



Our Dreams Are Our Wings, So We Are Unstoppable

**IQVIA has recognized
Highnoon as one of the fastest
growing company in Pakistan**

Marketing in a High Performing Organization

Highnoon Laboratories has been recognized as one of the fastest growing organization in Pakistan Pharmaceutical Industry (Reference: IQVIA). This requires significant amount of momentum to be sustained through Marketing Excellence & Performance Management. Which means, impacting the employees with professional skills development resulting in enhanced performance.

Our employees are our asset and Highnoon is committed to support its professionals. In this connection, Highnoon engaged 'Pharmaties' for a customized set of training sessions,

for specific layers within Marketing Department. Training sessions were held at The Nishat Hotel, Johar Town, Lahore on July 5 - 6, 2021 and July 7 - 9, 2021 for junior and senior marketing professionals, respectively.

The aim of these sessions was to provide marketing professionals with the fundamentals to advance levels of pharmaceutical marketing knowledge and skill sets enabling them to bring excellence within their current roles. In addition, enhancing their resilience/decisiveness and agility against increasingly competitive pharmaceutical environment. Eventually, helping potential talent to upgrade their knowledge and skills that enable them to improve their career within Highnoon

Laboratories Limited and moving to different career pathways within organization.

The training sessions included presentations, case studies, group exercises, motivational videos and simulation (for senior management). The sessions were very well taken in terms of interactive workshops/ two-way communication/ examples and expert opinion shared by the industry - renowned course facilitators, Mr. Tariq Wajid and Mr. Syed Wasiuddin Hassan.

We believe these sessions will not only help Marketing professionals in sharpening their skills and professional growth but also enhancing wisdom with an agile growth mind set.



Healthier Women Healthier Nation

Route2Pilates®
Stretch your mind



HIGHNOON OFFERS

Route2Pilates®

Membership to female employees

Wellbeing of our employees has always been a priority at Highnoon. Once again, Highnoon has gone extra mile in taking care of its female employees health by offering them free membership at Route2Pilates. Pilates is an exercise that benefits body, mind, and soul. It can also

help to reverse the negative effects of daily life on our bodies, by correcting muscle imbalances and promoting better postural alignment. Focus on correct breathing and body awareness means Pilates is also a great way to relieve tension and stress.

The objective of such initiatives is to improve workplace wellness.

It not only improve health and fitness of people, infact employees learn how to have a work life balance.

Work-life balance is an important aspect of a healthy work environment. Maintaining work life balance helps reduce stress and leads to a happier and healthier life.

