NOVATERRA
GLOBAL

Central Asia

Pharmaceutical Market Access Strategy

Strategic Partnership Proposal

Government Intelligence | Registration | Government Procurement

Prepared by

NOVATERRA GLOBAL



OUR MISSION

Delivering high-quality medicines and healthcare solutions to improve lives across Central Asia.

Expanding Reach

Continuously expanding our presence across Central Asia.

Building Trusted Partnerships

Strengthening partnerships based on integrity, collaboration and shared success.

Delivering Quality Solutions

Bringing high-quality medicines and healthcare solutions to those who need them most.



NOVATERRA GLOBAL

OUR STRENGTH

Connecting Korean Excellence with Central Asia Opportunities.



QUALITY FIRST

Partnering with leading Korean pharmaceutical companies to deliver safe and high-quality medicines.

LOCAL EXPERTISE

Deep understanding of Central Asia markets and regulations ensures efficient registration and market entry.

TRUSTED PARTNER

Built on integrity, transparency and long-term relationships with our partners and communities.

OUR STRENGTH, YOUR SUCCESS.

We combine global standards with local insights to create sustainable value in Central Asia.

OUR SOLUTIONS

End-to-end solutions for successful market entry and sustainable growth in Central Asia.



MARKET ACCESS

Navigating regulations and accelerating registration to bring products to market faster.

STRATEGIC PARTNERSHIPS

Building strong alliances with local leaders to drive growth and ensure long-term success.

SUPPLY & DISTRIBUTION

Reliable supply chain and efficient distribution to ensure products reach those in need.

SUSTAINABLE GROWTH

Creating shared value through innovation, quality and commitment to communities.

FOCUSED ON CENTRAL ASIA.

Deep market understanding and local expertise to create lasting impact.

5 TARGET MARKETS

Focused on key Central Asian markets

KEY CITY NETWORK

Building relationships in major cities

LONG-TERM COMMITMENT

Committed to sustainable growth in the region





STRONG PORTFOLIO

BUILT FOR CENTRAL ASIA

A carefully selected portfolio of high-quality pharmaceutical products aligned with regional healthcare needs.

DIVERSIFIED PORTFOLIO

Access to high-quality pharmaceutical products across priority therapeutic segments.

PARTNERED SOURCING

Working with trusted manufacturers and partners to identify suitable products.

REGISTRATION SUPPORT

Supporting product selection, documentation, and market entry preparation.

CENTRAL ASIA FIRST

Focused on delivering affordable, accessible medicines to improve patient outcomes.

HIGH POTENTIAL, SUSTAINABLE GROWTH.



Central Asia is one of the world's fastest-growing pharmaceutical markets.

Growing population, increasing healthcare investment, and improving access to medicines create significant opportunities for long-term success.

80M+
POPULATION
Large and young population base

6.5%+
MARKET GROWTH (CAGR)
Annual pharmaceutical market growth through 2030

USD 25B+
MARKET SIZE (2030E)
Expected market size by 2030

RISING NEEDS
HEALTHCARE INVESTMENT
Government focus on healthcare drives market expansion



Strategically positioned to connect global innovation with local needs across Central Asia.

STRATEGIC GEOGRAPHICAL FOOTPRINT.

Connecting innovation to patients across Central Asia and beyond.

Our hub-and-spoke model enables efficient market access, reliable supply, and sustainable value creation across the region.



5
COUNTRIES
Directly covered markets in Central Asia

80M+
POPULATION COVERED
Large and growing patient base

1
REGIONAL HUB
Strategically located in Tashkent, Uzbekistan

STRATEGIC PARTNERSHIPS
Collaborating with leading local partners and distributors

OUR STRENGTH

- Deep understanding of local markets
- Strong relationships with key stakeholders
- Agile and efficient execution

PARTNERING FOR A HEALTHIER FUTURE.

Together, we make quality medicines more accessible and build a healthier future for Central Asia.

COLLABORATION

Stronger together for greater impact

INTEGRITY

Acting with honesty and responsibility

FOCUS

Putting patients and communsities first

IMPACT

Creating lasting value for a better tomorrow



OUR ROADMAP TO 2030

A phased strategic vision for sustainable growth in Central Asia.



2026
Foundation
Planned market entry and initial operating setup.

2027
Expansion
Broaden product access and strengthen partnerships.

2028
Growth Target
Scale operations and expand regional capabilities.

2030
Regional Vision
Aim to become a leading healthcare access platform in Central Asia.

OUR VISION BEYOND 2030.

To be the leading healthcare platform connecting Asia to the world through quality, trust, and innovation.



NEXT:
OUR BUSINESS MODEL

In the next section, we outline how Novaterra connects trusted manufacturers, market access, and local distribution across Central Asia.



