



**PiONEER**<sup>co.</sup>  
FOR PHARMACEUTICAL INDUSTRIES

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Where Quality Meets Health.



**Company  
Profile**





## Message From Our Founder

Since our humble beginning, our journey has been filled with challenges, triumphs and countless moments of growth. Today, our factory stands as a symbol of excellence and commitment to improving pharmaceutical security across Iraq and beyond. Pioneer has become a reliable source for generic and distinctive products that cater to the diversified needs of everyone we cross paths with.

At the heart of our success is a dedicated team of professionals who have been instrumental in fortifying our promise of becoming a leading industry base where health meets quality. The field of healthcare is ever-evolving, and it is crucial that we stay at the forefront of advancements, embrace new technologies and continuously raise the bar for quality and safety.

We have achieved greatness, but our journey does not end here. Together, we will create a legacy that extends far beyond our factory walls, leaving an indelible mark on the pharmaceutical landscape.

*Salah Al Hassan*

Warm Regards,  
Salah Al Hassan



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# We Are Pioneer

Pioneer is a leading pharmaceutical company established in Iraq in 2011. Since our very beginning, we have been driven by our passion and commitment to establishing pharmaceutical security in our nation and across borders.

With our continuous growth and adherence to the highest standards of quality and safety, we stand today as market leaders in the manufacturing of affordable top-quality generic medicines that satisfy the diverse needs of all patients and healthcare professionals within our reach.

**Inspiring Change  
for a Healthier Future.**



# Our Vision

We aspire to elevate the standards of pharmaceutical production in Iraq and across the region through our unwavering determination to maintain and grow our top leading position in the Iraqi market.

By consolidating our position in the market, we seek to expand our production lines to more diversified market sectors as well as further expand into the regional export market, establishing our footprint and creating a Pioneer stronghold in the entire region.



**Our Vision Drives us  
to Exceed Expectations.**



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# Our Philosophy



**Our Philosophy is our Constitution  
and Guidance in Everything we do.**



## **Commitment to Excellence**

We strive for excellence in every aspect of our operation



## **Patient-Centric Approach**

We place the well-being of patients at the heart of everything we do.



## **Scientific Advancement**

We invest in cutting-edge research and advanced technologies.



## **Ethical Conduct**

We uphold the highest ethical standards in every aspect of our operations.



## **Social Responsibility**

We leave a positive impact on society beyond our core business.

# Meet the Pioneer Family

Since the first chapter of our story, Pioneer Management sought global expertise in the pharmaceutical industry in order to mentor a highly skilled workforce of national professionals capable of implementing our vision.



**Our Team of Professionals are  
the Backbone of our Success.**

**1350**

Dedicated Team Members.