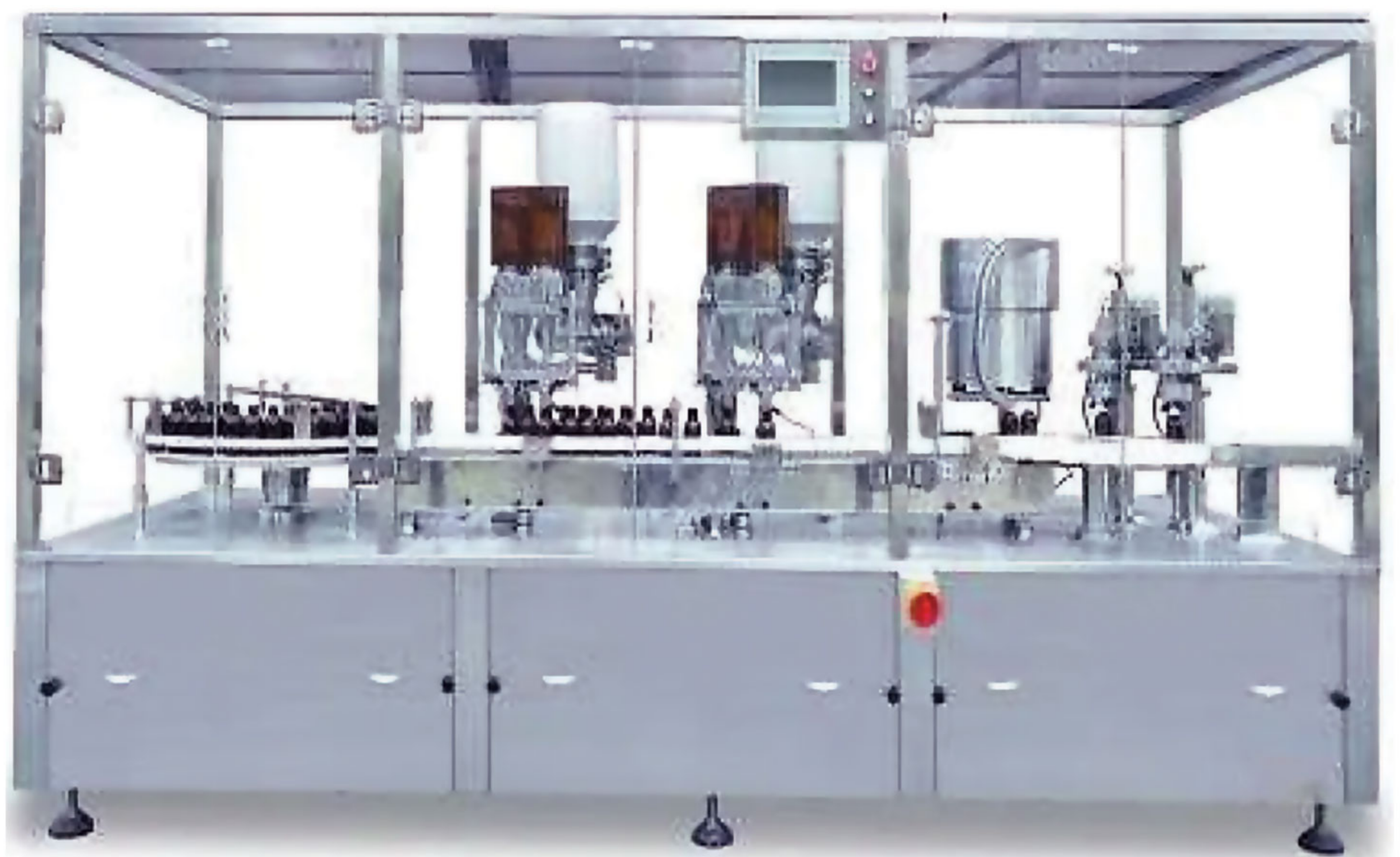


Bulletin @ Curexa Health

New Suspension Filling Line Installation

Curexa Health ensure that all manufacturing operations are strictly adhered to specific procedures that assure the highest standards of quality in manufacturing. It is especially designed to provide efficiency and compliance second to none. In this connection, new suspension filling line has been installed, with capacity ranging from 70 bottles/minute to 120 bottles/minute according to bottle size and fill weight. This machine consists of linear conveyor system, graduator, 4 head filling device, with servo motors which drives the 4 filling auger to fill with the help of graduator positioning system.

Such innovations and regular upgrades to the manufacturing facility ensure that the processes and technology are up to date with global developments.



