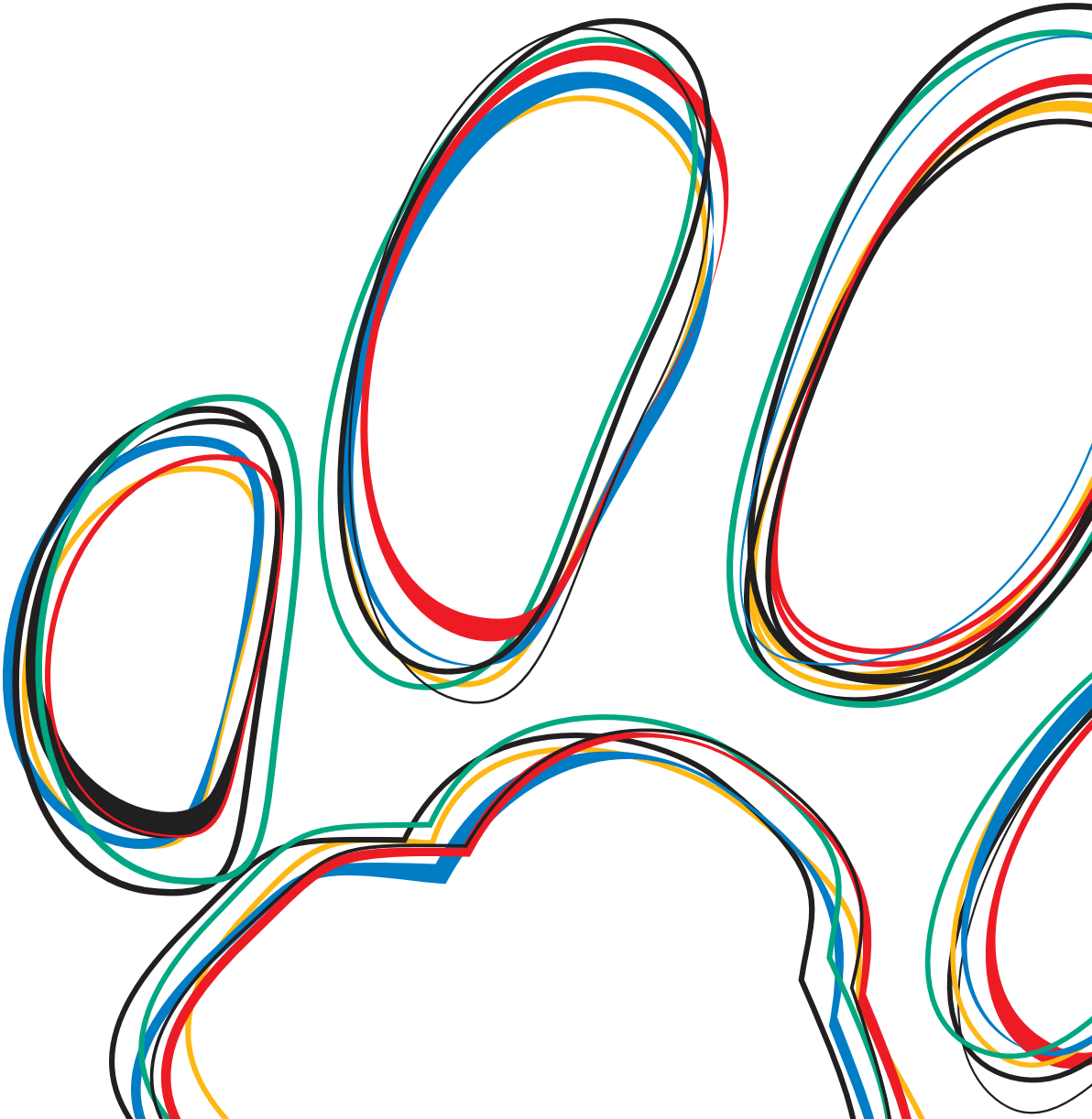
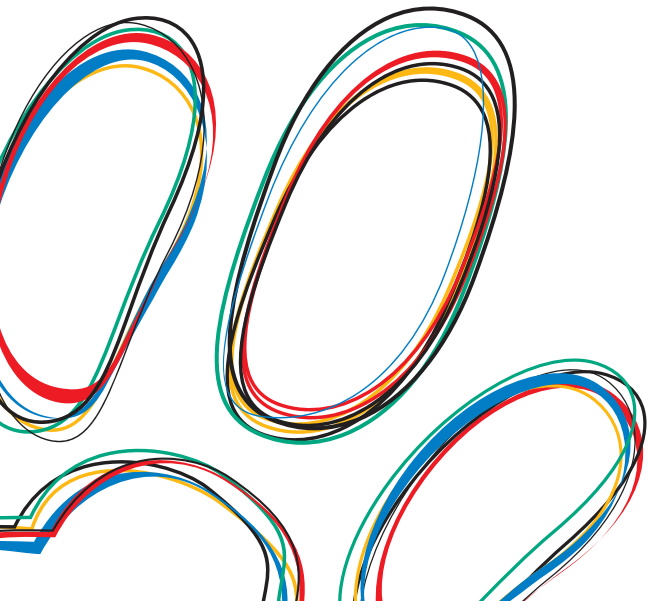


cat[®]

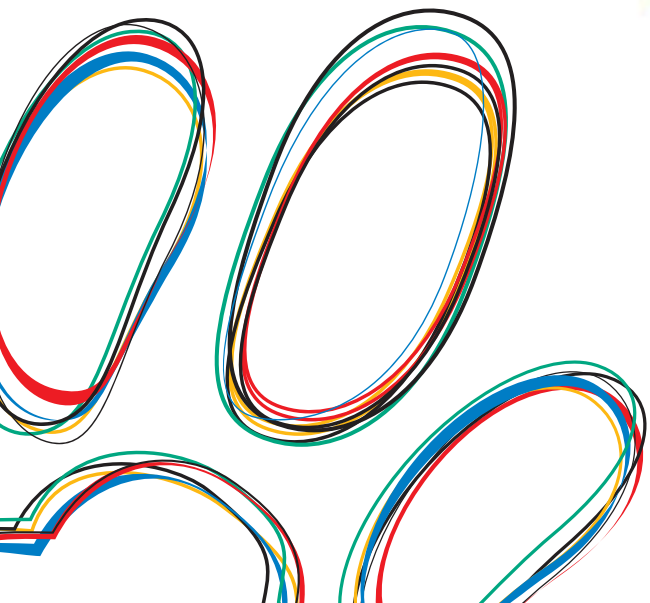


WE
CANNOT REALLY
'THINK OUT OF THE
BOX



BECAUSE TO US,

**THERE IS NO
BOX**

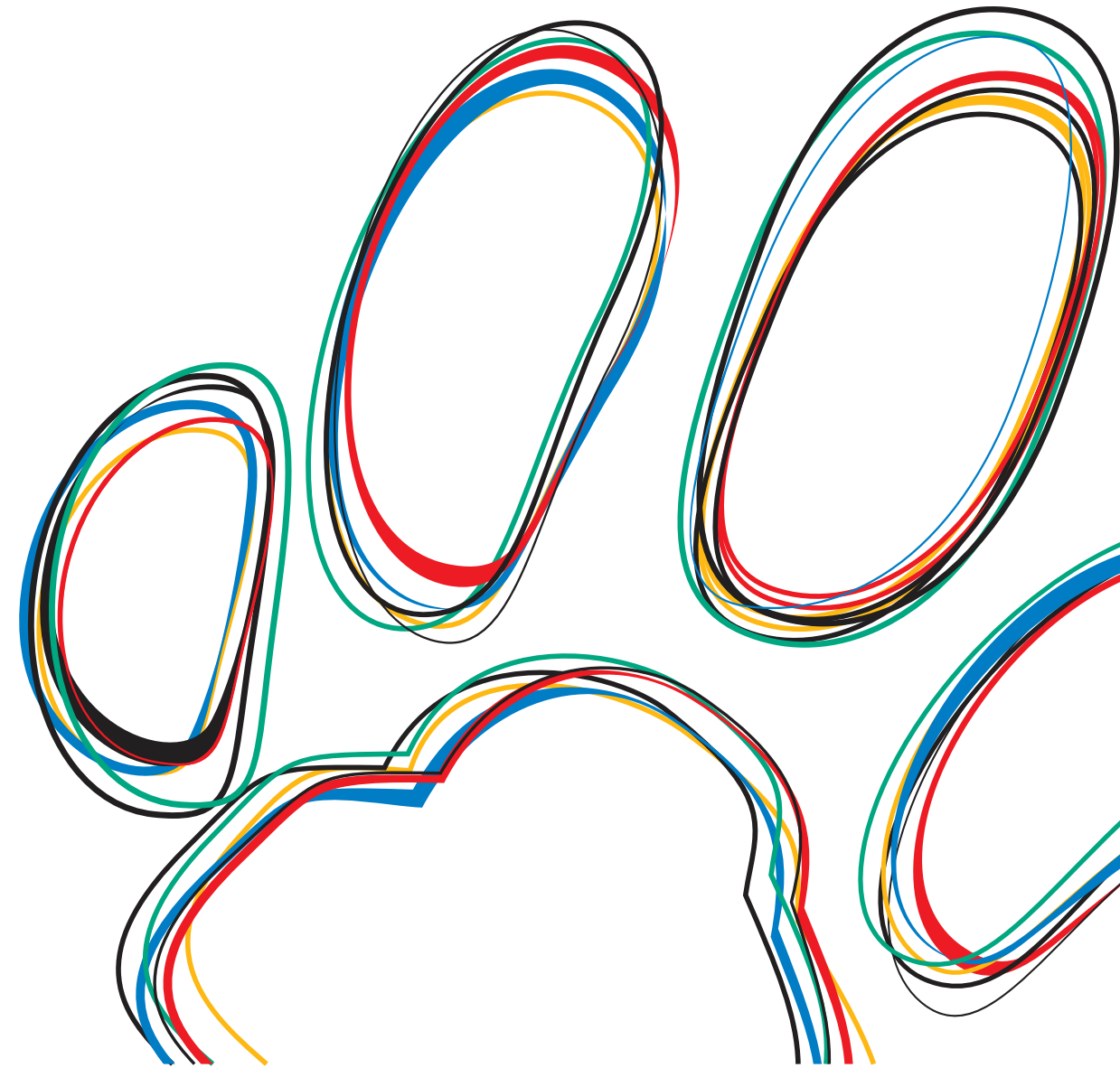




CHANGE IS PAINFUL

but staying where we are
because we do what we do
the same way we do it
is more painful

