



BREAK THROUGH

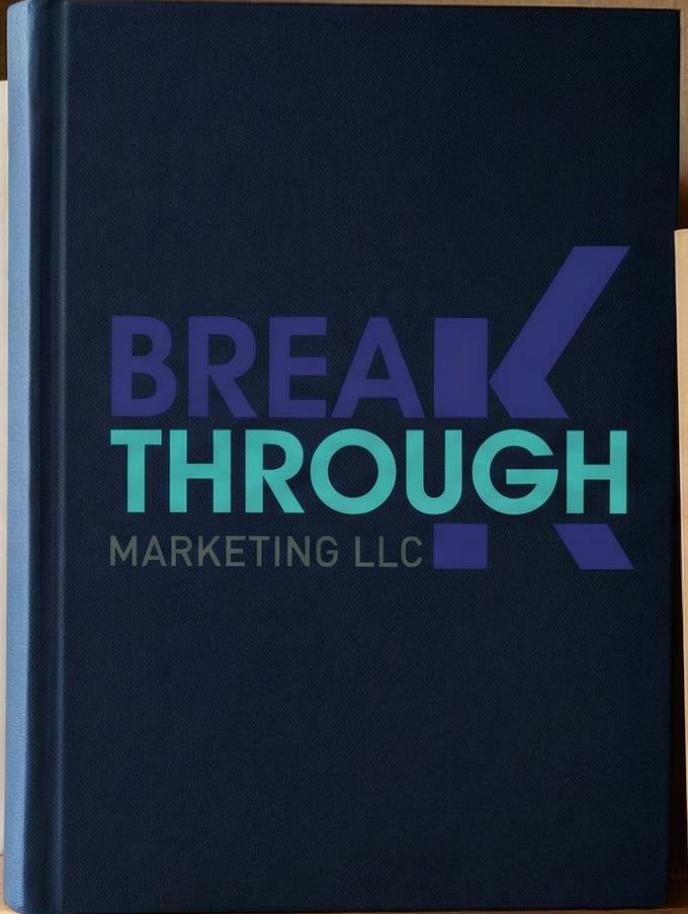
MARKETING LLC

COMPANY PROFILE

About
**BREAK
THROUGH**
MARKETING LLC

A full-service Marketing Agency based in Dubai-UAE with more than 25+ years of combined Marketing and Advertising experience in Healthcare and Pharmaceutical industry delivering Breakthrough solutions in Middle-East and Africa countries.





OUR STORY

Seasoned Healthcare Marketing and Advertising Professionals who came together with the objective of exceeding clients' expectations while delivering Breakthrough Marketing solutions

Created in 2023, Breakthrough Marketing LLC is offering innovative experiences to our customers while meeting their organizational goals



A pair of futuristic, dark-colored goggles with large, curved lenses. The lenses reflect a vibrant cityscape at sunset or sunrise, with tall buildings and a warm orange and yellow glow. The goggles are set against a background of a misty, mountainous landscape with a river or stream winding through it. The overall scene is dramatic and futuristic.

OUR VISION

To be recognized as the partner of choice of leading pharmaceutical firms when it comes to Innovation, Creativity and Breakthrough solutions

OUR MISSION

To create Breakthrough experiences for our partners supporting them to achieve Breakthrough Organizational Goals



WHY BREAKTHROUGH

- Founded by Pharmaceutical and Advertising senior leaders
- We Perfectly understand our customers' needs
- We build Breakthrough experiences
- We offer Groundbreaking Creativity
- We support you with Innovative Solutions
- We pair visionary strategy with seamless execution