**95%**

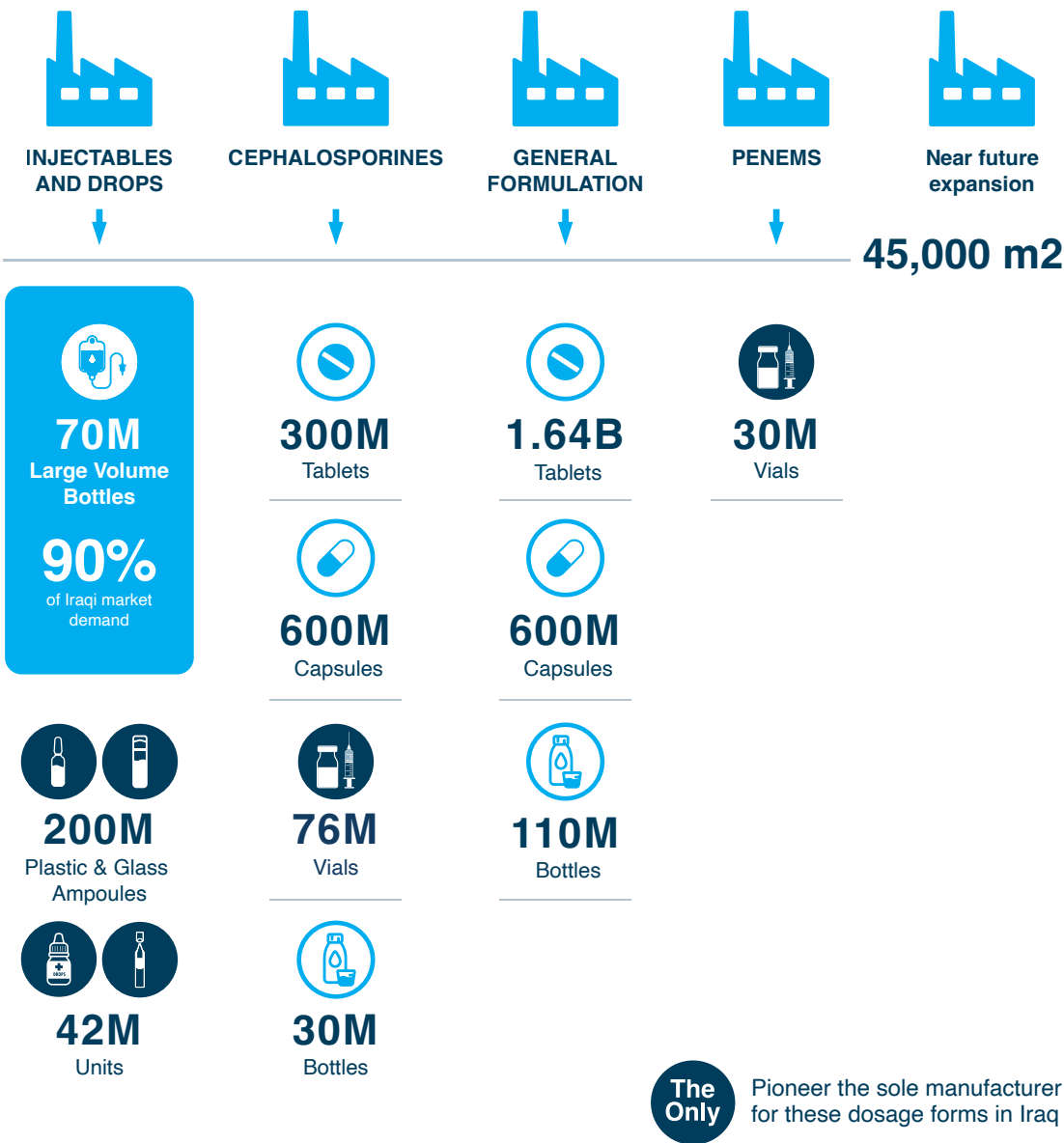
Local Employment.



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# Manufacturing Facilities

Pioneer has established itself as an industry titan through the integration of cutting-edge technologies and highly advanced facilities.





# Our Manufacturing Dynamics

In our commitment to delivering products with the highest quality and precision, we have forged strategic collaborations with well-known global suppliers of high-tech machinery such as Blow-Fill-Seal (BFS) advanced technology.



Where Technology Shapes our State-of-the-Art Facilities.

# Achieving Quality and Excellence

At Pioneer Pharmaceutical, quality control is not just a regulatory requirement but an integral part of our commitment to patient safety and satisfaction.

Pioneer is constantly striving to maintain and develop the standards of our facilities in order to guarantee exceptional quality in every dose.



The first Iraqi company classified as Class A manufacturer from Iraqi authorities.



The first Iraqi company to have acquired and maintained the GMP certificate from Iraqi MOH authority.



We are proud to have been awarded ISO certifications, an internationally recognised standard that ensures services meet the needs of clients.

# Logistics and Supply Chain



Where the Road to Your Pharmaceutical Security Begins.



Top global suppliers  
of raw materials



An enterprise resource  
planning system  
(ERP)



ISO-GMP standards and  
safety management  
system.

Pioneer includes **4** primary warehouses in our main production facilities in Al-Sulaymaniyah, each with a specific purpose and uncompromised maintenance standards



Raw  
Materials  
Warehouse



Packaging  
Materials  
Warehouse



Spare  
Materials  
Warehouse



Finished  
Product  
Warehouse



Overall capacity of **35,000** Pallets



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# Product Portfolio

At Pioneer, our distinctive and dynamic product portfolio represents our dedication to empowering health and implementing pharmaceutical security in the region.



Large and growing portfolio and pipeline

**200+** Products

**150+** Products in our pipeline

## INJECTABLES



- Diversified portfolio of iv fluid and large volume (BFS) injectable.
- Extensive Range of Small Volume Glass & Plastic Ampules (BFS).

## DROPS



- Variety of multiple eye drops covering key therapeutic areas; glaucoma, anti-infective, lubricant.
- The most advanced sterile single dose preservative-free eye-drops with innovative technology (BFS).