creativeadvertising**thinking**



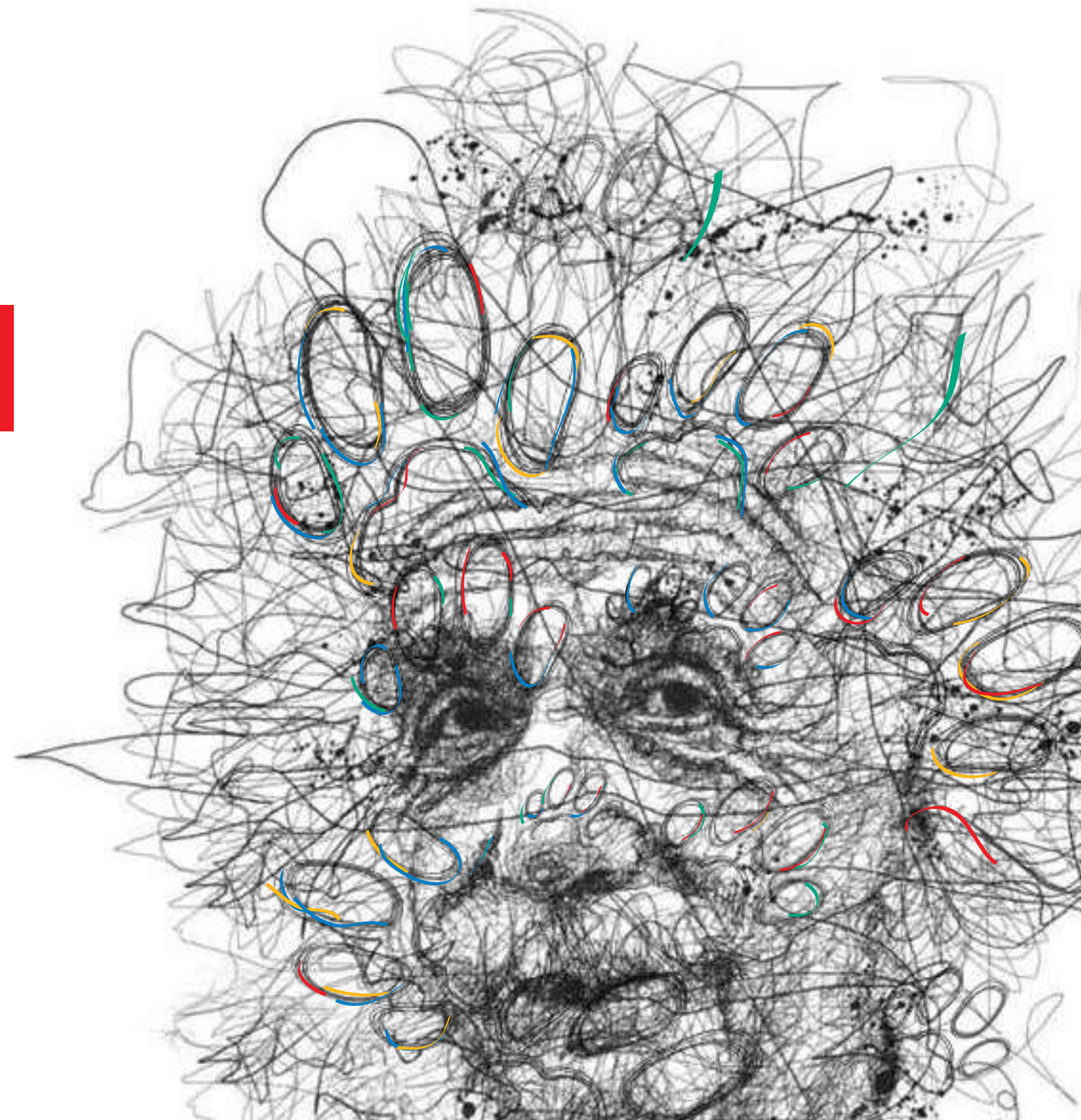
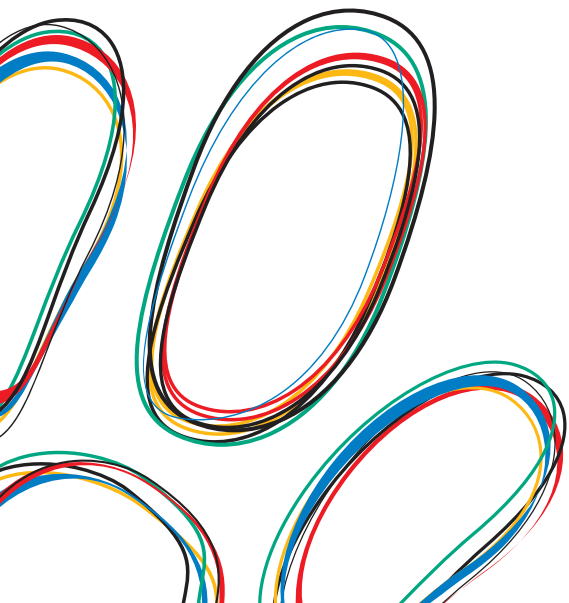
"BE THE DIFFERENCE! DON'T WISH IT"

Everybody is the same until you start talking. What you say defines who you are, how you say it defines how far you will go and who you will become! With today's dynamism, there are too many variables at any given moment. Too many odds against us, and to keep up, you must communicate more by saying less, work smart before you work hard, you need to stand out using the very same resources, and most of all, you have to maximize the impact you leave every single time!

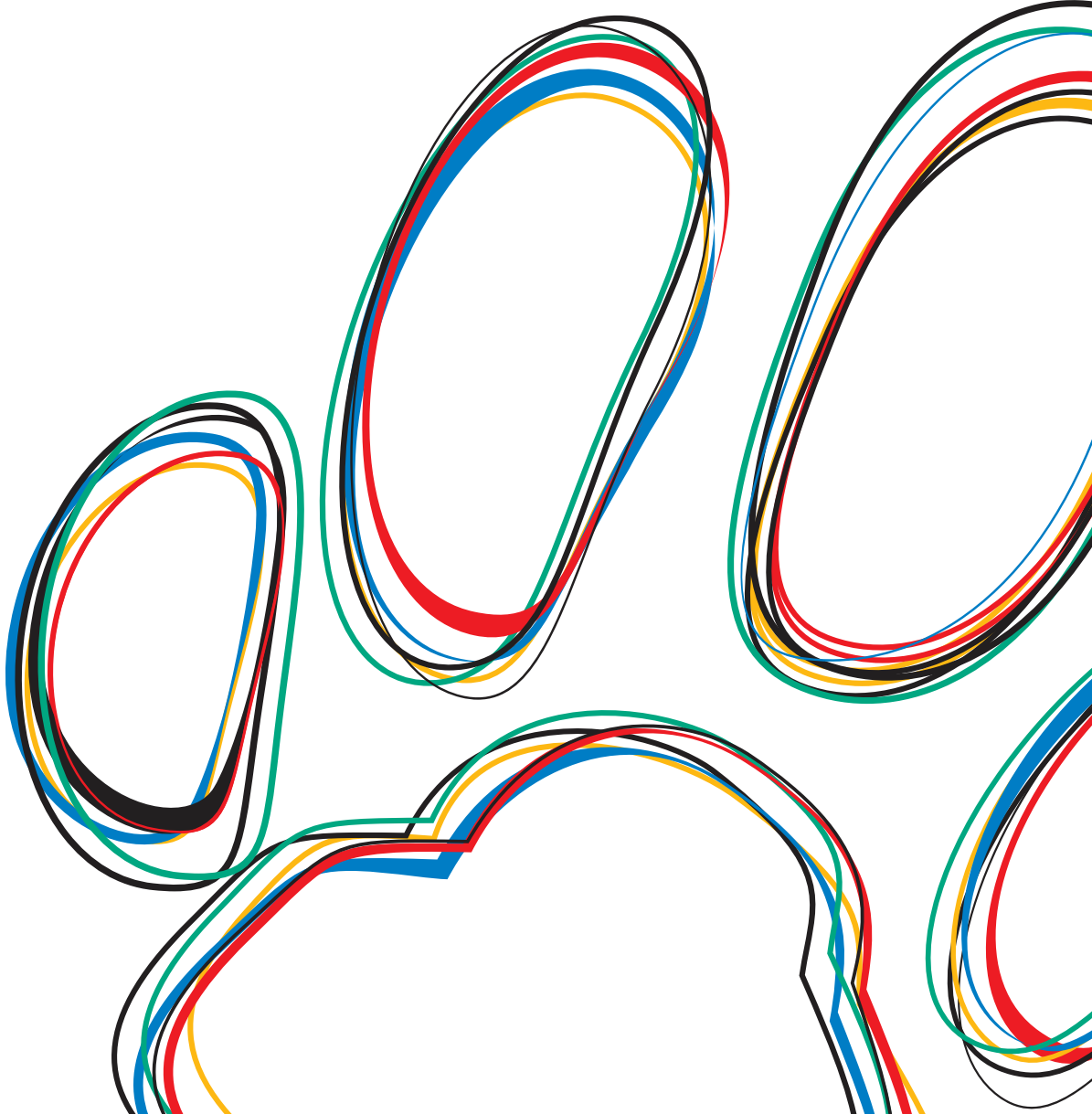
To Change, you may have to endure pain, but staying where you are by doing what you do, is even more painful! With a small leap of faith, a big appetite for insights, and a pinch of innovation, things can turn around
Experience new boundaries, and Unlock new opportunities.