OUR BUSINESS MODEL

Bridging quality medicines from trusted partners to patients across Central Asia.

SOURCE

Partner with leading global manufacturers for high-quality products.

CONNECT

Navigate regulations and build efficient pathways to market.

DELIVER

Provide reliable access to affordable medicines for better lives.



OUR VALUE CHAIN

From trusted manufacturers to healthier communities

1. MANUFACTURERS
KOREA & GLOBAL



Partnering with reliable global manufacturers to supply high-quality medicines.

2. NOVATERRA GLOBAL
MARKET ACCESS EXPERT



Navigating regulations, ensuring compliance, and building efficient pathways to market.

3. DISTRIBUTION & LOGISTICS
LOCAL PARTNERS



Efficient and reliable distribution network ensuring product availability across the region.

4. PATIENTS & COMMUNITIES
BETTER HEALTH



Delivering quality medicines that improve lives and build healthier communities.



Our value chain is built on partnership, compliance, and commitment — connecting trusted supply to better health across Central Asia.

REGULATORY EXPERTISE

Accelerating Market Access with Local Expertise

We navigate complex regulatory environments across Central Asia to ensure efficient registration, full compliance, and faster patient access.

REGISTRATION

End-to-end support for product registration and dossier submission.

COMPLIANCE

Ensuring full compliance with local regulations and quality standards.

MARKET ACCESS

Building the right pathways to bring innovative medicines to market faster.



OUR MARKET FOCUS

Strategically positioned to serve high-potential markets across Central Asia.



POPULATION
80M+
Total population across our focus markets

MARKET SIZE
USD 7B+
Pharmaceutical market size with strong growth

GROWTH RATE
8–12%
Annual growth driven by demand & investment

COUNTRIES
5
Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan

OUR FOCUS
ACCESS
Bringing quality medicines to patients who need them

STRATEGIC LOCATION
Connecting East and West across key trade routes

STABLE ENVIRONMENT
Favorable reforms and growing healthcare investment

LONG-TERM PARTNERSHIP
Building sustainable value with local partners

QUALITY YOU CAN TRUST

We seek to work with manufacturers holding valid GMP certification and appropriate product documentation. Quality documentation is reviewed in coordination with manufacturers and qualified regulatory partners.

QUALIFIED MANUFACTURERS

Working with manufacturers holding valid GMP certification and relevant product documentation.

DOCUMENT REVIEW

Reviewing quality and regulatory documentation in coordination with manufacturers and regulatory partners.

REGULATORY ALIGNMENT

Aligned with applicable international and local regulatory requirements.

PATIENT-FOCUSED ACCESS

Supporting reliable access to high-quality medicines for patients across Central Asia.



- Valid GMP Certification
- Product Documentation
- Regulatory Alignment

QUALITY & COMPLIANCE FOCUS

Supporting documentation review and coordinated market access preparation.

STRONG PARTNERSHIPS.

Long-term partnerships create sustainable healthcare.



REGULATORY EXPERTISE.

Faster Approval.
Greater Access.



MARKETS WE SERVE.

Expanding access to quality medicines across Central Asia and beyond.



OUR FOCUS.
BETTER HEALTH.
MORE IMPACT.

ACCESS THAT MATTERS.

Connecting quality medicines
with the people who need them most.

RIGHT MEDICINE.
RIGHT PLACE.
BETTER TOMORROW.



QUALITY-FOCUSED SOURCING

We prioritize products from qualified manufacturers with appropriate GMP certification and regulatory documentation.

QUALITY PRODUCTS.
TRUSTED STANDARDS.
BETTER HEALTH.



QUALITY DOCUMENTATION | REGULATORY ALIGNMENT | PATIENT-FOCUSED ACCESS

TOGETHER, WE ACHIEVE MORE.

Building lasting partnerships
to shape a healthier future.



ONE MISSION.
SHARED VALUES.
STRONGER TOGETHER.

FOCUSED ON WHAT'S NEXT.

Strategic today.
Stronger tomorrow.



CLEAR VISION.
SMART STRATEGY.
SUSTAINABLE GROWTH.

FROM KOREA TO CENTRAL ASIA.

A MARKET ACCESS BRIDGE TO CENTRAL ASIA

Supporting Korean and global pharmaceutical partners entering Central Asian markets.

LOCAL COORDINATION | **REGIONAL ACCESS** | **LONG-TERM VALUE**



DELIVERING VALUE.

Creating value for our partners, our patients, and the communities we serve.



VALUE FOR PARTNERS.
VALUE FOR PATIENTS.
VALUE FOR COMMUNITIES.

OUR FOUNDATION. YOUR SUCCESS.

Our core values guide everything we do and every partnership we build.

BUILT ON TRUST.
DRIVEN BY VALUES.
FOCUSED ON SUCCESS.