OUR PORTFOLIO

We don't show photos, we tell stories



 Creative
& Art

 Exhibition
& Booths

 Events
Management

 Social
Media

 Digital
Solutions

 Omnichannel
Marketing

Creative Ideas & Visuals



BREAK
THROUGH
MARKETING LLC

WELCOME OUR
DEAR GUESTS TO

FLOW

PFIZER HOSTED MEDICAL EDUCATION

SUMMIT



Jolie Ville Kings island,
Luxor, Egypt



October 30th– November 1st, 2025



AGILE AD BOARD

*Understanding
Atagille Syndrome*

MARK YOUR CALENDAR
2ND JUNE 2023



SHIELD 20

BUILDING A HEALTHIER GENERATION TOGETHER

MOVELEX ULTRA

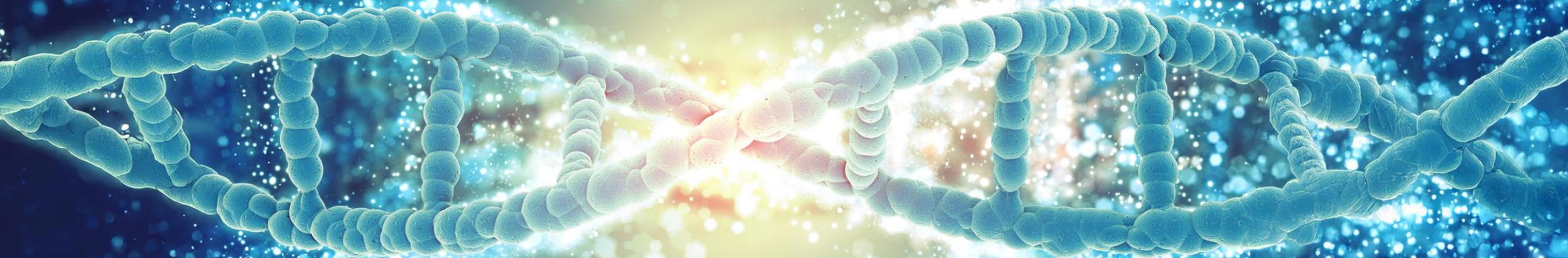
PAINLESS MOVEMENT like a flow

ANTI-INFLAMMATORY
AND ANALGESIC POWER OF NATURE





Unveiling the Silent Pandemic:
GNB Infections & MBL Resistance
Genes Detection & Treatment
Strategies



POWER OF THE PAST FORCE FOR THE FUTURE

NEWBRIDGE PHARMACEUTICALS ANNUAL MEETING
ISTANBUL - TURKEY 2024





جمهورية مصر العربية
الهيئة العامة للاعتماد والرقابة الصحية

E G Y

Q A I F

EGYPT

QUALITY & ACCREDITATION IN HEALTHCARE
INTERNATIONAL FORUM - 2024

VIATRIS

PLU⁺ 2024

*Pharmacists Leadership
and UpSkilling Summit*



VIATRIS

Viatrix Middle East FZ – LLC
Atlas Business Center -6th Floor
Al Falak St. Dubai Media City
PO Box 502049
Dubai United Arab Emirates
Tel: +971.4.512.1500



UNSTOPPABLE
MOMENTUM

ANNUAL MEETING 2025

HS Connect FORUM

Integrating knowledge and Patients' Care

HS IS A PAINFUL, SYSTEMIC SKIN DISORDER,
DRIVEN BY A CHRONIC INFLAMMATORY PROCESS THAT EXTENDS
BEYOND THE INFLUENCE OF LIFESTYLE FACTORS.^{1,2}

1. Zouboulis CC. et al Exp Dermatol. 2020;29 (12): 1154-70. 2.Hidradenitis suppurativa (HS).NHS UK
Available at: <https://www.nhs.uk/conditions/hidradenitis-suppurativa/?tag=makemoney0821-20>. Accessed on October 2024.

For healthcare professionals only
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Kindly forward any medical information inquiry to:
medinfo@nbpharma.com
NewBridge Pharmaceuticals: PO Box 500618, Dubai Science Park Towers,
17th Floor, North Tower, Al Barsha South 2, Dubai, United Arab Emirates
Tel: + 97144298700 (Fax: +97144298677 Website:
<https://nbpharma.com> Email: info@nbpharma.com

HS Connect

FORUM

Integrating knowledge and Patients' Care

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VIATRIS

IMPACTFUL
PHARMACIST
SUMMIT

VPS



VIATRIS

Further information is available upon request
ViatriS Egypt SAE
Building 47th, Northern 90 St., 5th Settlement,
New Cairo, Egypt.
Postal Code -11835- P.O.Box 2357 Cairo, Egypt.
NON9823-2023-