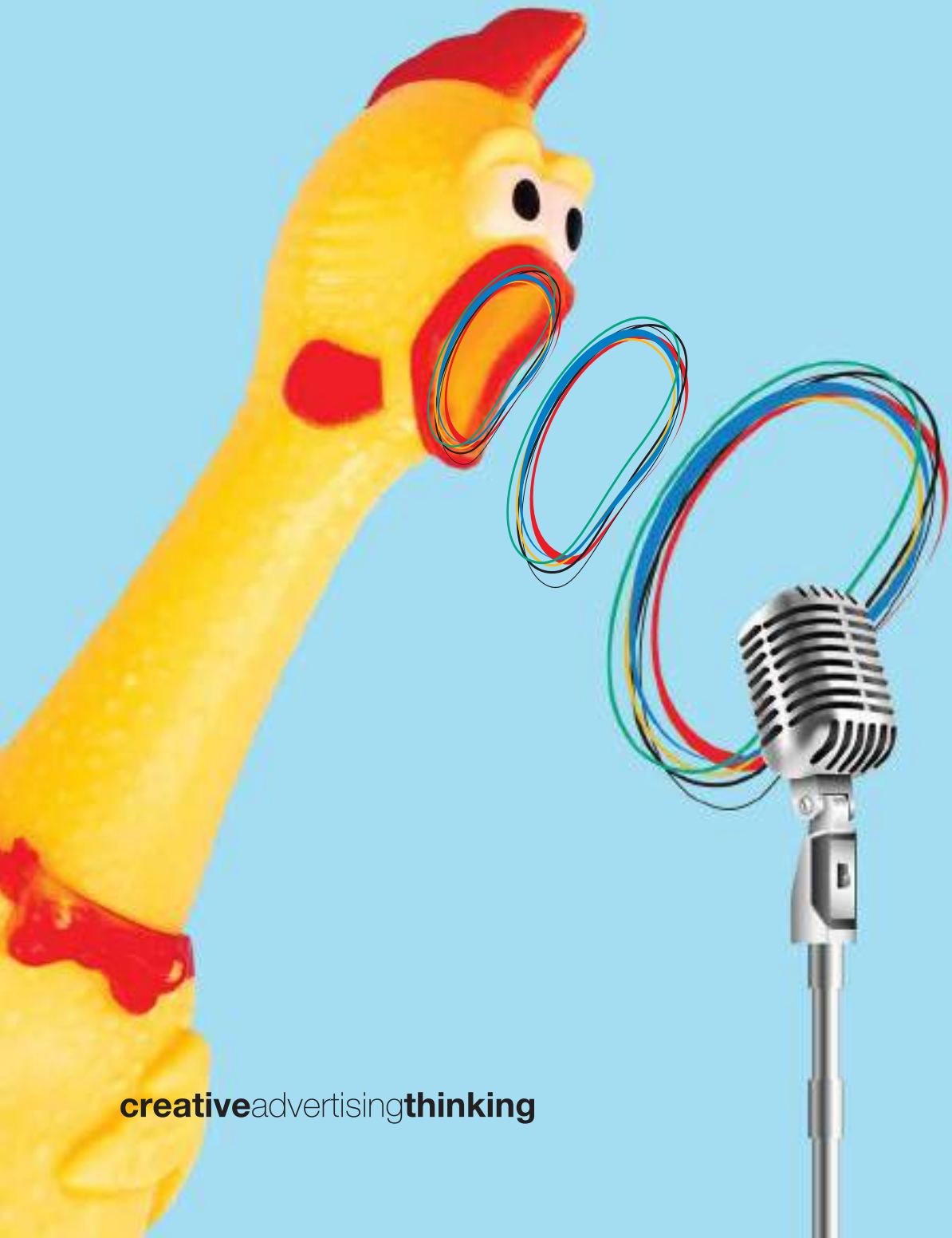
You will never know what's on the other side until you've crossed over

creativeadvertising**thinking**



CAT[®]
EXPERIENCE





BLA BLA BLA

PHILOSOPHY

One's success can only be measured by one's ability to choose the best business partners that will consistently deliver value, sense of achievement and surprise

VISION

It is our business to anticipate, fulfill and enhance our true clients' growing business needs, to the highest levels of satisfaction, through the endeavors of our efficient team while progressively developing our professional values that set us apart from others:

Creativity ● **Accountability** ● **Trust**

MISSION

If we do not make enough difference that will positively impact our industry, our customers' customers and others' recognition/appreciation for our services and ourselves, then we are better off doing something else

VALUES

Integrity & Pride in what we do
Passion for Excellence & Leadership
Ownership & Responsibility
Innovation & Update

RESPONSIBILITIES

Our acts and commitments hold us responsible towards

- Our Business Partners
- Ourselves
- Our Team
- Our Industry
- Our Community





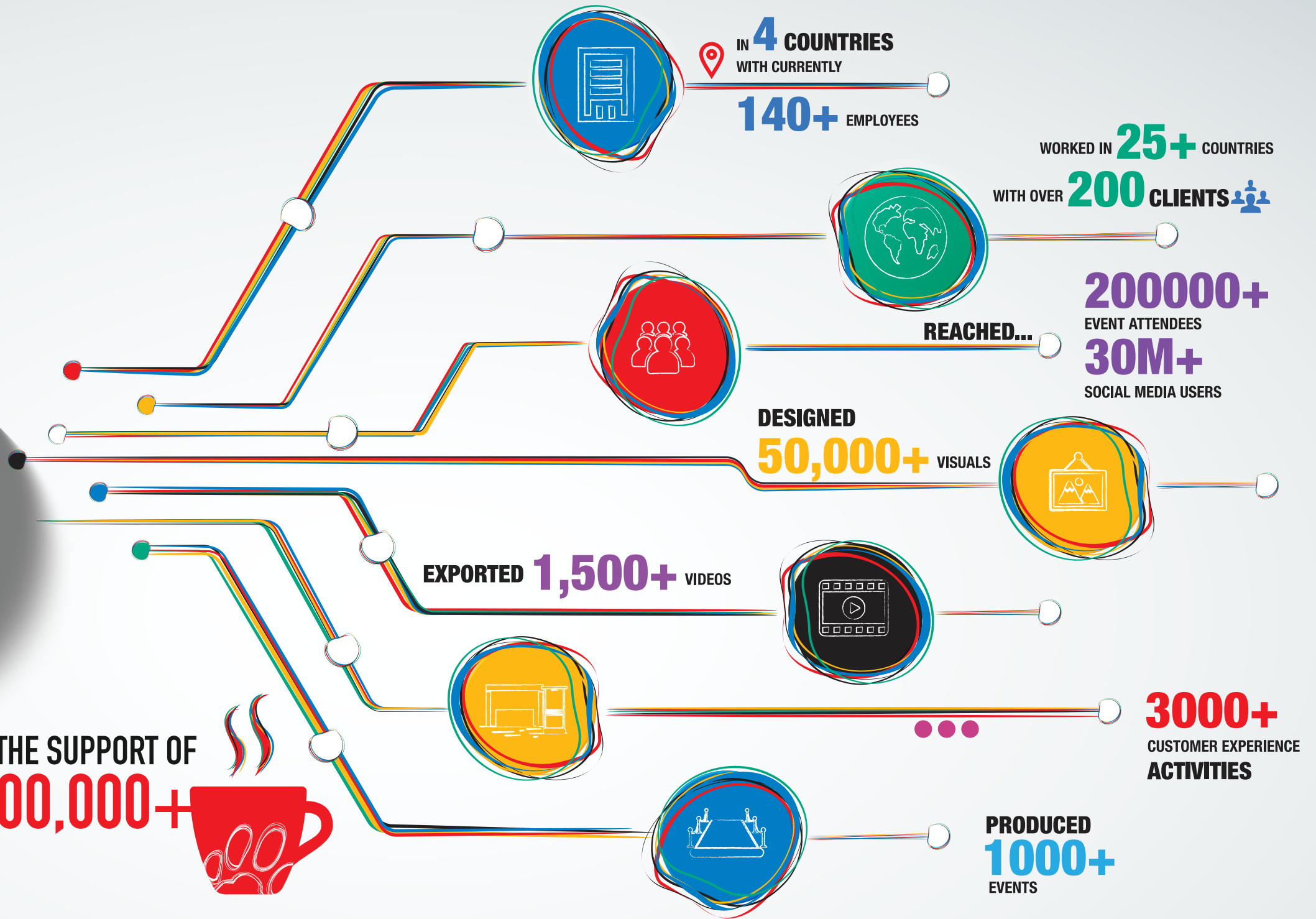
FOR STARTERS,
WHY SETTLE
FOR ONE,
WHEN YOU CAN HAVE
AN ENTIRE
GROUP?

IN 5700+
WORKING DAYS...

