN THIS CHAPTER

Market opportunity · Iraq

Why Enana

Manufacturing vision & investment opportunity



THE OPPORTUNITY

A high-demand, supply-constrained market.

$6–7B

Market size

Iraqi pharmaceutical market, with steady growth across public and private sectors.

80%+

Import dependency

Of pharmaceutical demand met by imports — creating significant localisation opportunities.

2 ch.

Public sector demand

Driven by MOH and KIMADIA tender cycles, alongside a rapidly expanding private healthcare sector.

Low

Local manufacturing capacity

Limited domestic production — structural opening for partners with technology and capital.

Iraq is one of the most promising pharmaceutical markets in the Middle East.

Strong demand, structural supply gaps, and a public sector actively procuring through MOH and KIMADIA combine with an expanding private healthcare sector — against limited local manufacturing capacity. The result: a market with growth, margin, and scarcity of trusted in-country execution partners.

> **“A high-demand, supply-constrained market with strong potential for sustainable growth.”**

EXECUTION PLATFORM

A trusted, execution-driven platform for scalable growth in Iraq.

28 years operating. 18 cities. 30+ international partners. Direct access to the institutions that buy.

Direct MOH & KIMADIA Access

Immediate access to public-sector opportunities — the channel that determines scale in Iraqi pharma.

Regulatory Expertise

Efficient registration and renewal pathways for pharmaceuticals, dermo-cosmetics and medical devices.

Nationwide Distribution

Reliable coverage across Iraq — six warehouses, daily call-rate visibility, 18-city field coverage.

Proven Tender Execution

Consistent delivery of large-scale public contracts — documentation, pricing intelligence, on-time fulfilment.

Commercial Intelligence

Deep understanding of pricing dynamics, tender cycles, AMS market data and competitor moves — updated live in Enana.me.

WHY ENANA

The record behind the platform.

01

Track record

28 years continuous operation in Iraq, including the most complex periods of the market.

02

Counterparts

MOH, KIMADIA, UN agencies, NGOs and 30+ global manufacturers trust Enana as their Iraq partner.

03

Field engine

97-person sales & collection force running on Repzo CRM — the discipline that scales.

04

Governance

ISO 9001, ISO 14001, GDP compliance, internal audit, external counsel, partner-grade reporting.

NEXT CHAPTER

From distribution to pharmaceutical security.

Enana is positioning itself as a future enabler of pharmaceutical manufacturing in Iraq — aligned with national priorities, supported by 28 years of in-market execution.

A de-risked entry into a scalable manufacturing platform.

Enana is conducting comprehensive feasibility studies to identify high-impact opportunities that support local production and reduce dependency on imported medicines — advancing research-driven initiatives aligned with Iraq's national priorities.

The company already operates a surgical and protective-equipment manufacturing facility in Turkey under Enana Medical for Industry & Trading Co. Ltd. — a proven operating template for pharmaceutical-grade production.

> **“Enana offers a de-risked entry into the Iraqi market through a strong and scalable platform.”**

NEXT CHAPTER

Why this platform is ready.

De-risked

MARKET ENTRY

Existing licences, registrations, MOH/KIMADIA relationships and distribution — no greenfield risk.

Scalable

GROWTH PLATFORM

Field force, warehousing and brand portfolio sized to absorb significantly higher volumes.

Strategic

MANUFACTURING POTENTIAL

Aligned with Iraq's pharmaceutical-security agenda — feasibility studies in progress.

Long-term

PARTNERSHIPS

Looking for international manufacturers and capital partners with multi-decade Iraq horizon.

GET IN TOUCH

Talk to us.

Two offices. Five named contacts. One reply, always.

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ENANA

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COMPANY PROFILE · 2026

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