Bright June -2021

Congratulations

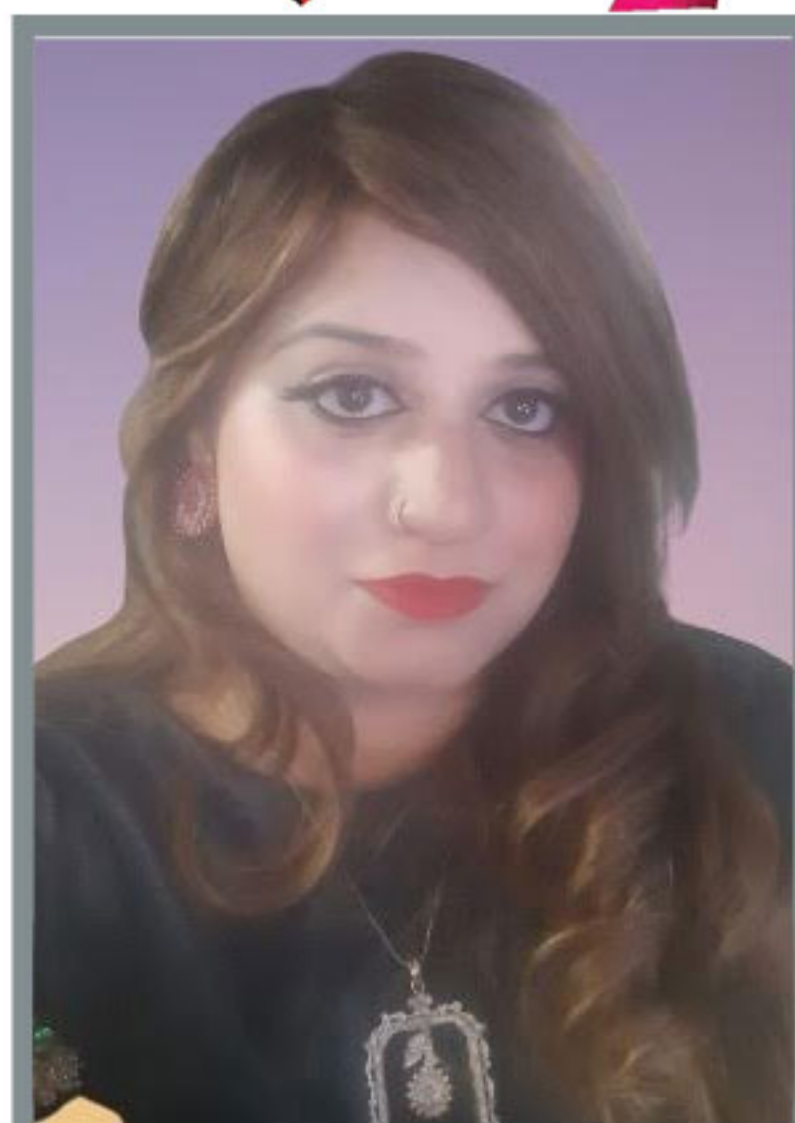
In the month of June , Curexa Team did ever highest production. This has been possible due to relentless and persistent efforts of Production and Quality Operations team.

WELCOME!



Dr Farheen Motasim Khan

has joined as Business Unit Head. She is a medical doctor & an experienced leader having a successful career for over 15 years in Pharmaceutical industry primarily in Women Health, Vitamins and nutrition



Minahil Chaudhry

has joined the Highnoon Family as Associate Company Secretary. She is a Chartered Accountant. She completed her training from AF Ferguson & Co, a member firm of the PWC Network. Over the years, she has gained experience of working with a diversified clientele including National and Multinational Companies.

Huma Tabassum

joined Highnoon Laboratories as Lead Manager SAP. She is Software Engineer by qualification and Certified SAP Consultant. She has more than 9 years of experience of national and international Projects for many reputable Organizations.



Qaiser Faiz

has joined Highnoon Laboratories as General Manager Engineering & Projects. He holds a professional degree of Mechanical Engineering from NED university of Engineering & Technology. He has more than 16 years of experience in pharmaceutical industry in the field of Projects, HVAC, Utilities, and Maintenance.



I GOT Vaccinated

As the Nation faces high spike in the cases of COVID -19, many Organizations have worked hard to sustain amid this pandemic. A standard set of protocols & preventive measures are being followed in order to prevent the spread of this virus nationwide. Highnoon, as always remain steadfast in its commitment to play vital role in the health sector as well as for the well being of its employees.

Highnoon Laboratories is actively taking all the initiatives to ensure the safety of its employees. However, it is not confined to checking temperature of all employees at entrance, providing them with facemask and hand sanitizers, infact Highnoon Laboratories arranged an in-house Vaccination facility on June 26th 2021 to vaccinate all Highnoon employees from Plant, Curexa,

Route2Health and Tricon Head Office.

It is needless to say that it was a great initiative towards the safety and well being of Highnoon family as it could not be more convenient and comfortable for them to get vaccinated.

Once again Highnoon proved to outstand during such difficult times to ensure health & safety of its employees.



EMERGENCY MEDICAL SERVICES



Health and safety of all Highnoon family members has always been our priority. Providing safe and protected environment is what EHS department is all about. We believe in devising a system intended to maintain and enhance our community's health and safety.

EHS department takes pride in

launching EMS (Emergency Medical Services) fully equipped ambulance. This service is designed to provide an immediate response to employees with life-threatening and emergency situations. EMS service will provide out-of-hospital acute care and if required the case will be shifted to panel hospitals or nearby health facility.

EMS ambulance should therefore be called during any medical emergencies. With appropriate use of the EMS, we can ensure the effectiveness and efficiency of its operation. The EMS department is always on stand-by for true emergencies where every second counts.

