PRESS RELEASE
Nice, 8 July 2025

Horus Pharma is continuing to expand its presence in North Africa, the Near and Middle East, and has reached a new stage in its international development.

Horus Pharma is already represented in more than 30 countries, and is accelerating its international expansion to 8 new countries. It has distribution agreements in North Africa, the Near and Middle East, in the following markets: Tunisia, Lebanon, Qatar, Kuwait, Bahrain, Saudi Arabia, United Arab Emirates and Oman.

Nice, June 2025 – Horus Pharma, the second largest independent ophthalmological laboratory in France and a leading player in Europe, has reached a new strategic stage in its international development, and is now distributing its ophthalmological solutions in North Africa and the Near and Middle East. With a presence in 8 new countries, Horus Pharma is positioning this region as a major growth lever for coming years.

A strategic presence in a high-potential region

Thanks to these distribution contracts covering a large part of this region, the company is continuing its market penetration, supported by the #ETIncelles programme of which has been a member since 2023. In fact, the ophthalmology market in the Near and Middle East is booming. Often associated with the African market by the pharmaceutical industry, they together represented $3 billion in 2024, and are expected to reach $4.5 billion by 2032*, the main contributors of which are Saudi Arabia, the United Arab Emirates, Israel and Turkey in which Horus Pharma has a presence.
This dynamic is driven by several factors: an ageing population, the increase in the prevalence of eye diseases (cataracts, glaucoma, AMD, diabetic retinopathy) and the rapid adoption of new medical technologies (OCT, artificial intelligence, telemedicine).
To expand in the Near and Middle East, Horus Pharma wishes to promote French expertise in ophthalmology and offer innovative solutions adapted to the needs of this market.

> *"With these new partnerships, we are now established in 9 countries in the Near and Middle East. This is an important step in our internationalisation strategy. This diverse and rapidly developing region represents a major area of development for us, in which we wish to promote French expertise in eye health. Overall, exports are an essential lever for growth for Horus Pharma."*
> — **Nicolas Claret**, International Director, Horus Pharma

An agile and ambitious international strategy

With 15% of its turnover generated outside France, Horus Pharma makes is making international expansion part of its strategic lever for growth. The company aims to double this share within three years. The company's long-term strategic vision, based on an agile international development model resolutely focused on local proximity, should enable it to do so. The laboratory combines several growth levers: creation of subsidiaries, targeted joint ventures and carefully selected distribution agreements, enabling it to be set up in line with the economic, regulatory and cultural realities of each territory.

This multi-model strategy has already enabled it to establish a lasting foothold in Europe – particularly in Spain, the Benelux countries, Switzerland, the Nordic countries, Monaco and Romania – while extending its distribution to more than 30 countries in Europe, North Africa and therefore the Near and Middle East.

Continued expansion through the promotion of French excellence in health

With a portfolio of 70 products covering all eye health needs for common and rare diseases – medicinal products, medical devices, human tissues, dermo-cosmetic products and food supplements – Horus Pharma intends to continue its growth by promoting French excellence, recognised for its scientific rigour and industrial quality.
This international momentum is part of a sustained growth trajectory: the company recorded a 43% increase in its turnover between 2020 and 2023, which led it to join the Les Echos/Statista ranking which puts the spotlight on the 400 French companies with the strongest growth over three years. Horus Pharma and its 250 employees ended 2024 with turnover of €107 million (+14%).

* *Digital Bridge Market, Middle East and Africa Ophthalmology Market - Industry Trends and Forecast to 2032, Nov 2024*

Press contacts - Agence Oxygen
Louis Boutin - louis.b@oxygen-rp.com - +33 7 52 79 11 29
Sandra Codognotto - sandra.c@oxygen-rp.com - +33 6 63 92 36 00

About Horus Pharma:
Founded in 2003, Horus Pharma is an independent laboratory, leader in the French and European markets, recognised for its know-how in developing preservative-free products in ophthalmology. Thanks to a sustained Research & Development policy, Horus Pharma is improving the daily lives of patients by developing innovative solutions and products for all segments of eye health. Horus Pharma distributes its products in France – headquartered in Nice – and internationally through its subsidiaries in Belgium, the Netherlands, Luxembourg, Spain, Switzerland, and the Nordic countries. It has investments in Romania and distribution agreements in Eastern Europe, North Africa, South East Asia and the Middle East, ensuring a presence in more than 30 countries.

More information at www.horus-pharma.com