HEART TALES



EXHIBITONS & BOOTHS

+150

Booth produced

**BREAK
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MARKETING LLC



Client:
NewBridge

Location:
Riyadh, KSA



Client:
Viatrix

Location:
Alexandria
Egypt

**BREAK
THROUGH**
MARKETING LLC



Client:
NewBridge

Location:
Dubai, UAE

**BREAK
THROUGH**
MARKETING LLC



Client:
GE
Healthcare
Location:
Dubai, UAE





Neurology Booth with interactive game

Location: Dubai, UAE
Client: NewBridge

Client:
NewBridge

Location:
Abudhabi, UAE

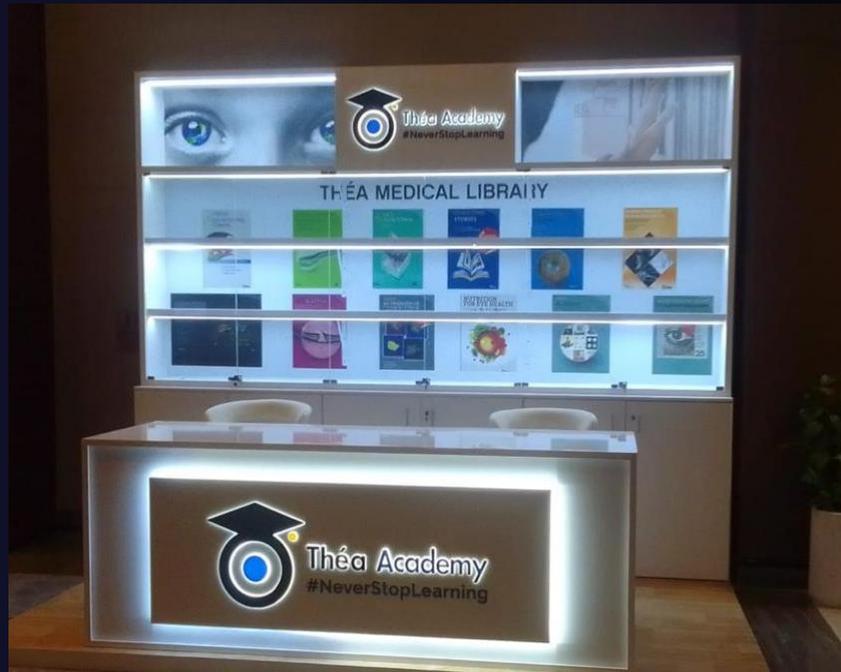


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THROUGH**
MARKETING LLC

Location:
Abudhabi,
UAE

Client:
Thea Pharma

**BREAK
THROUGH**
MARKETING LLC



Client:
Thea Pharma



Location:
Riyadh, KSA



Client:
Thea

Location:
Jeddah, KSA



Client:
Thea

Location:
Kuwait



EVENTS

Management

+100

Events Managed

Across

+7

Countries

BREAK
THROUGH
MARKETING LLC



Event:
Oxlumo Launch

Client:
NewBridge

Location:
Riyadh,
KSA



Event:
Oxlumo Launch

Client:
NewBridge

Location:
Riyadh,
KSA



**BREAK
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MARKETING LLC

Event:
Oxlumo Launch

Client:
NewBridge

Location:
Riyadh,
KSA

Welcome to
OXLUMO
(lumasiran)
launch event

NEWBRIDGE
PHARMACEUTICALS

OXLUMO
(lumasiran)