Go-Live of SAP S/4 HANA Compliant Landscape and Signing-Off of 5-Year SLA

On June 25, 2021, the Information Technology department organized the Go-Live and signing of the service-level-agreement ceremony of SAP S/4 HANA compliant landscape; equipped with the latest hardware manufactured and supplied by Dell, a technology leader in Servers, Storage, and Networking.



The ceremony was led by the CEO of NDS, Ms. Amna Hanif, and COO of HNL, Mr. Sajjad Hafeez.



In her opening remarks, Ms. Amna thanked HNL to implement Dell's Landscape (Servers, Storage, and Networking) in collaboration with them. She also assured HNL that they would provide the best services in the coming days. The COO, Sajjad Hafeez thanked Dell and NDS teams for timely installation and configuration.

He also thanked Project Leaders from NDS and Highnoon. The CEO of NDS and the Chief Operating Officer, Highnoon signed the 5 years service level agreement which was followed by cake cutting & Certificate Distribution Ceremony.



SAP – Kick OFF Ceremony

SAP S/4 HANA-A Milestone towards Innovation

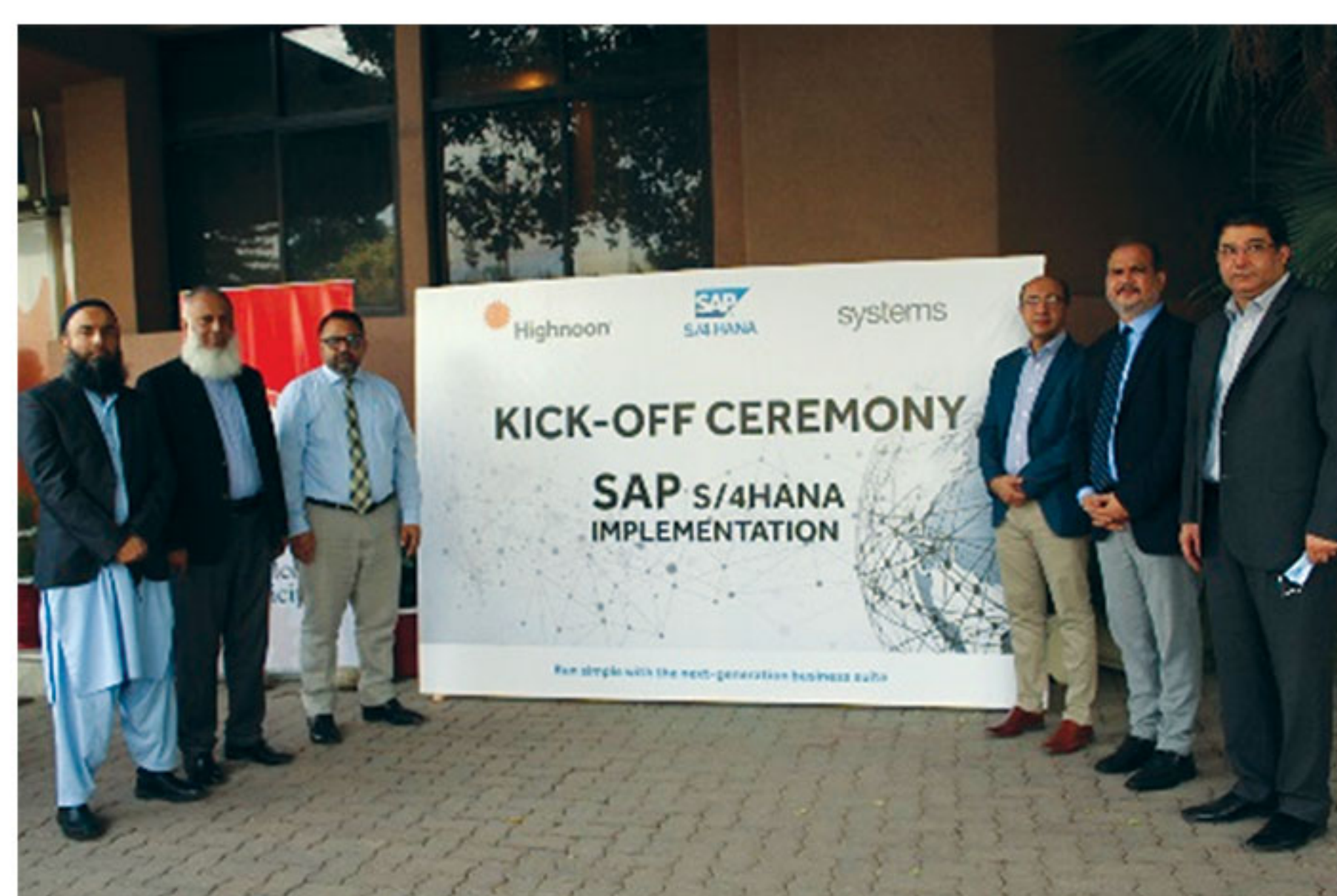
Highnoon Laboratories Limited has taken another initiative towards innovation and transformation by implementing SAP S/4 HANA system. SAP S/4 HANA Implementation "Kick Off Ceremony" was held at Highnoon plant on July 8, 2021.