## GENERAL FORMULATION



Widespread therapeutic areas: Cardiovascular, Antiallergic & Antitussive, Central Nervous System, Gastrointestinal, Anti-Inflammatory & Analgesics, Vitamins, etc...

## CEPHALO - SPORINES



The most widely used class of antibiotics with a unique microbiologic spectrum offering varied dosage forms of injectable and oral preparations.

## PENEMS



The latest and most advanced generation of Beta-Lactam family, the most effective antimicrobials for the treatment of infections caused by the most resistant bacteria.



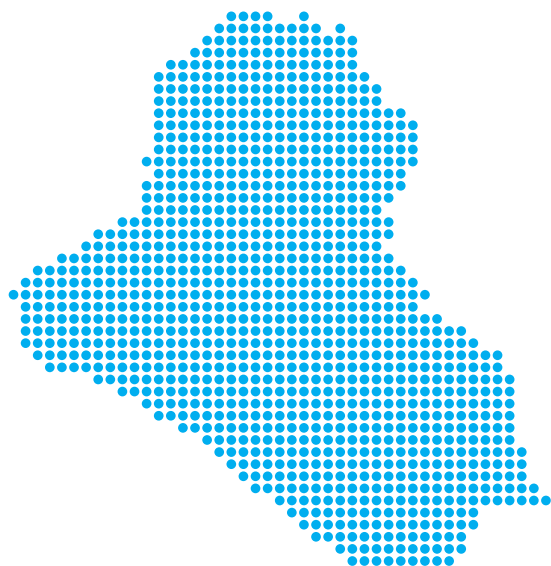
**Delivering Unique and Diverse Healthcare Solutions.**

# Sales Force and Distribution

With a vast, well-coordinated and optimal distribution network, Pioneer guarantees a far-reaching and rapid delivery of our pharmaceutical product. In our efforts to maintain our remarkable scope of operations and elevate its standards as we continue to grow, Pioneer established **sales and distribution centers** that spread across **all regions of Iraq**.



**Our Exceptional Team of Dedicated Professionals are the Backbone of our Success.**



Sales and distribution centers that span all Iraq



Highly skilled team of professionals



Wide-reaching fleet across Iraq  
180 monthly domestic trips  
50 cooled 40ft vehicles



1000 daily orders across all regions of Iraq



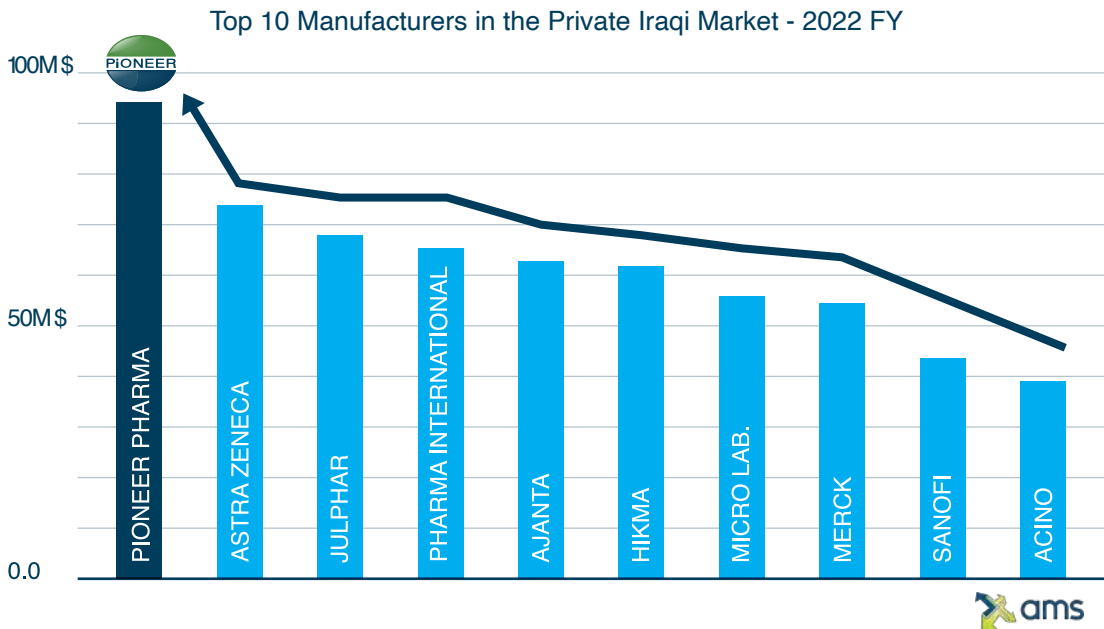
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## Sales and Market Share/ Private Sector

Beyond  
Number

1

Pioneer has been the top market leader in private sales for **3 consecutive years**.