Alynlam

Welcome to
OXLUMO
(lumasiran)
launch event

**BREAK
THROUGH**
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Event:
Oxlumo Launch

Client:
NewBridge

Location:
Kuwait



Event:
Oxlumo Launch

Client:
NewBridge

Location:
Dubai, UAE



**BREAK
THROUGH**
MARKETING LLC

Event:
Oxlumo Launch

Client:
NewBridge

Location:
Dubai, UAE



Event:
Shield 20

Client:
Pfizer

Location:
Alexandria,
Egypt



Event:
Shield 20

Client:
Pfizer

Location:
Alexandria,
Egypt



Event:
Migraine Healers
Academy

Client:
Pfizer MERA

Location:
Luxor,
Egypt



Event:
Migraine Healers
Academy

Client:
Pfizer MERA

Location:
Luxor,
Egypt



**BREAK
THROUGH**
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Event:
Migraine Healers
Academy

Client:
Pfizer MERA

Location:
Luxor,
Egypt



MERA migraine
healers ACADEMY



**BREAK
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MARKETING LLC

Event:
Migraine Healers
Academy

Client:
Pfizer MERA

Location:
Luxor,
Egypt

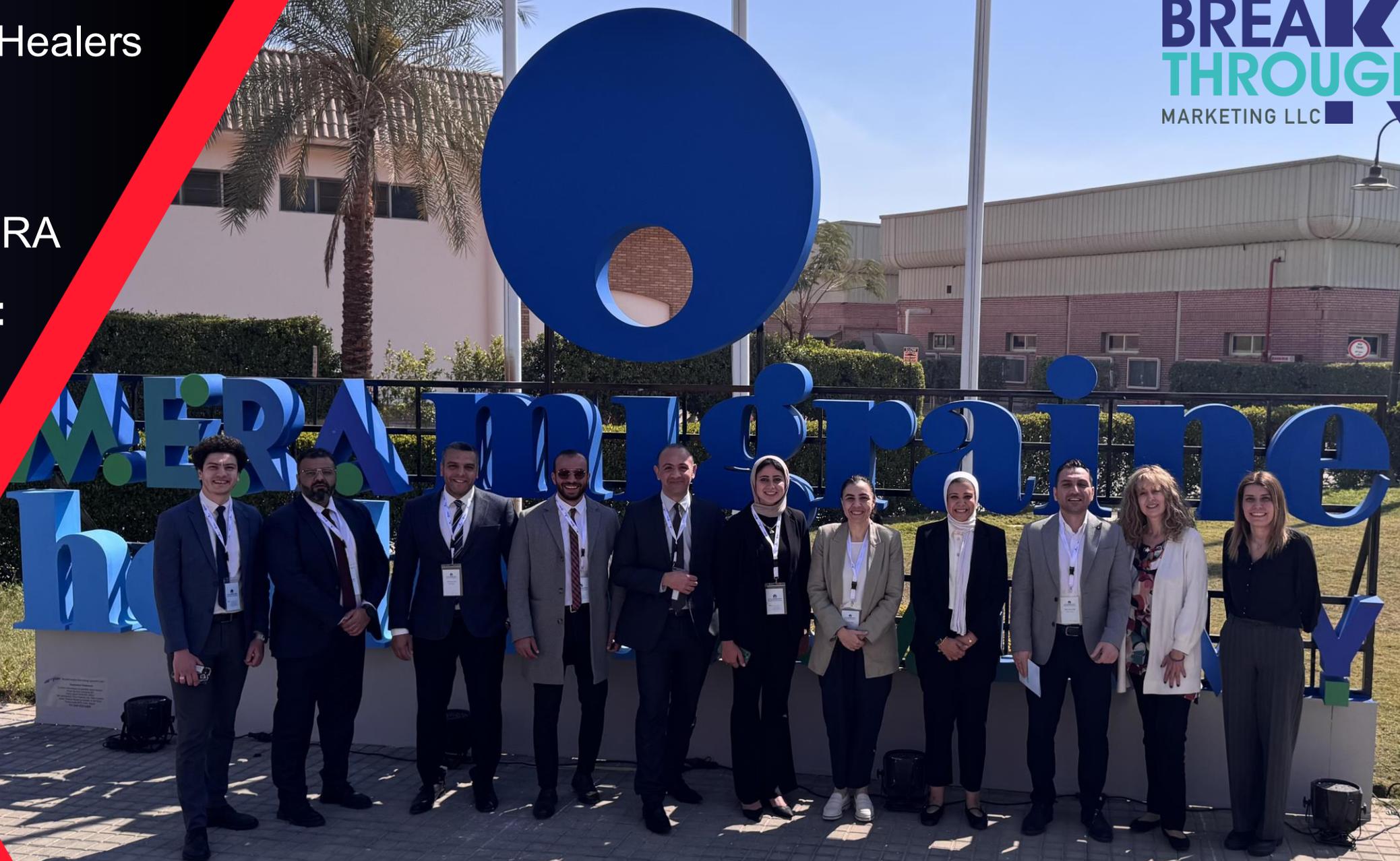


Event:
Migraine Healers
Academy

Client:
Pfizer MERA

Location:
Luxor,
Egypt

**BREAK
THROUGH**
MARKETING LLC



Event:
NewBridge Annual
Meeting 2025

Client:
NewBridge

Location:
Cairo,
Egypt

**BREAK
THROUGH**
MARKETING LLC



Event:
NewBridge Annual
Meeting 2025

Client:
NewBridge

Location:
Cairo,
Egypt



**BREAK
THROUGH**
MARKETING LLC

Event:
NewBridge Annual
Meeting 2025

Client:
NewBridge

Location:
Cairo,
Egypt



**BREAK
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MARKETING LLC

Event:
VIP Pharmacist
Summit

Client:
Viatrix Gulf

Location:
Dubai,
UAE



**BREAK
THROUGH**
MARKETING LLC

Event:
VIP Pharmacist
Summit

Client:
Viatrix Gulf

Location:
Dubai,
UAE



Event:
VIP Pharmacist
Summit

Client:
Viatrix

Location:
Dubai,
UAE



Event:
Radiographers
meeting 2025

Client:
GE Healthcare

Location:
Istanbul,
Turkey



**BREAK
THROUGH**
MARKETING LLC

Event:
Radiographers
meeting 2025

Client:
GE Healthcare

Location:
Istanbul,
Turkey



 GE HealthCare
2025 Radiographers Meeting

Event:
Neurology across
Border Platform

Client:
NewBridge

Location:
Jeddah,
KSA

Welcome to
**NEUROLOGY ACROSS
BORDERS PLATFORM**

01:21:38

act First.