Dr. Adeel Abbas, CEO Highnoon chaired the meeting. He revealed how he felt excited and look towards SAP as a dawn of a new horizon in the history of Highnoon. He briefed the audience how it is going to help us managing our business in more dynamic and efficient way. He presented honorary shield to Mr. Taufiq Ahmed Khan, CEO Curexa Health.



Mr. Taufiq Ahmed Khan shared his views and said that Technology without Human Resource is nothing, therefore, Highnoon employees must upgrade themselves to cope up with new technology demands.



Mr. Sajjad Hafeez, the Chief Operating Officer – Technical presented the honorary shield to the Chief Executive Officer Highnoon, Dr. Adeel Abbas.

Project Manager of Systems Limited and Head of IT Infrastructure, Highnoon, Mr. Asad Ullah cut the cake to mark it a memorable day in the history of Highnoon.



Rahbar Ramadan; A Unique Campaign

Ramadan is a time of spiritual reflection, self-improvement, and heightened devotion and worship. We, as Muslims believe that Ramadan teaches us to practice self - discipline, self - control, sacrifice, and empathy, but unfortunately fasting carries a very high risk for people with diabetes. This risk is particularly exacerbated in poorly controlled patients and those with limited access to medical care, unawareness, or unstable glycemic control.

For creating awareness regarding Diabetes and Ramadan; Highnoon has taken a unique initiative of organizing more than 25 Pre- Ramadan workshops



in which frequently asked questions regarding Ramadan and diabetes were addressed by qualified health care professional through Rahbar platform; conceptually, Rahbar Ramadan Campaign is well aligned with the International guidelines for the management of diabetes in Ramadan, HNL Rahbar has took the initiative to distribute more than 2000 DAR guidelines booklets to physicians and family physicians. Moreover, Rahbar has introduced an e.Module for capacity building for the management of diabetes for more than 3000 HCPs in Ramadan.



Team Rahbar is on front foot to facilitate medical community who is extending services in current circumstances and paying the gratitude by arranging Sehar and Iftar facilities at potential hospitals and clinics, We have facilitated more than 200 hospitals/ clinics/ diabetic centers through this unique engagement plan.



Flexaplus launch



Flexaplus launch event successfully held at Swat Palace, Mingora on the 16th July 2021, where first 2 days were focused on extensive learning and strategic discussions.

All the team members ensured active participation and exchanged view-points for effective selling of a new concept , followed by a team building



exercise on day 3 at Saifullah Lake. Overall event was a big success and team departed for their respective stations with a deep sense of purpose and commitment to achieve goals and make Flexaplus a blockbuster product.

Exploring new Avenues



**HIGHNOON
RESPIRATORY**



ISLAMABAD AT RAMADA



The world around us is full of surprises, twists and turns that have the ability to surpass our wildest imagination. At Highnoon Laboratories Limited, we are in a continuous effort to ensure that we provide our society with clinical medicines that are in alignment with international treatment trends and guidelines.

Highnoon Laboratories Limited is



of highly skilled and energetic individuals with a very scientific and focused approach.

