



HOEPharma Holdings Sdn Bhd

HOEPharma Holdings Sdn Bhd ("HOEPharma"), a subsidiary of Goldis Berhad was incorporated in 1996. The core contributor to the HOEPharma group is from pharmaceuticals under HOE Pharmaceuticals Sdn Bhd ("HOE"). HOE specializes in dermatological products and has more than 200 products in its portfolio.

For pharmaceutical products (mostly prescribed by doctors), HOE has a range of more than 170 ethical products for skin treatment including topical antibiotics, topical antifungal, topical corticosteroids and anti acne.

Leveraging on its dermatological expertise, HOE introduced cosmeceutical products in 1999 which now produces more than 40 Over The Counter ("OTC") products under 4 key brand names i.e. Ellgy, Ezerra, T3 and A-Bruzzzy.

The growth over the years has been in the export market mainly from the Asian region. Currently, HOE exports its products to 45 countries around Asia, Middle East, Africa, New Zealand and Europe. The manufacturing facilities at HOE meets the stringent standards of current Good Manufacturing Practice ("GMP"), Standards of the European Pharmaceuticals Inspection Corporation Scheme ("PICS"), the World Health Organization ("WHO") and also Australian Therapeutic Goods Administration ("TGA"). HOE was awarded best branding by the Ministry of International Trade and Industry ("MITI") in March 2005.

The other companies in the group are HOEPharma (HK) Limited which distributes HOE products in Hong Kong and Genesis Pharma Sdn Bhd which handle central nervous system and specialty generic products.

[\[www.hoepharma.com.my\]](http://www.hoepharma.com.my)