WITH THE SUPPORT OF
2,000,000+



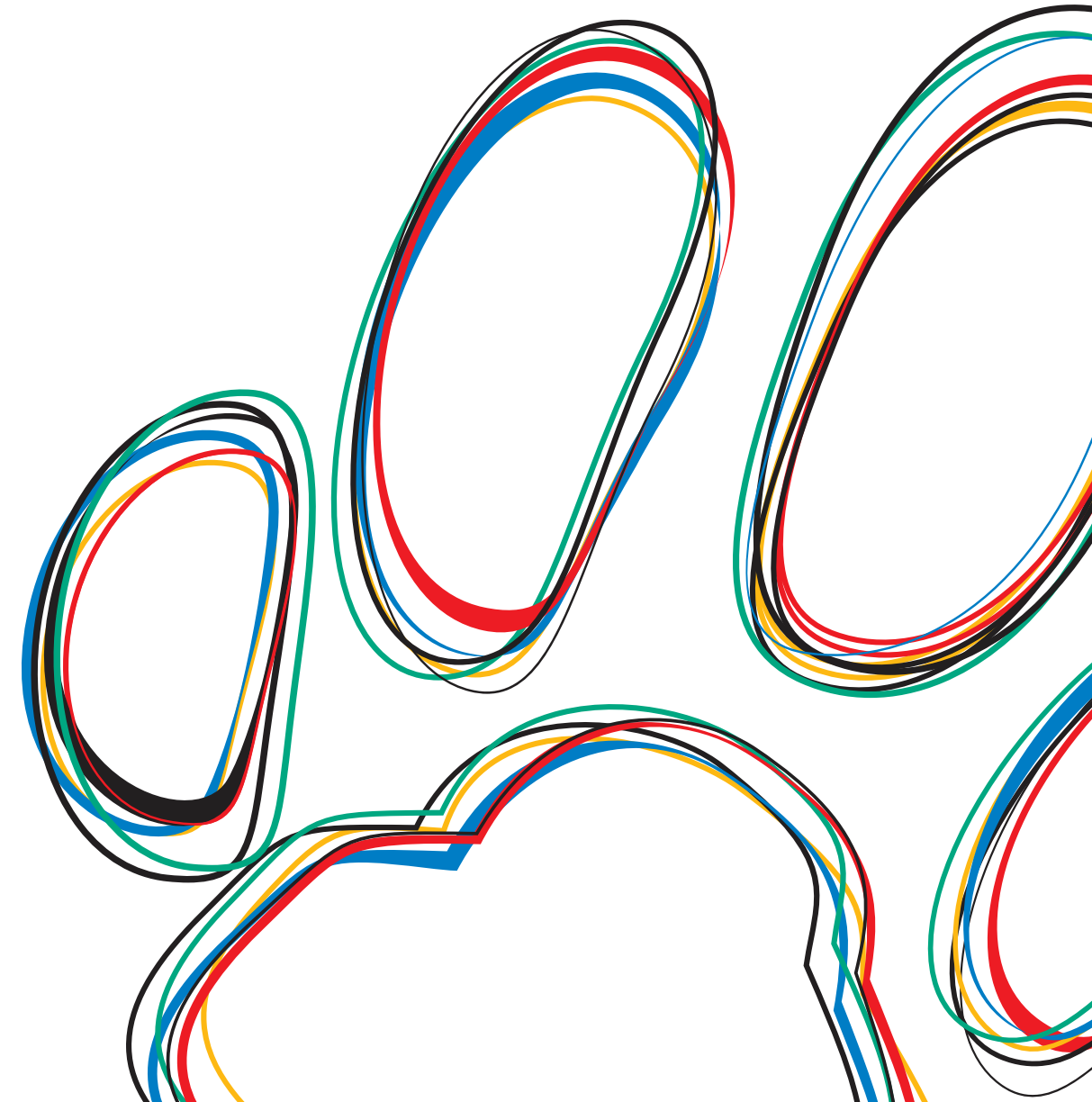
creativeadvertisingthinking



OUR BUSINESS PARTNERS

ABBOTT
ADES
Al-Rajhi Real Estate Investments
Astrazeneca
Bristol Myers Squibb
Chipsy Egypt
Coca Cola
Corona
Emaar Egypt
Egyptian Promoters Center
EGIC
Etisalat Egypt
Eva Pharma
Dell EMC
Dreamland (Sudan)
General Electric
Glaxosmithkline GSK
Henkel
Industrial Development Authority
IDA
Intel Egypt
ITIDA (MCIT)
Jamjoom Pharmaceutical
Jazeera Pharmaceutical Industries
Lenovo

Masharea
Mars
Megabuild
Mondelez
Mundipharma
National Blood Transfusion Center (NBTC)
Nestlé
Nissan Egypt
Novartis Pharma
Pfizer
Roche
Savola Sime Egypt
Samcrete
Sanofi
Samsung
Sandoz
Save the Children Egypt
SCIB Asian Paints
Schneider Electric
SPIMACO
TABUK
Teashop
Town Team
Vodafone Egypt
Willows International Pre-school







**WE ARE NOT
WHAT WE DO,
WE ARE**

**WHAT WE DO
DOES**



We put
To create more
Then add
To shape



HEART, MIND & SOUL
POSSIBILITIES
THE TWIST of innovation
WHAT'S NEXT

THE REAL DEAL

DESIRE



VALIDATE



ANALYZE



REFLECT



EXPERIENCE



DELIVER



Different

cat[®]

DIGITALPORTFOLIO



A hand is shown on the left side of the image, pointing towards a glowing digital interface. The interface features a list of technology-related terms in a white, sans-serif font. The background is a gradient of dark blue and purple, with a bright, glowing horizontal line across the middle. On the right side, there are white, stylized, overlapping circular shapes that resemble a stylized 'O' or a series of loops.

SMS VRS/ARS
E-MAILERS
E-DETAILING WEBSITES
DASHBOARDS
MOBILE APPS
GAMES

THE WORLD HAS BECOME THAT PLACE, EVERYONE IS GOING HI-TECH,
AND SO SHOULD YOU AND WE!

E-DETAILING

ANORO
HAS POSITIVE OUTCOME IN THE FIRST DIRECT COMPARISON VS. ANOTHER ONCE-DAILY LAMA/LABA*

- 1.4x SUPERIOR LUNG FUNCTION IMPROVEMENT VS. RESPIMAT (TIO/OLO) 188A VS. LAMA, OLA (DIFFERENCE 30%, 95% CI: 28-32) (P<0.001)
- 2x THE ODDS OF ACHIEVING A CLINICALLY MEANINGFUL IMPROVEMENT IN LUNG FUNCTION WITH ANORO VS. RESPIMAT (TIO/OLO) 188A (95% CI: 1.34, 3.14, P<0.001)
- SIGNIFICANTLY MORE PATIENTS RATED ELIPTA HIGHER THAN RESPIMAT (TIO/OLO) ON OVERALL EASE OF USE (40% VS. 11%, P<0.001)

ANORO FOR PATIENTS WITH COPD
see the difference when you don't hold back.

ANORO CAN HELP YOU TO PROVIDE:

- 1.4x SUPERIOR LUNG FUNCTION VS. RESPIMAT (TIO/OLO) 188A VS. LAMA, OLA (DIFFERENCE 30%, 95% CI: 28-32) (P<0.001)
- SIGNIFICANTLY MORE PATIENTS RATED ELIPTA HIGHER THAN RESPIMAT (TIO/OLO) ON OVERALL EASE OF USE (40% VS. 11%, P<0.001)
- SIMILAR ADVERSE EVENT PROFILE TO RESPIMAT (TIO/OLO) IN CLINICAL STUDY*

THIS IS LAILA*
"Nothing else matters when you can't breathe."

- BREATHLESS ON EXERTION
- WALKS SLOWER THAN OTHER PEOPLE
- HER AGE - mMRC=2
- USES A SABA AT LEAST ONCE A DAY, SOMETIMES MORE, BECAUSE OF HER BREATHLESSNESS
- THIS CONSTANTLY REMINDS HER OF HER COPD

See the difference when you DON'T HOLD BACK

ANORO[®] ELIPTA[®]
salmeterol/vilanterol

THIS IS SHERI
"Nothing else matters when you can't breathe."

- BREATHLESS ON EXERTION
- WALKS SLOWER THAN OTHER PEOPLE
- HER AGE - mMRC=2
- USES A SABA AT LEAST ONCE A DAY, SOMETIMES MORE, BECAUSE OF HER BREATHLESSNESS
- THIS CONSTANTLY REMINDS HER OF HER COPD



AS A FIRST-LINE MAINTENANCE TREATMENT OPTION, ACHIEVES SIGNIFICANTLY GREATER IMPROVEMENT IN FEV₁ VS. TIOTROPIUM*

2.4x GREATER LUNG FUNCTION IMPROVEMENT VS. TIOTROPIUM*

Parameter	ANORO (TIO/OLO) 188A	Tiotropium
FEV ₁ (L)	~1000	~400

ANORO FOR PATIENTS WITH COPD
see the difference when you don't hold back.

ANORO CAN HELP YOU TO PROVIDE:

- 1.4x SUPERIOR LUNG FUNCTION VS. RESPIMAT (TIO/OLO) 188A VS. LAMA, OLA (DIFFERENCE 30%, 95% CI: 28-32) (P<0.001)
- SIGNIFICANTLY MORE PATIENTS RATED ELIPTA HIGHER THAN RESPIMAT (TIO/OLO) ON OVERALL EASE OF USE (40% VS. 11%, P<0.001)
- SIMILAR ADVERSE EVENT PROFILE TO RESPIMAT (TIO/OLO) IN CLINICAL STUDY*

1.4x SUPERIOR LUNG FUNCTION IMPROVEMENT FROM BASELINE WITH ANORO[®] ELIPTA[®] VS. RESPIMAT (TIO/OLO) 188A

WE ARE HERE FROM THE BEGINNING - WE ARE STARTING EARLIER
GAINED MORE CERTIFICATES VEEVA - CEGEDIM - AGNITIO AND MORE...
PLUS OUR OWN TECHNOLOGY TO DELIVER YOUR DETAILERS BASED ON
YOUR PLATFORM ANDROID - IOS AND MORE...

E-DETAILING



COMMENT LE PIED DIABÉTIQUE NEUROPATHIQUE AFFECTE-T-IL LA QUALITÉ DE VIE?

Limitations sérieuses des activités quotidiennes) ex: loisirs, travaux rémunérés, tâches quotidiennes)

(douleurs, perte ou faible sensations des pieds, déséquilibre et/ou ulcères du pied)




Heberprot-P

Heberprot-P® >

Epidémiologie

Heberprot-P

ÉPIDÉMIOLOGIE DU DIABÈTE DANS LE MOYEN-ORIENT ET EN AFRIQUE DU NORD



Le monde comptait **35,4 millions** de diabétiques adultes âgés entre 20 et 79 ans **en 2015** et leur nombre est prévu d'atteindre **72,1 millions en 2040**

4 diabétiques adultes sur 10 ne sont pas encore diagnostiqués (**14,4 millions S**)

Au Maroc, **40%** des diabétiques n'atteignent pas l'âge de 60 ans!

Heberprot-P

Voie d'administration: Par

Heberprot est injecté à 75 µg dilués dans 5 ml de solution saline 0,9% trois fois par semaine par voie intralésionnelle jusqu'à granulation complète de la lésion ou 12 semaines de traitement.

Heberprot-P

90%

Heberprot-P® 75 est un traitement efficace et bien toléré dans les UPDs avancés.

Granulation et cicatrisation des lésions

Heberprot-P

E-DETAILING



A grid of 12 e-detailing slides for Curam, each featuring a patient profile, symptoms, physical examination findings, and efficacy data. Each slide includes a navigation bar with buttons for 'HOME', 'PROFESSOR', 'SYMPTOMS', 'PHYSICAL EXAMINATION', 'DIAGNOSIS', 'TREATMENT', 'ABOUT SANDOZ', and 'SUMMARY'.

