

COLORED CONTACT LENSES

INVESTMENT OPPORTUNITY SCORECARD

HEALTHCARE AND LIFE SCIENCES

September 2021

High Potential

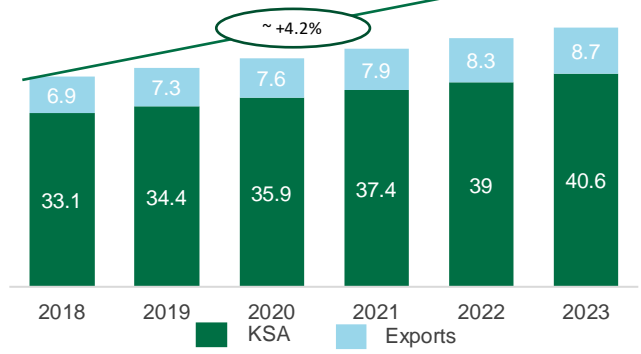
Moderate Potential

Low Potential

OPPORTUNITY'S DESCRIPTION: Expanding Localization of manufacturing of colored Contact lenses in KSA (colored and myopic)

DEMAND

ADDRESSABLE KSA/REGIONAL MARKET DEMAND (\$MN)



INVESTMENT OVERVIEW

THERAPEUTIC APPLICATION

Eye problems and myopia are increasing in the KSA due to multiple factors such as ageing population and lifestyle trends . Colored contact lenses are primarily driven by consumer lifestyle trends

VALUE PROPOSITION

- KSA has a solid foundation for its healthcare sector through well established ecosystem and incentive schemes for foreign OEMs entering the local market
- KSA is the largest spender on healthcare across the MENA region. The 2019 budget allocated more than \$45.86 Bn for Health and Social Development
- KSA has more than 495 hospitals, with a capacity of more than 76K beds

MARKET OVERVIEW

MARKET READINESS – CURRENT IMPORTERS

The Kingdom is currently mostly covered by a network of distributors and local subsidiaries, known manufacturers

CURRENT IMPORTERS

The Rep. of Korea accounts for 24% of the supply, USA 17%, Ireland 16%, Indonesia 13%, and the rest is supplied by a mix between Asian and Western European countries

EXISTING CAPABILITIES

- Technology present in Kingdom – can always be refined for latest technologies by inviting challenger
- Raw material present in Kingdom

RAW MATERIALS:

- Silicone hydrogel (hydrophilic plastic polymers)

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