Take control

Make the change

Addressed to licensed healthcare professionals only.
For any suspected adverse events, please contact NewBridge safety mailbox: safety@nbpharma.com
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Al Barsha South 2 Dubai | United Arab Emirates
Tel: +971 4 429 8100 | Fax: +971 4 429 8077 | Website: <http://nbpharma.com>

ucb
UCB PHARMACEUTICALS

Event:
Neurology across
Border Platform

Client:
NewBridge

Location:
Jeddah,
KSA

NEUROLOGY ACROSS BORDERS PLATFORM

Chapter 1: Epilepsy Across Ages

Thursday 18 December, 2025

Take control

Make the change

Take control

Make the change

ucb

NEUROLOGY ACROSS BORDERS PLATFORM

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Al Baraha South 2 Dubai | United Arab Emirates | Tel: +971 4 429 8700 | Fax: +971 4 429 8877
Website: <https://nbridgepharma.com>

NEWBRIDGE PHARMACEUTICALS

ucb

Event:
HS Connect

Client:
NewBridge

Location:
Dubai, UAE

HS Connect FORUM

IS A PAINFUL, SYSTEMIC SKIN DISORDER,
DRIVEN BY A CHRONIC INFLAMMATORY PROCESS THAT EXTENDS
BEYOND THE INFLUENCE OF LIFESTYLE FACTORS.^{1,2}

NEWBRIDGE
PHARMACEUTICALS



boulis CC. et al Exp Dermatol. 2020;29 (12): 1154-70. 2.Hidradenitis suppurativa?tag=makemoney 1-20.

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NewBridge Pharmaceutical
North Tower, Al
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a.com Emu

14 OCT 2024

**BREAK
THROUGH**
MARKETING LLC

Event:
HS Connect

Client:
NewBridge

Location:
Dubai, UAE



Event:
HS Connect

Client:
NewBridge

Location:
Dubai, UAE

connect
FORUM

IC SKIN DISORDER,
INFLAMMATORY PROCESS THAT EXTENDS
NCE OF LIFESTYLE FACTORS.^{1,2}



**BREAK
THROUGH**
MARKETING LLC

Social Media



التحكم



مريض السكر ممكن يعيش حياته
بصورة طبيعية، بس محتاج يلتزم
بالعلاج و أسلوب الحياة الصحي،
للحفاظ علي مستوى السكر التراكمي
عند رقم 7

السكر مرض يمكن السيطرة
عليه، بس عشان تسيطر
عليه لازم تتحرك



كثير من مرضي السكر يعانون من
مشاكل القدم السكري، اللي ممكن
تؤدي في النهاية لفقدان احدي
القدمين او كلاهما

**السكر مرض يمكن السيطرة
عليه، بس عشان تسيطر
عليه لازم تتحرك**

”اجعل طعامك دوائك...
و اجعل دوائك طعامك“
ابوقرط



احتفالا باليوم العالمي لصحة
العقل و الجسد

SERVIER 
moved by you

”ساعات النوم الكافية
هي كالرابط الذهبي
ما بين صحة العقل و
صحة الجسد“
توماس ديكر



احتفالا باليوم العالمي لصحة
العقل و الجسد

SERVIER 
moved by you

World Heart Day

SERVIER 
moved by you



September 8th

World Physical therapy day



SERVIER 
moved by you

**BREAK
THROUGH**
MARKETING LLC 

Let's FIGHT
AGAINST IT



OMNICHANNEL

Marketing Campaign

BREAK
THROUGH
MARKETING LLC



The Brief

- Company: Viatrix-Gulf
- Request: Campaign concept for omnichannel communication and Stand alone events

“We need a concept that targets different CV & metabolic disorder patients and to have a platform that serves as a vehicle for HCPs to share best practice in managing these cases”