- Slide 1 (Faisal, Age 8):** Acute Bacterial Otitis Media (ABOM). Symptoms: Cough with purulent anterior discharge, nasal obstruction, facial pain, headache, fatigue. Physical examination: Reddened tympanic membrane, purulent discharge from middle ear.
- Slide 2 (Lala, Age 6):** Acute Otitis Media (ADM). Symptoms: Ear pain and pulling, fever (39°C), cough, diarrhoea, sleep disturbance. Physical examination: Reddened tympanic membrane, bulging, white, and opaque tympanic membrane.
- Slide 3 (Riad, Age 7):** Acute Exacerbation of Chronic Bronchitis (AECB). Symptoms: Increased sputum volume, increased sputum purulence, cough, dyspnea, fever. Physical examination: Wheezes, sore throat, nasal discharge & congestion.
- Slide 4 (Bani, Age 4):** Disinfection due to animal bite. Symptoms: Swelling, redness, warmth, continued pain > 24 hours.
- Slide 5 (Riad, Age 7):** Acute Exacerbation of Chronic Bronchitis (AECB). Symptoms: Increased sputum volume, increased sputum purulence, cough, dyspnea, fever. Physical examination: Wheezes, sore throat, nasal discharge & congestion.
- Slide 6 (Bani, Age 4):** Disinfection due to animal bite. Symptoms: Swelling, redness, warmth, continued pain > 24 hours.
- Slide 7 (Faisal, Age 8):** Acute Bacterial Otitis Media (ABOM). Symptoms: Cough with purulent anterior discharge, nasal obstruction, facial pain, headache, fatigue. Physical examination: Reddened tympanic membrane, purulent discharge from middle ear.
- Slide 8 (Lala, Age 6):** Acute Otitis Media (ADM). Symptoms: Ear pain and pulling, fever (39°C), cough, diarrhoea, sleep disturbance. Physical examination: Reddened tympanic membrane, bulging, white, and opaque tympanic membrane.
- Slide 9 (Riad, Age 7):** Acute Exacerbation of Chronic Bronchitis (AECB). Symptoms: Increased sputum volume, increased sputum purulence, cough, dyspnea, fever. Physical examination: Wheezes, sore throat, nasal discharge & congestion.
- Slide 10 (Bani, Age 4):** Disinfection due to animal bite. Symptoms: Swelling, redness, warmth, continued pain > 24 hours.
- Slide 11 (Faisal, Age 8):** Acute Bacterial Otitis Media (ABOM). Symptoms: Cough with purulent anterior discharge, nasal obstruction, facial pain, headache, fatigue. Physical examination: Reddened tympanic membrane, purulent discharge from middle ear.
- Slide 12 (Lala, Age 6):** Acute Otitis Media (ADM). Symptoms: Ear pain and pulling, fever (39°C), cough, diarrhoea, sleep disturbance. Physical examination: Reddened tympanic membrane, bulging, white, and opaque tympanic membrane.



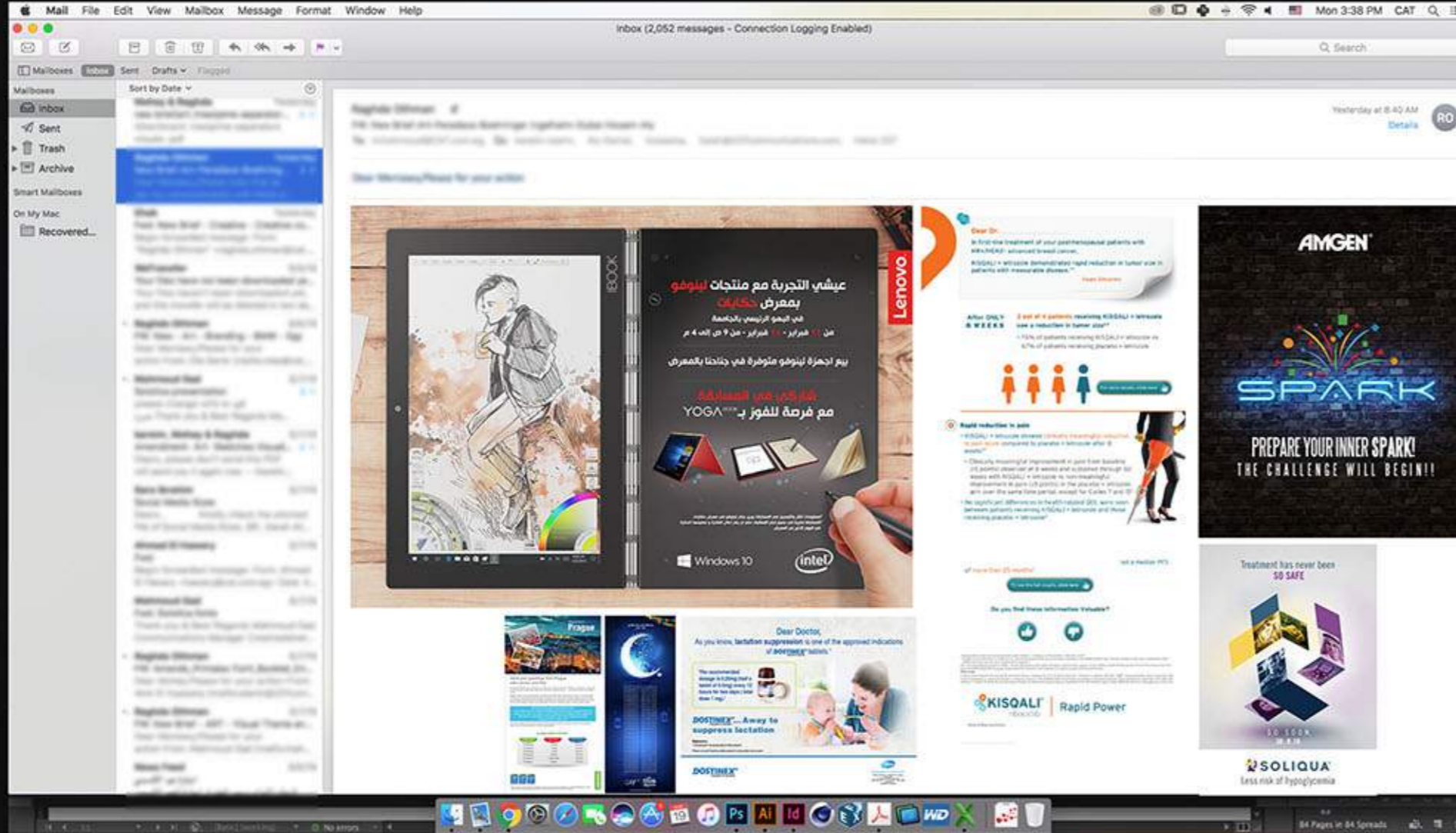
E-MAILERS

EMAIL IS BETTER IN CONVERSIONS

CLICK-THROUGHS
NUMBER OF USERS
CUSTOMERS TRUST EMAIL !!

MARKETERS LOVE IT BECAUSE IT'S EASY TO TRACK CUSTOMER BEHAVIOR, LIKE

- WHICH EMAILS THEY OPEN,
- WHICH LINKS THEY CLICK,
- WHICH OFFERS THEY REDEEM,
- AND ON WHICH DEVICES



E-MAILERS

WHY MARKETERS (STILL) LOVE EMAIL:
IT'S STILL A GREAT CHANNEL FOR REACHING CUSTOMERS.



Astrazeneca
What science can do

WHAT THE FUTURE IS HIDING?!

creativeadvertisingthinking



ma market access

**BUCKLE UP YOUR SEATBELTS!
SOMETHING AMAZING IS IN THE WORKS!**

Market Access is the team responsible for listing, pricing and distributing our products. If it wasn't for their help and contribution, our products won't be everywhere. This team's members share many characteristics, but the most recognizable value they all have and work on is to make sure that no hospital nor patient would need one of our products and face a difficulty not finding it.

Roche



Professional Masters of Engineering Program

etisalat | Imagine the future.



Pfizer Biopharmaceuticals Group
Emerging Markets

BECAUSE YOU DESERVE

Keep tuned...
2019 POA
ROME - ITALY
Because you deserve.....

