

Press Release:

Date: April 12th 2021

Hemex Health and Cureleads today announced their partnership to commercialize AI-based Gazelle® diagnostic device across Middle East, Turkey, and North Africa.

Dubai, UAE and Portland, OR USA April 12, 2021. US based Hemex Health and Dubai based Cureleads today announced their partnership to commercialize the Hemex Gazelle diagnostic device across the Middle East, Turkey and North Africa. Gazelle is a point of care diagnostic device used to diagnose malaria and sickle cell disease (SCD). The device, which is compact – about the size of a toaster – and requires minimal training employs innovative optics and artificial intelligence to identify the presence of malaria or SCD from a drop of blood. This makes it ideal for use in any healthcare setting, including rural clinics and community hospitals in developing countries.

CURELEADS mission is to transform patients’ lives in MENA by improving access to critical medicines to treat specialty diseases, mainly in cancer, neurology, and rare diseases. Hemex Health breaks traditional barriers with its innovative diagnostic system that expands the potential of diagnostics for prevalent diseases at all income levels, making accurate tests accessible to new locations and new populations. The Cureleads/HEMEX partnership provides the two companies with a strong strategic alignment in fulfilling their respective missions.

Hemoglobinemias, inherited red blood disorders including SCD and Thalassemia, represent a major public health challenge across Middle East and North African countries. Each year, 3000 infants are born with SCD and around 4000 are born with B-Thalassemia across the region. Many countries have struggled to reduce the burden of these diseases, with screening and prevention programs often hampered by scarce local public health resources and the fact that the effected patients often live in remote areas far from major hospitals. Gazelle promises important step forward in bringing effective screening programs to children across the region.

Ms Patti White , HEMEX CEO, said “We are pleased to have Cureleads as a partner who shares our goal of patient access and will bring these life-changing tests across the region. With accurate point-of-care testing for sickle cell disease and thalassemia, patients can understand their status and quality of life can be dramatically improved.”

Mr. Mohamad Rammal, CURELEADS CEO, said, “We are very excited about this partnership between Hemex Health and Cureleads, which have important shared values. Our vision is to transform patient’s lives with special focus on hematology and oncology diseases. Gazelle is a transformational solution that will help the execution of effective prevention and screening programs with the goal of freeing these societies from the burden of hemoglobinopathies .”

About Gazelle

Gazelle™ is a compact, rugged, battery-operated diagnostic device. Gazelle can be used inexpensively, with no cold chain requirements by entry level healthcare workers in areas with limited access, resources, or electricity. Patient information and results are captured digitally for storage, printing, or later transmission. Gazelle is approved for detecting malaria and sickle cell disease in a growing list of countries, and integrates miniaturized versions of trusted technologies, innovative optics, and artificial intelligence. This versatile approach allows the company to continually add diseases to its menu of tests and expand to new users. Gazelle is an accurate and rapid digital platform that can work just about anywhere in the world. With its affordable, compact, and rugged design, and all-day battery power, it delivers powerful, rapid diagnostics to more places without the need for a cold chain-- from remote, low-resource settings, to drive through testing, border crossings, or nursing homes.

About Hemex Health

Hemex Health breaks traditional barriers with its innovative diagnostic system that expands the potential of diagnostics for emerging diseases, making accurate tests accessible to new locations and new populations. Hemex Health designs diagnostic technologies for the real world by listening to the needs of healthcare providers including those in some of the most remote and challenging settings. The Gazelle technology was developed in collaboration with Case Western Reserve University. Hemex Health is located in Portland, Oregon, USA. HemexDx, a subsidiary of Hemex Health, is located in Mumbai, India. More information can be found by going to www.hemexhealth.com.

About Cureleads

CURELEADS, a Dubai-based specialty biopharma company, aspires to transform patients’ lives in MENA by improving access to critical medicines to treat specialty diseases, mainly in cancer, neurology, and rare diseases. CURELEADS is dedicated to bringing these advances to patients by partnering with cutting



edge pharmaceutical/biotech innovators. They use their experience and relationships to commercialize specialty medicines across the region while adhering to global standards of quality and ethical behavior, combining competence & ethics, biology & technology, innovation & tradition. Critically, Cureleads focuses on 'doing business with ethics" to ensure proper and sustainable business outcomes. In addition to their own commercialization activities, they partner with the key regional distributors who provide the best logistics capability, account receivables management and regulatory compliance.