Senior Marketing Executive

Viatrix-Gulf



What We Did

Creative design and art

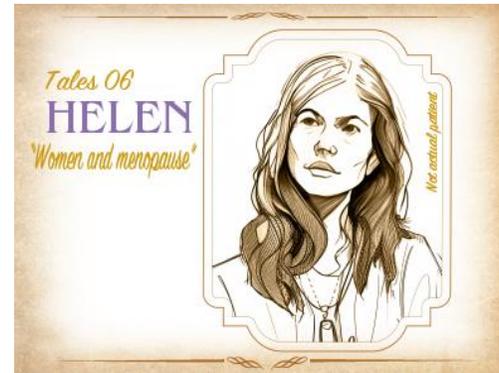
We developed an overarching concept encompassing all CVD patients. Each heart tale represents a unique condition, age group, and set of individual circumstances.

Heart Tales

What We Did

Medical Services

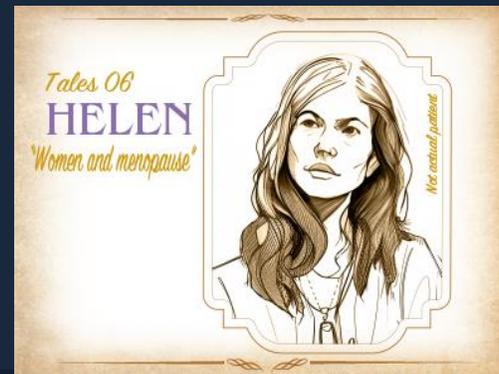
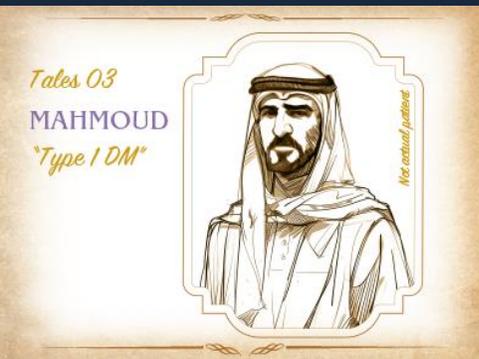
Based on multiple patient profiles, we developed character representations that correspond to each profile, aligning with relevant guidelines and medical references addressing these cases.



What We Did

Video Production

We transformed the script, developed from the profiles, into videos employing the drawing hand technique. Additionally, we utilized an illustration style that encourages the audience's imagination, allowing them to better relate the patient depicted to real-life individuals.



Dear Doctor, you're cordially invited to attend the CME accredited webinar "Heart Tales".



Thursday September 25th, 2025
8:00 PM, UAE time

SPEAKERS



Dr. Mohamed Arafah
Professor of Cardiac Sciences,
Senior Interventional Consultant
Cardiologist Dallah Cardiac center –
Riyadh, KSA



Prof. Hani Sabbour
Consultant Cardiology,
Electrophysiology Shaikh Khalifa
Medical Center, Al Ain Hospital,
Tawam Hospital (Seha)
Abu Dhabi, UAE



Prof. Sameh Elkaffas
Professor of cardiology Cairo
university,
Cairo, Egypt

Time	Topic	Speaker
8:00-8:05 pm	Welcome Remarks	Alaa Al-Haboby
8:05-8:10 pm	Opening Remarks	Dr. Mohamed Arafah
8:10-8:30 pm	Zaid's Tale	Prof. Hani Sabbour
8:30-8:50 pm	Hussein's Tale	Prof. Sameh Elkaffas
8:50-9:05 pm	Q&A	All

GLI-NORV-2025-00008

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NON-2023-8469



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Thursday September 25th, 2025
7:00 PM, KSA time

SPEAKERS



Dr. Mohamed Arafah
Professor of Cardiac Sciences,
Senior Interventional Consultant
Cardiologist Dallah Cardiac center –
Riyadh, KSA



Prof. Hani Sabbour
Consultant Cardiology,
Electrophysiology Shaikh Khalifa
Medical Center, Al Ain Hospital,
Tawam Hospital (Seha)
Abu Dhabi, UAE



Prof. Sameh Elkaffas
Professor of cardiology Cairo
university,
Cairo, Egypt

Time	Topic	Speaker
7:00-7:05 pm	Welcome Remarks	Alaa Al-Haboby
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7:10-7:30 pm	Zaid's Tale	Prof. Hani Sabbour
7:30-7:50 pm	Hussein's Tale	Prof. Sameh Elkaffas
7:50-8:05 pm	Q&A	All