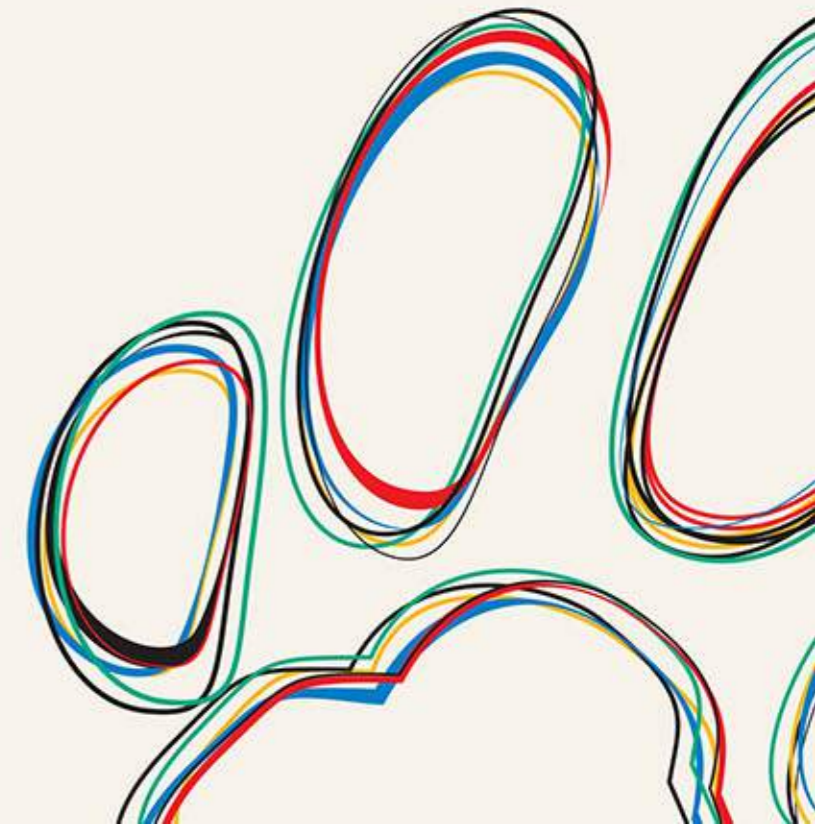


SIEMENS
Ingenuity for Life

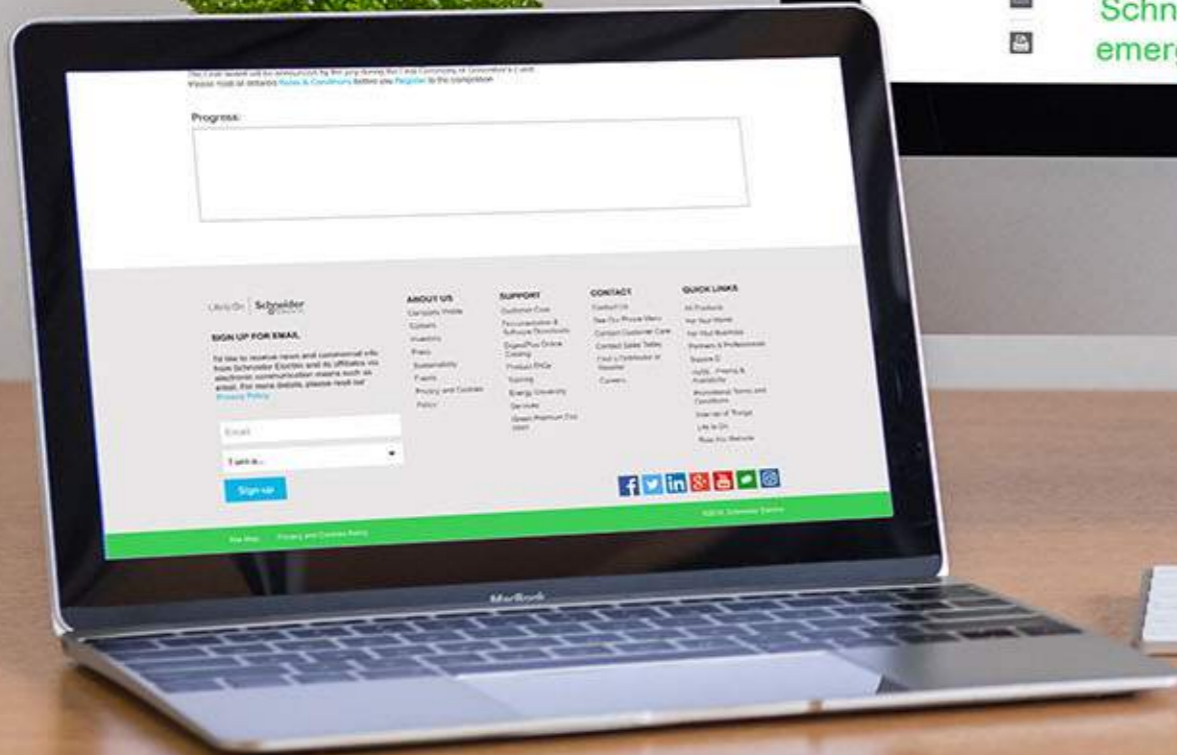
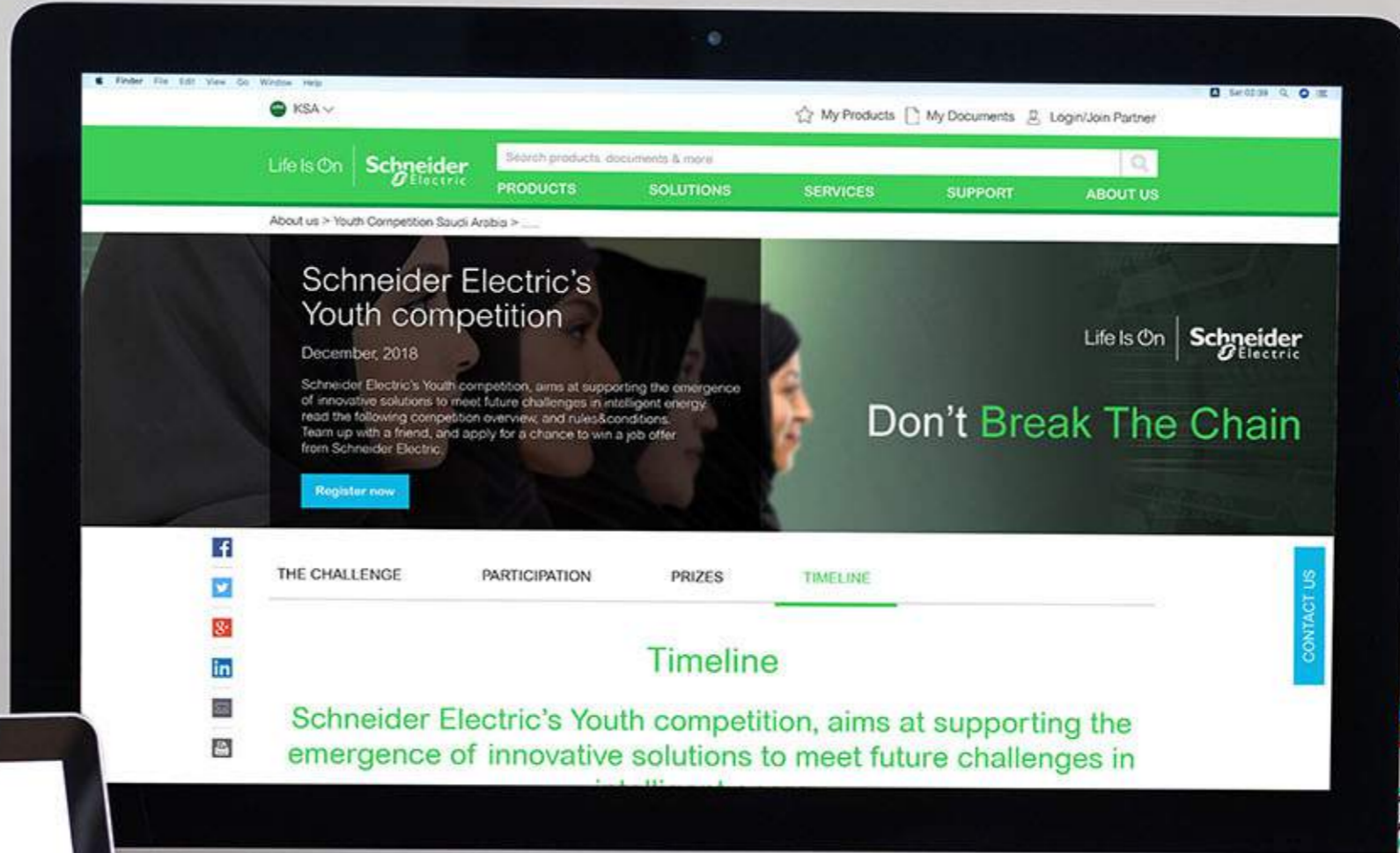
Thank you for participating in our cycling day event. Hope you enjoyed the experience.

For those who haven't we hope you join us in the coming events.

We will be glad to receive your feedback, if you would like to have this experience again.



WEBSITES



WEBSITES



DASHBOARDS

Schedule your events, appointments, tasks... etc

WE 100 APP

- Dashboard
- Users
- Healthy Tips
- Offers
- Events
- Programs
- Account Setting

WE 100 APP

Users List

Showing 1 to 10 of 25 entries

FULL NAME	EMAIL	STATUS	REGISTER SINCE	SETTINGS
123	en@merckgroup.com	Offline	2018-07-16 13:22:10	ACTIVATE
ali	ali@merckgroup.com	Offline	2018-05-09 11:23:21	
ali	ali@merckgroup.com	Active	2018-05-10 14:13:05	

WE 100 APP

- Dashboard
- Users
- Healthy Tips
- Offers
- Events
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- Account Setting

WE 100 APP

- Dashboard
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- Offers
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- Account Setting

WE 100 APP

- Dashboard
- Users
- Healthy Tips
- Offers
- Events
- Programs
- Account Setting

IMAGE	TITLE	DESCRIPTION	SETTINGS
	Weight loss	Your own customized weight loss program	[+][x][-]
	Weight maintenance	Your own customized weight maintenance program	[+][x][-]
	Weight gain program	Your own customized weight gain program	[+][x][-]

WE 100 APP

- Dashboard
- Users
- Healthy Tips
- Offers
- Events
- Programs
- Account Setting

ali

admin
ali@merckgroup.com [Active](#)
login
[Change password](#) [Update Profile](#)

WE 100 APP

- Dashboard
- Users
- Healthy Tips
- Offers
- Events
- Programs
- Account Setting