Pioneer Growth VS Total Market  
(2022 FY / 2021 FY)

 15.3 %

 -9.7%



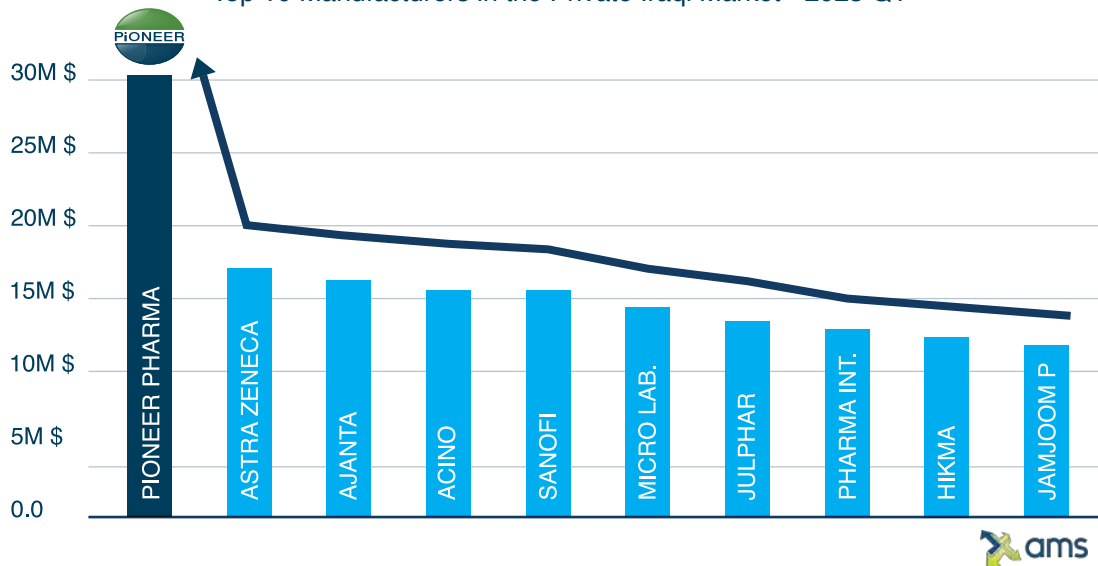
## Sales and Market Share/ Private Sector

# Beyond Number

# 1

We are proud to maintain our top-leading position in the market in 2023 Q1.

Top 10 Manufacturers in the Private Iraqi Market - 2023 Q1



Pioneer Growth VS Total Market  
(Q1 2023 / Q1 2022)



27 %



21 %




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# Sales and Market Share/ Governmental Sector


Beyond  
Number

1


Pioneer has built a steady strategic partnership with Kimadya that is deep-rooted in trust and reliability.



10 years of collaboration with No significant rejection records.