GLI-NORV-2025-00008

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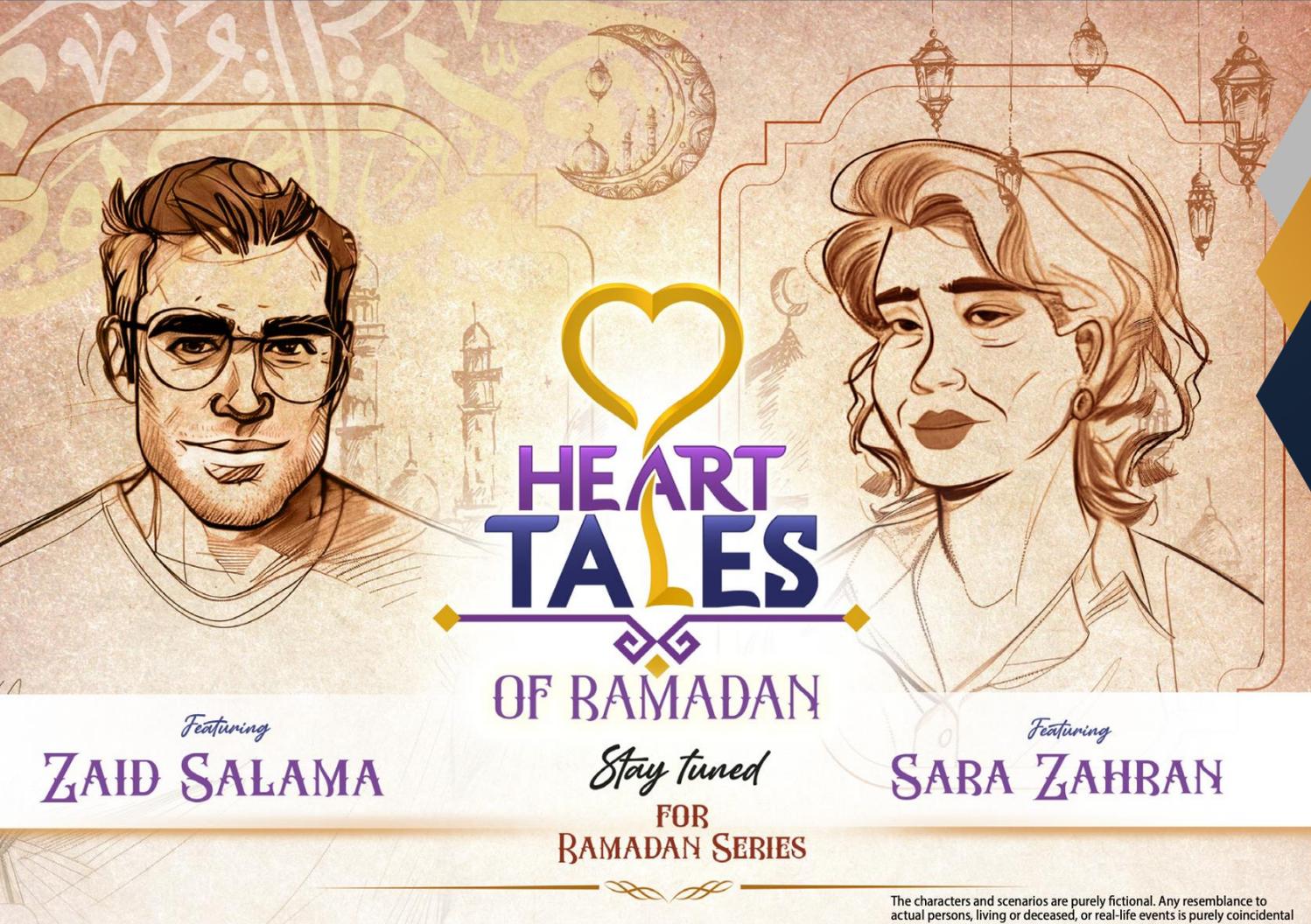


What We Did

Multichannels approach

We successfully organized multiple webinars, email and WhatsApp campaigns and physical meetings to maximize customer engagement and guarantee effective communication with the entire target audience.