Title

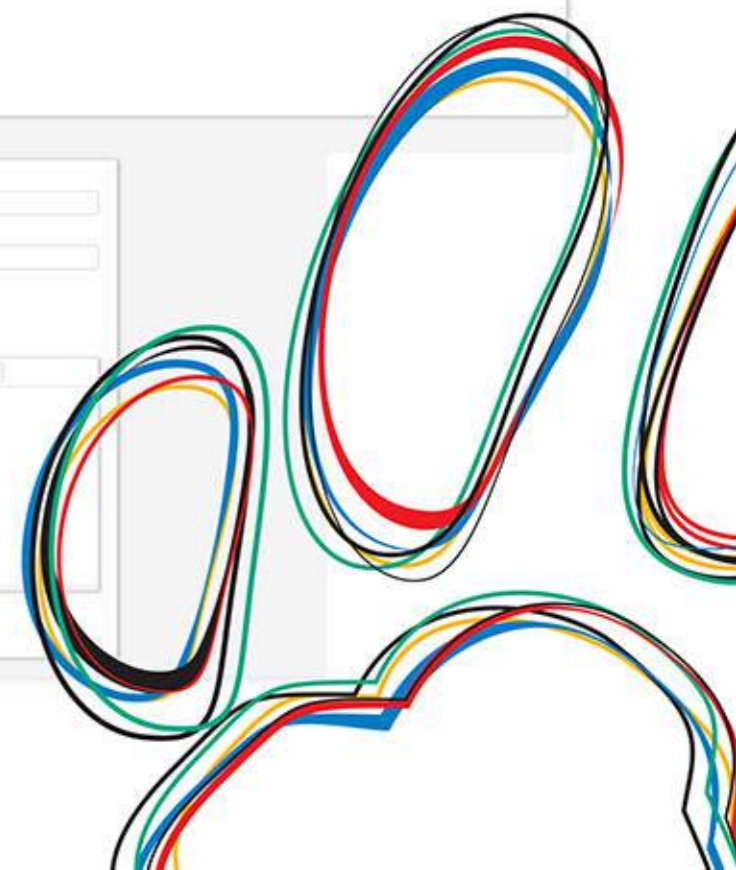
Location

Image

Choose File No file chosen

Content

ADD OFFER



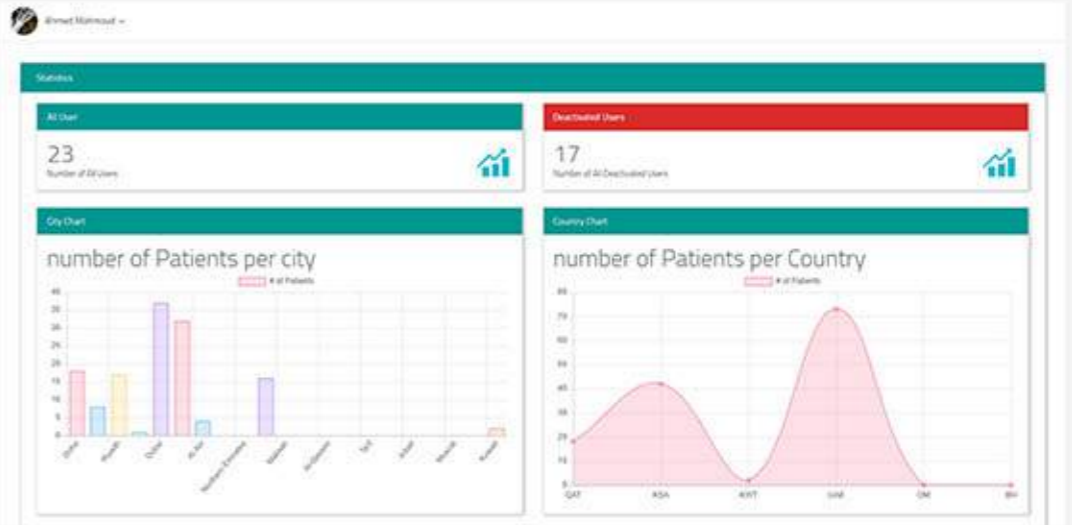
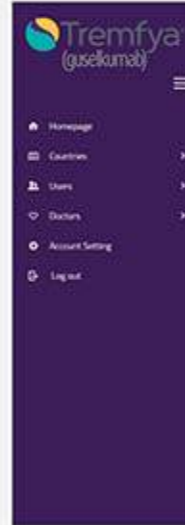
DASHBOARDS

IN THE AGE OF INTELLIGENT MARKETING, Customer engagement is not just about marketing. That's why Marketing Cloud is part of the Customer Success Platform (Dashboards),



Welcome, please login

E-Mail / Username
Password
 Remember Me
LOGIN
[Forgot Your Password?](#)



View All Doctors

DOCTOR NAME	COUNTRY	CITY	HOSPITAL NAME	BUSINESS SECTOR	DATE OF RECRUITMENT	PHYSICIAN PROFILE	APP NAME	SETTINGS
Amal Bhandal	QAT	Doha	Emad Hospital	PHC	2019-04-18	Bo-Exp 5m-7M	Emam Saad	edit
Amal Bhandal	USA	Whiter	Al Mubarak Hospital	PHC	2019-04-01	Bo-Exp 5m-7M	Emam Saad	edit
Amal Bhandal	USA	Whiter	Al Mubarak Hospital	PHC	2019-04-16	Bo-Exp 5m-7M	Emam Saad	edit
Amal Bhandal	USA	Whiter	Al Mubarak Hospital	PHC	2019-04-26	Bo-Exp 5m-7M	Emam Saad	edit
Amal Bhandal	USA	Whiter	Al Mubarak Hospital	PHC	2019-03-09	Bo-Exp 5m-7M	Emam Saad	edit
Amal Bhandal	USA	Whiter	Al Mubarak Hospital	PHC	2019-03-10	Bo-Exp 5m-7M	Emam Saad	edit
Amal Bhandal	QAT	Doha	MBC	MSA	08/01/18	Bo-Exp 5m-7M	Amal	edit
Amal Bhandal	USA	Alu-Chain	SHARED AMBUL CENTRE	PHC	2019-04-02	Bo-Exp 5, 10-20	Mohamed Hani	edit
Amal Bhandal	USA	Alu-Chain	SHARED AMBUL CENTRE	PHC	2019-04-02	Bo-Exp 5, 10-20	Mohamed Hani	edit
Amal Bhandal	USA	Alu-Chain	MBC	PHC	2019-01-01	Bo-Exp 5-10	Mohamed Hani	edit

View All Users

NAME	NUMBER OF USERS	STATUS	SETTINGS
One	1	Active	edit
Two	2	Active	edit



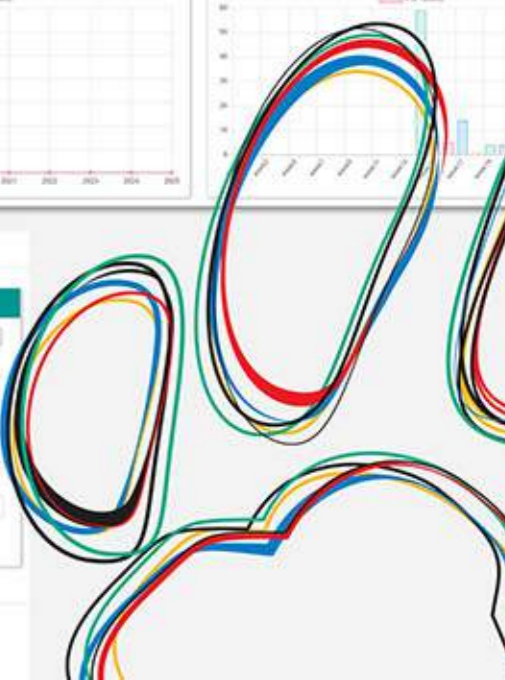
View All Countries

NAME	NUMBER OF CITIES	NUMBER OF USERS	STATUS	SETTINGS
QAT	1	2	Active	edit
USA	12	12	Active	edit
KWT	1	1	Active	edit

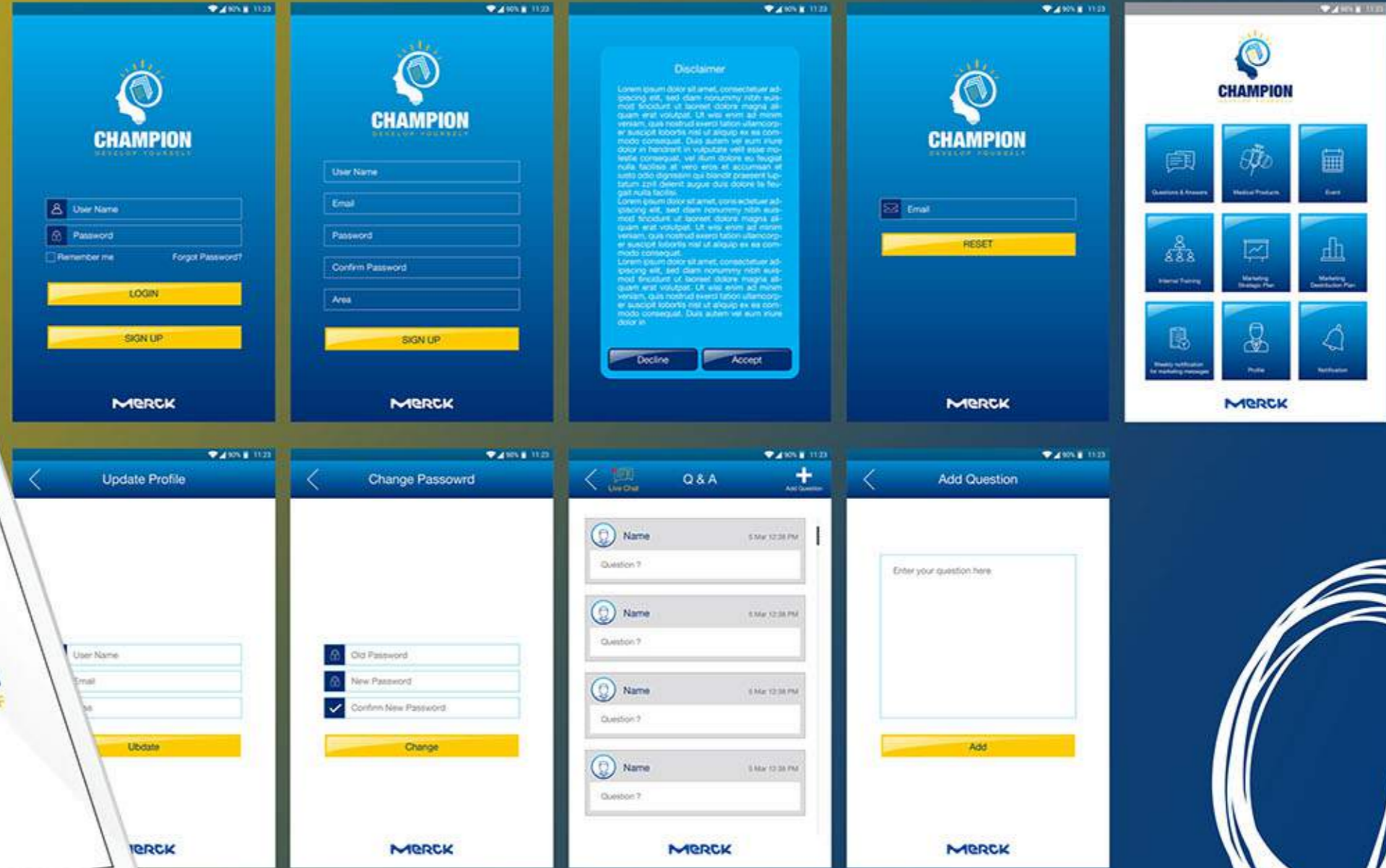
View All Cities

NAME	NUMBER OF USERS	STATUS	SETTINGS
One	1	Active	edit
Two	Number of Users	Status	Settings