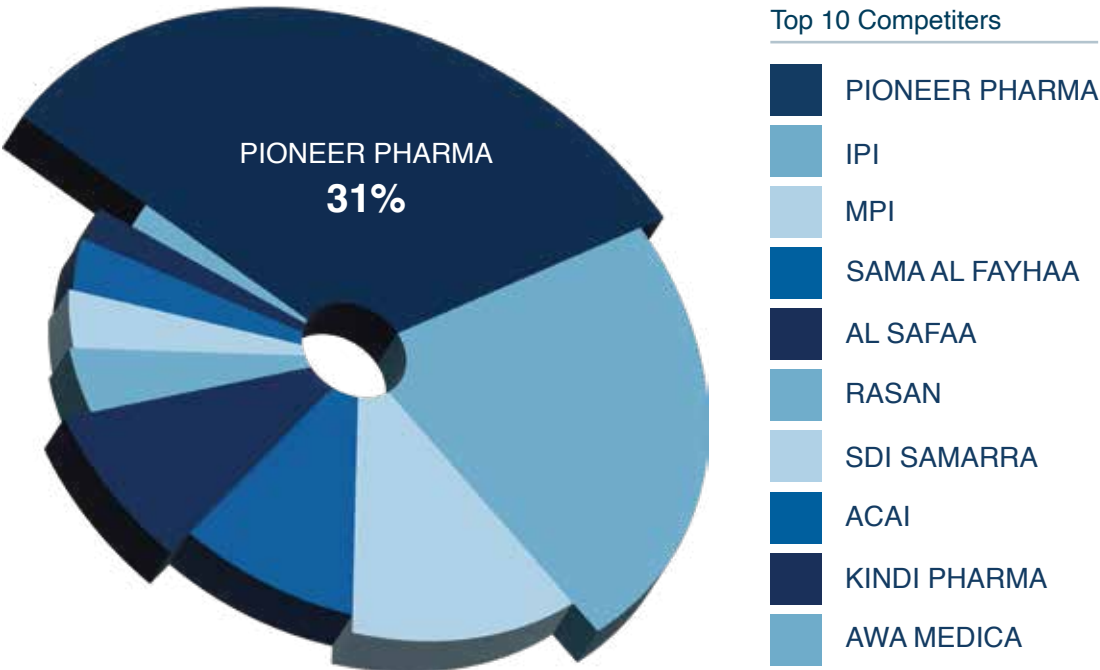


More than 60 monthly domestic trips of 40ft cooled vehicles.



Massive capacity to satisfy versatile and /or urgent market need.

Local Manufacturers Kimadia tender 2023 - 2024



Total Market Size: 187,655,304 \$

# Our Next Chapter

Our potential for expansion is unparalleled. Pioneer is near the completion of an extraordinary facility, solely devoted to Pioneering breakthroughs in Oncology.

Pioneer strongly believes that the Biosimilar industry is the future of pharmaceuticals. Our growth plans will be directed toward entering this sector and enhancing our capability to cover the rapidly growing demand for this revolutionary market.



Inspiring the Next Chapter of Success.



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# Business Partnerships and Alliances

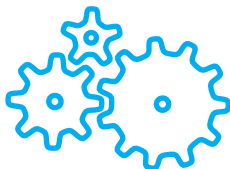
Hand in Hand for Mutual Growth.

We recognize the power of partnerships and alliances in driving our business forward. With mutual collaboration and focus on shared goals, we can solidify a leading market position and venture into new possibilities for growth and expansion.

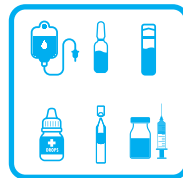
The Pioneer strengths that position us as ideal partners in the Iraqi Market.



Market Leader  
Number 1 in Iraq



Advanced  
Technology and  
State-Of-The-Art  
Machinery



Diverse Product  
Portfolio and  
Unique Product  
Lines



Spacious  
Production  
Facilities  
Warehouses



Far-Reaching  
Distribution  
Network



Robust System  
of Quality  
Management



Class A,ISO and  
GMP Certified



Visionary Future  
Growth Plans

# Localization Empowerment

## Empowering Local Communities.

Through our distinctive growth strategies and strategic partnerships, Pioneer strives to mitigate and resolve current and future challenges in the Iraqi pharmaceutical industry.

We aim to approach any emerging obstacles through our localization efforts, through which we empower national employment and enhance the accessibility of Pioneer products across all communities.



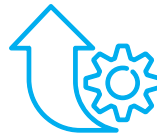
### Changing Regulations

Trusted partnerships with key segments in the Iraqi market, including MOH, Kemadia and Product Committees



### Market Volatility and Uncertainty

Through our superior production capacities, wide distribution network and vast warehousing for rapid access to stock, we are capable of covering the growing market demand across diversified areas



### High Quality and Advanced Technology Requirements

State-of-the-Art Facilities, First-Class Machinery and Comprehensive Business Growth Strategies



### Intensive Competition and Rapidly Growing Market Demands

Dedicated team of capable professionals, Strong Financial and Commercial Capacities and Trusted Leading Position in the Iraqi Market



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# Business Growth Strategies



**Our Path  
to Progress.**



Building Rich  
Pipelines for  
Sustainable  
Growth



Expanding  
into New  
Markets



Investing in  
Future  
Growth and  
Expansion

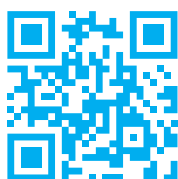


Maintaining  
and  
Strengthening  
our Market  
Position



Empowering  
Research &  
Development





## Follow Us

 **Pioneer Company for Pharmaceutical Industries**

 **Pioneer.Pharma**

 **Pioneer Co. for Pharmaceutical Industries**



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# Contact Us



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