

Kyowa Kirin, NewBridge Pharma to improve access to rare diseases medicines across MENA

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NewBridge to act as multi-country distributor in four countries across the Middle East and North Africa (MENA) region



Kyowa Kirin International (KKI), a wholly owned subsidiary of Japan-based Kyowa Kirin Co., has announced the signing of a Promotion and Distribution Agreement with NewBridge Pharmaceuticals for the distribution of its existing rare disease portfolio across the Middle East and North Africa (MENA).

Under the terms of the agreement, NewBridge will commercialise CRYSVITA (burosumab) for the treatment of X-Linked Hypophosphataemia (XLH) and Tumour-Induced Osteomalacia (TIO), as well as POTELIGEO (mogamulizumab) for two subtypes of cutaneous T-cell lymphoma (CTCL), a rare non-Hodgkin's lymphoma.

As part of the agreement, NewBridge will exclusively distribute the two products across MENA countries of Algeria, Iraq, Libya and Jordan. KKI and NewBridge also hope to collaboratively address a number of challenges facing the rare disease community in the region by supporting disease awareness, improving time to diagnosis, and improving access to innovative treatments indicated for rare and orphan diseases.

Jeremy Morgan, President of KKI, commented, "With a commitment to delivering life changing value for people impacted by under-diagnosed and under-served diseases, this agreement is key to ensuring patients living with XLH, TIO and CTCL are able to access the medicines they need, and is another positive step on our journey."