Featuring
ZAID SALAMA

**HEART
TALES**
OF RAMADAN
Stay tuned
FOR
RAMADAN SERIES

Featuring
SARA ZAHBAN

The characters and scenarios are purely fictional. Any resemblance to actual persons, living or deceased, or real-life events is purely coincidental

GLI-LIPI-2025-00013

What We Did

Occasional reminders

Leveraging on the success of Heart Tales campaign, we further developed Heart Tales in Ramadan episodes raising awareness about the healthy habits to follow by CVD patients during the holy month



Episode 3 : Blood Pressure



What We Did

Occasional reminders

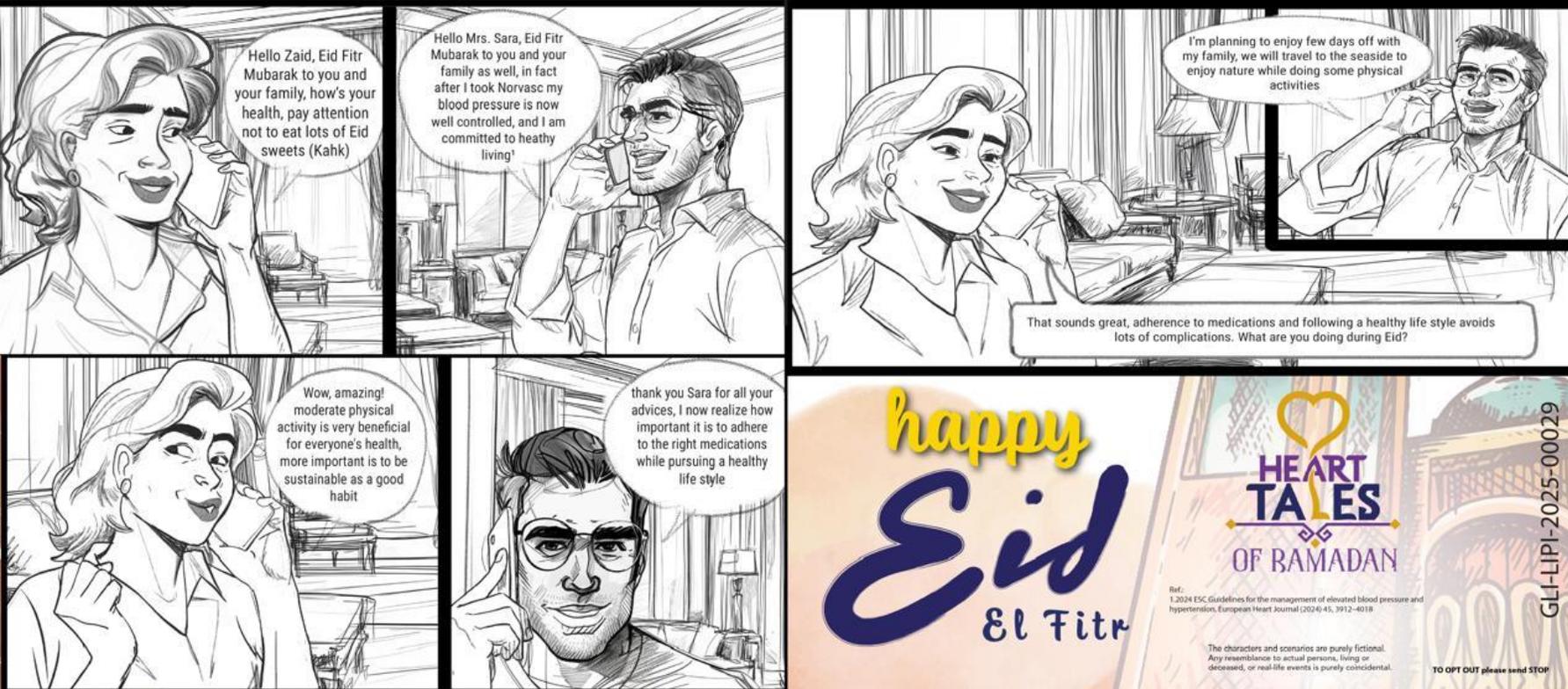
Leveraging on the success of Heart Tales campaign, we further developed Heart Tales in Ramadan episodes raising awareness about the healthy habits to follow by CVD patients during the holy month

Episode 4 : Healthy Lifestyle

What We Did

Occasional reminders

Leveraging on the success of Heart Tales campaign, we further developed Heart Tales in Ramadan episodes raising awareness about the healthy habits to follow by CVD patients during the holy month



happy
Eid
El Fitr

HEART
TALES
OF RAMADAN

Ref:
1. 2024 ESC Guidelines for the management of elevated blood pressure and hypertension, European Heart Journal (2024) 45, 3912–4018

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Thank you