ADD NEW CITY

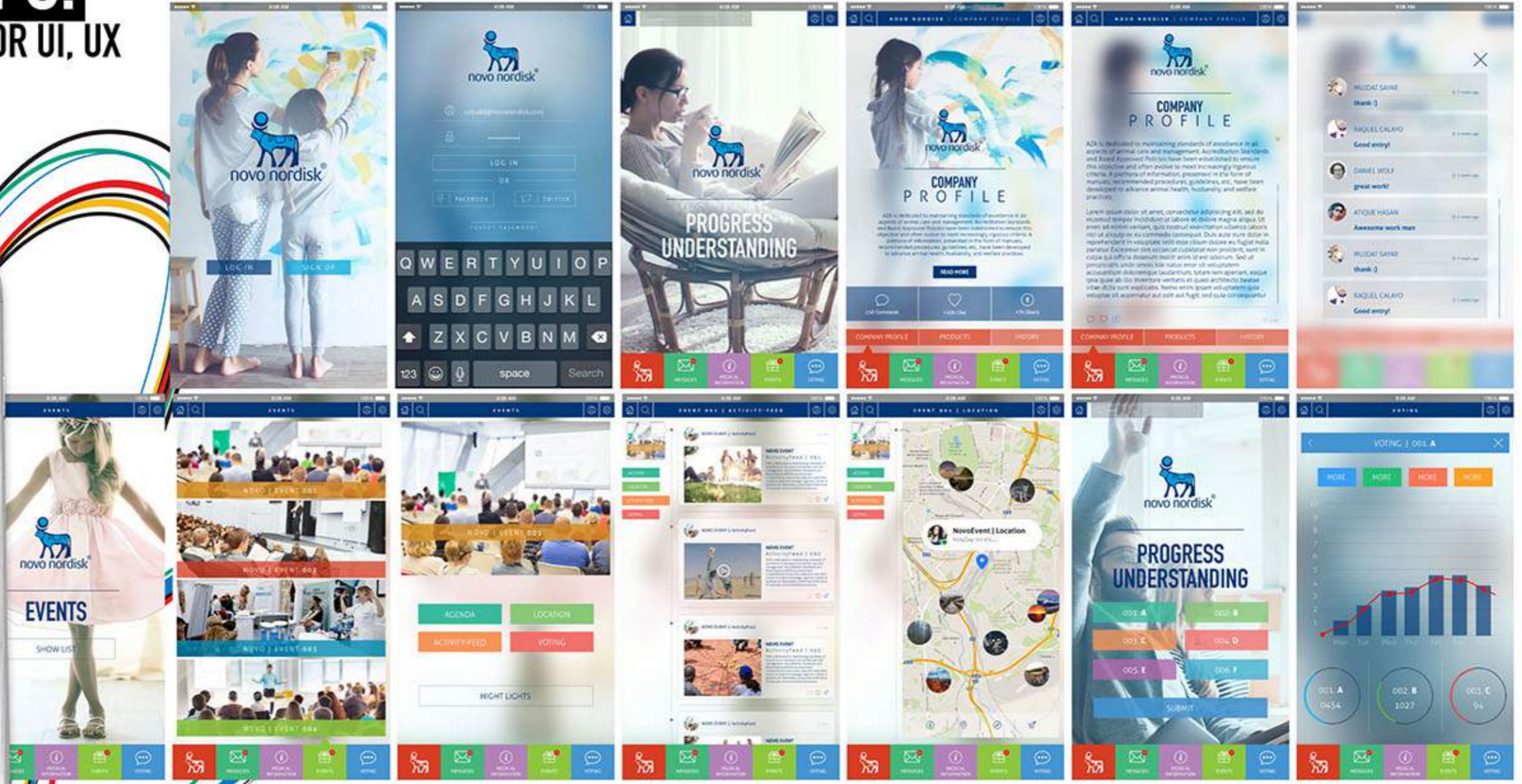


MOBILE APPS: THE NEW CONCEPT FOR UI, UX



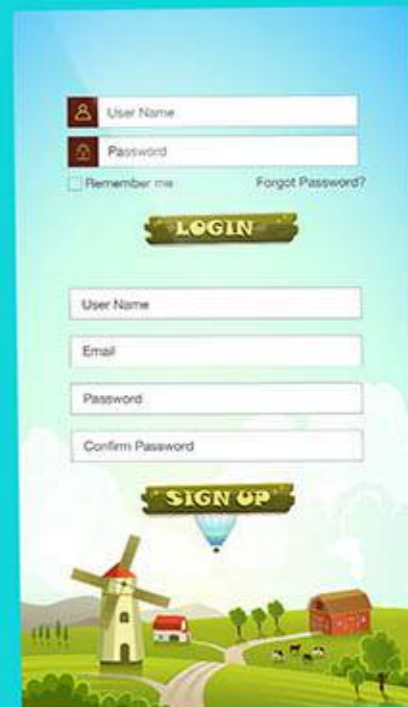
IN TODAY'S WORLD, ENTIRE MARKETS NOT ONLY PREFER MOBILE INTERACTIONS, THEY USE MOBILE DEVICES EXCLUSIVELY. YOUNG PEOPLE LIVE IN MOBILE APPS AND DON'T OFTEN USE DESKTOP BROWSERS.

MOBILE APPS: THE NEW CONCEPT FOR UI, UX



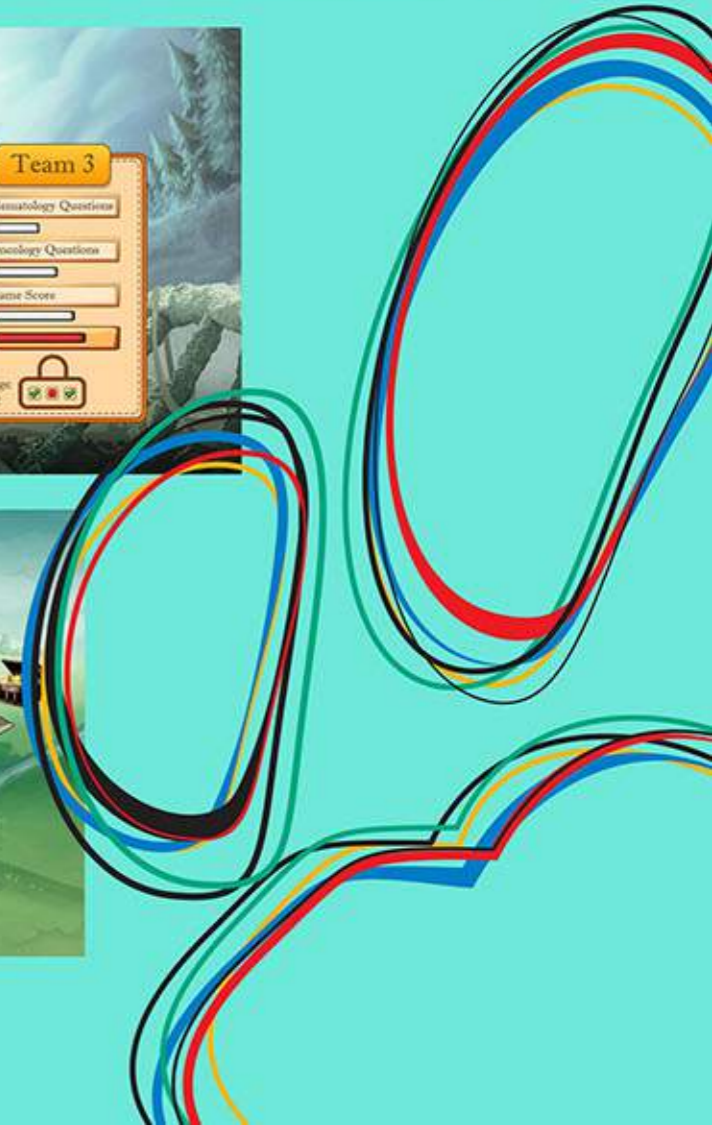
ONE PROCESS VERIFICATION, TO ATTRACT MORE PEOPLE TO YOUR SITE,
KEEP WAY OF RESET CONCISE.

GAME DESIGN



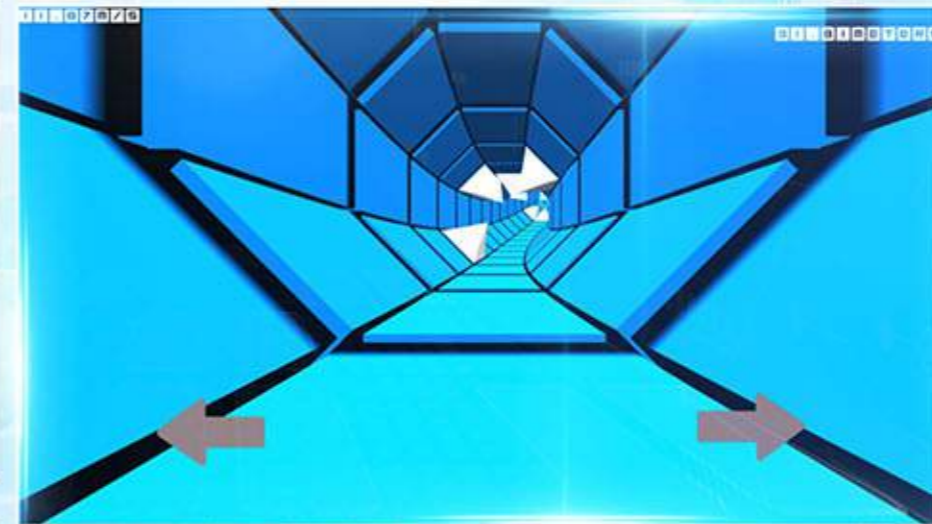
Play, Enjoy Achieve your business goals

GAME DESIGN



VR/AR

Augmented Reality Questionnaire.
Has an online scoring system.



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Tel: +202 252 86 304 / 5 / 6 / 7 / 8
Email: info@cat.com.eg

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Alquods, Riyadh 13214 – 4190 KSA
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Email: info@cat.com.eg

cat[®]

THANK YOU

