

EGYPT'S MINISTRY OF HEALTH AND POPULATION PARTNERS WITH ALTIBBI - THE MIDDLE EAST'S LARGEST DIGITAL HEALTH PLATFORM - ON BLOOD PLASMA DONATION PROJECT

One year's free, unlimited medical consultations, from Altibbi Egypt, to all plasma donors

Cairo, Egypt – 23 March 2022: Altibbi, the Middle East's first and largest digital health platform, announces a new partnership with Egypt's Ministry of Health and Population, on the Blood Plasma Project to collect blood plasma and manufacture its derivatives.

Egypt's Ministry of Health and Population has announced a national project to establish blood plasma donations for medicine production. The project is part of President Abdel Fattah Al-Sisi's initiative to achieve self-sufficiency in plasma derivatives. The availability of plasma derivatives will contribute to the production of necessary medicines and help to treat various pathological conditions, including kidney, liver, blood and chronic diseases, and treat burns.

The agreement will see Altibbi Egypt provide free, unlimited medical consultations for all plasma donors for one full year to encourage Egyptian citizens to donate plasma. There is no maximum limit for medical consultations per person.

Altibbi, the largest Arabic medical encyclopaedia, will publish promotional information on its platform to encourage users to donate plasma at the centers to be announced by the Ministry of Health and Population.

Abdellatif Olama, Chief Growth Officer at Altibbi, said:

"We are excited to announce Altibbi Egypt's partnership with the Ministry of Health and Population in Egypt. The Blood Plasma Project is a hugely important initiative and will help Egypt achieve self-sufficiency in plasma derivatives. By providing free, unlimited medical consultations to all plasma donors for a full year, we are supporting Egypt's strategy and encouraging citizens to participate."

"There is a great synergy between Altibbi Egypt and the Ministry to integrate technology into healthcare to raise service levels and make it easy for recipients and providers. Egypt is one of Altibbi's key markets and we're delighted to continue our work there, following our 1130 hotline launch in December. This partnership is a major step for Altibbi in delivering quality healthcare services for all in the region."

This initiative comes as an extension of Altibbi's partnership and continuous cooperation with the Egyptian government to provide remote healthcare services and support national efforts to mitigate the pandemic's impact. Its launch of a national COVID-19 hotline in May 2020, in partnership with the Ministry of Higher Education's Supreme Council of Universities (SCU), contributed significantly to easing pressure on the national healthcare systems and combating the transmission of the virus.

Founded in 2011, Altibbi has grown to become the largest digital health provider in the Arab world with over two million pages of content, 24/7 Telehealth service in seven Arab countries and +500,000 daily users. In 2020 alone, the Company delivered healthcare services to over 300 million patients worldwide, expanded its services to 12 countries and created job opportunities for 60,000 doctors around the region.

<ends>

Further information

Thoburns

Jamie Pudge

atibbi@thoburns.com

+44 7557 771 703

About Altibbi

Altibbi is the first platform in the Arab world to provide a remote medical consultation service and allow patients to communicate with accredited doctors directly by phone call or text chat.

Altibbi works also on more than a million pages of Arab medical content over the Internet, providing reliable medical information to those who need it, in addition to providing medical consultations via the Internet in all countries of the Arab world.

400 million people in the Arab world lack basic health services, including access to medical information and advice, as over 70% of doctors' visits are unnecessary and add to the burden on the health system.

Altibbi is the largest Arab medical platform that deals with providing reliable medical content, which had been accredited by 10 thousand well known doctor to the Arab readers, and Altibbi's website won the World Summit Award for Best Digital Health Content and the Schwab Award for Best Social Institution.