Launching a new Team during pandemic days turned out to be a real challenge and keeping into consideration everyone's safety, the team was launched in 3 different regions (Islamabad, Lahore & Karachi)



Dr. Azfar Abbas Haidrie, Commercial Director shared the upcoming portfolio enrichment plan for long - term sustainability and profitability of the newly ventured business. He conveyed his message to the **"Stallion"** team to place themselves among the top stars of our respiratory sales force enabling themselves for boundless opportunities of growth and success.

LAHORE AT HOTEL NISHAT



continuously realigning its portfolio to ensure that it can harness opportunities by introducing state of the art products and setting new trends.

Highnoon Respiratory is pleased to announce to launch a new team called **Stallions**.

Inauguration of Team 10 as "Stallions" is realization of our dream to launch a team in Highnoon Respiratory encompassing the best of Brands, belonging to the most lucrative markets through a team



During the launch sessions, team was engaged in rigorous learning and development exercises followed by interactive scientific sessions, brand refreshers, e-detailing sessions, & SFA execution training.

Dr. Adeel Abbas, CEO Highnoon shared his vision to nurture a culture of innovation that enables people live healthier and happier lives by introducing clinical solutions in alignment with International treatment guidelines.



KARACHI AT RAMADA



SUSTAINABLE DEVELOPMENT GOALS

A step towards CARE for ENVIRONMENT

With water scarcity plaguing the world, the water pollution has become one of the largest threats the globe is facing today. Like the other countries on the globe, Pakistan has also prioritized the Sustainable Development Goals (SDGs) which will enable the country to join the league of upper middle-class countries by 2030.

Highnoon Laboratories Limited aims to achieve the Sustainable Development

wastewater treatment plant to mitigate the effect of the pollution load to the environment and hence fulfilling the corporate social responsibility.

The wastewater treatment plant commonly called Effluent Treatment Plant (ETP) is a facility that is required to treat the effluent water from the industry and discharge it into the water body (river, drain, canal, sea etc.) with the

The ETP with the capacity of 150 m³/day is designed on conventional treatment methodology and situated near the assembly area 1 and is fully functional to change the polluted water into cleaned and clear water.

Wastewater treatment presents a sustainable short-term and long-term solution to the threat of water scarcity.



Goal by playing pivotal role towards the Environmental Health. Highnoon is one of the few Pharma manufacturing industries that have initiated the step towards better environment.

The pollution level of water bodies is not only an alarming situation for humans but also it is destroying the aquatic life.

So, Highnoon Laboratories being a responsible corporate has installed a

limited pollution load. The water bodies are being polluted day by day leading to the extinction of water animals.

The standards for industrial wastewater discharge are termed as Punjab Effluent Quality Standards (PEQs) and National Effluent Quality Standards (NEQs) and are enforced by EPA Punjab and Federal EPA. As a GMP compliant industry we have also effectuated to the EPA SMART rule 2001.

The treated water has potential to be reused for irrigation, floor washing and different other purposes and can be added to the system again. We as a responsible corporate organization are contributing our part towards safe and clean environment and saving the resource for future generations as WE CARE.



Employees` Section

Physical Fitness is First Step Towards Happiness

Eat a variety of nutrient rich foods. Your body actually needs more than 40 different nutrients for good health, and there is not one single source for them. Your daily food selection should include a balance of good carbs, protein, fruits, veggies, and dairy products.



Eat moderate portions. If you keep portion sizes moderate and reasonable, it is easier to eat what you want, and maintain a healthy and balanced diet. What's a moderate portion? A medium-sized piece of fruit is one serving. A cup of pasta equates 2 servings and a pint of ice cream contains 4 servings.

DO NOT SKIP MEALS. Skipping meals can lead to out-of-control hunger and frequently results in over-indulging. Snacking between regular meals can help if you are pressed for time. Just make sure you have at least two balanced meals.



DO NOT eliminate certain foods. Because our bodies require diverse nutrition, it's a bad idea to eliminate all salt, fat, and sugar from our diets, unless told to do so by a medical professional. Choosing healthier options such as skim or low-fat dairy will help you maintain a balanced diet.



Foods are not good or bad. It's all about portion control!

Drink water! Stay away from cokes and other sugary sodas, which can pack as much as 17 teaspoons of sugar per 20oz drink! Sugar is a source of empty calories that can use up important vitamins and minerals in your body. Water helps not only to hydrate, but to aid in blood circulation, the removal of toxins from our bodies and in the regulation of our body temperatures.

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