FOCUS

We stay focused on our mission and deliver with precision.

PARTNERSHIP

We build strong, long-term partnerships based on trust and respect.

PEOPLE

We value our people and empower them to make a difference.

INTEGRITY

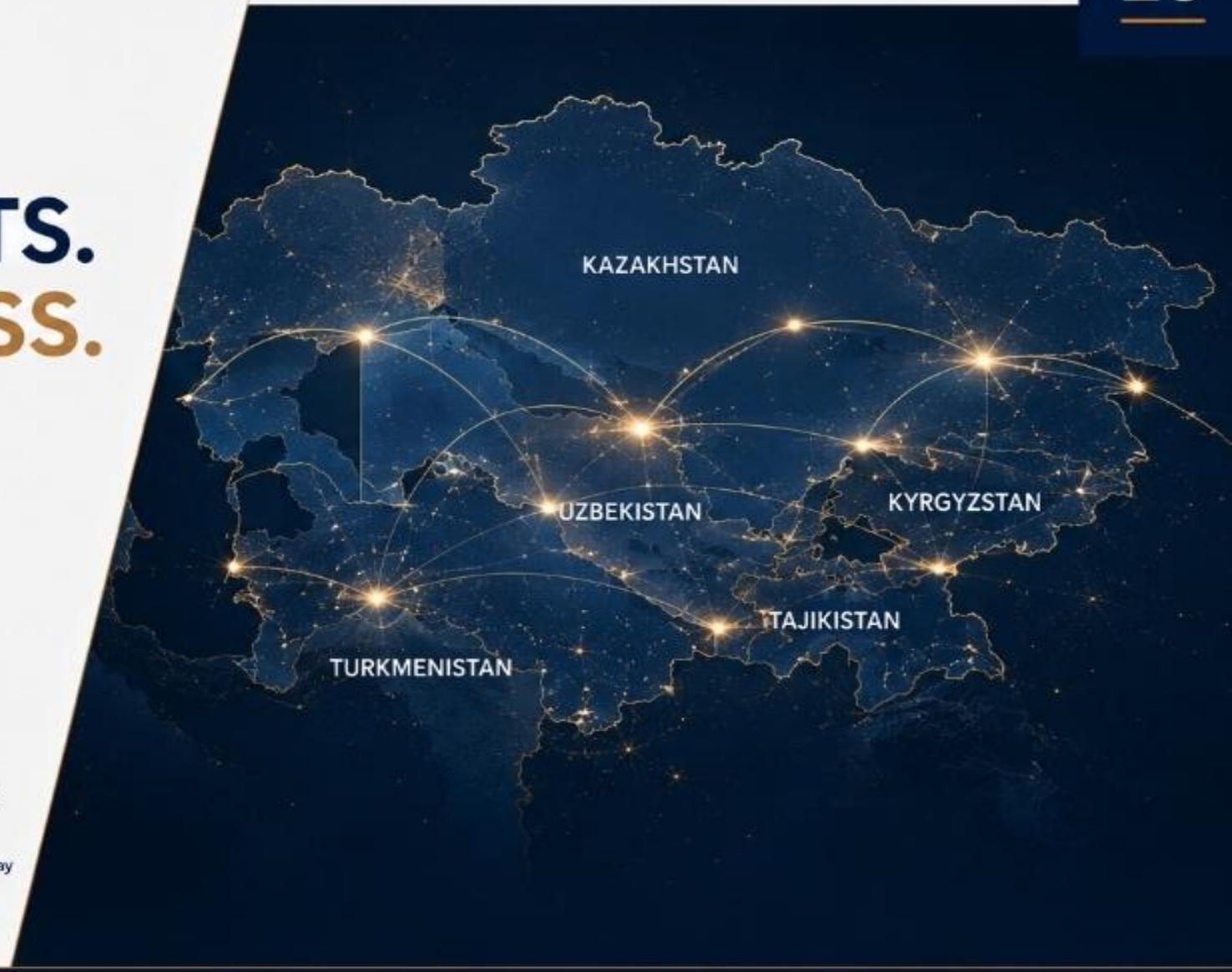
We act with integrity and uphold the highest standards.

GROWTH

We pursue sustainable growth and create lasting impact.

BRIDGING MARKETS. EXPANDING ACCESS.

We connect high-quality pharmaceutical solutions with markets across Central Asia, creating opportunities and improving health outcomes.



REGIONAL FOCUS
Deep understanding of local markets.

STRATEGIC CONNECTIONS
Strong partnerships that open doors.

MARKET ACCESS
Navigating regulations and complexities.

SUSTAINABLE GROWTH
Building value for today and tomorrow.

THANK YOU.

Building healthier futures,
together.

