

SWIXX BIOPHARMA EXPANDS TO MENA REGION, APPOINTS MANAR AL NAHAR AS REGIONAL GENERAL MANAGER, MENA

September 18th, 2023

Baar, Switzerland – Swixx BioPharma AG announces today its strategic expansion into the MENA (Middle East and North Africa) region. This move marks a pivotal moment for Swixx, as the company for the first time moves out of the broader CEE / SEE region into another continent. It is a significant milestone towards fulfilling Swixx's goal to become the preferred partner for biopharma companies seeking indirect routes in Rest-of-World (ROW) markets.

To lead our expansion into MENA, we are delighted to welcome Mr. Manar Al Nahar as Swixx's Regional General Manager, MENA. Manar earned a pharmacy degree from the University of Jordan and then attained an MBA from German Jordanian University. He brings 25 years' biopharma experience in different geographies across MENA, as well as Greece and Russia. Prior to joining Swixx Manar served in senior regional roles at Alexion / AstraZeneca, Sanofi and Ferring Pharmaceuticals. His career has included positions such as General Manager, Country Manager, Area Director, Business Unit Director, and Area Manager. Manar's arrival offers Swixx in-depth, regional knowledge and established expertise in Swixx's core therapeutic areas of hematology / oncology, rare diseases, transplant, renal, and neurology. We trust that Manar's demonstrated leadership skills and track record in building and retaining teams will be put to good use as Swixx establishes its MENA presence.

Jean-Michel Lespinasse, CEO, warmly welcomed Manar to Swixx, citing the appointment as "further token of Swixx's commitment to penetrate new geographies in service of our senior research-based multinational partners. We believe," Lespinasse commented, "that by expanding our geographical footprint we can not only extend our usefulness to those partners as a one-stop shop, but also make a material contribution to improving patient outcomes in the MENA region."

Manar will be based in Dubai and will report to Swixx's Chief Operating Officer Russia / Eurasia and R.O.W., Dr. Marek Vasicek.

About Swixx BioPharma AG

Swixx operates fully owned subsidiaries across Central and Eastern Europe, Greece, Russia and several Eurasian countries including Belarus, Kazakhstan, Moldova, Uzbekistan and now the Middle East. With over 1,250 employees and sales set to exceed 900M Euros in 2023, Swixx has swiftly evolved into one of the largest and fastest-growing dedicated agents for biopharma in the Central, Eastern and Southeastern regions of Europe and beyond. The company has gathered outstanding rare disease, oncology-hematology, specialty, vaccines and self-medication talent under one roof. For more information about Swixx, please visit: www.swixxbiopharma.com

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