



PHARMACY PARTNERSHIP PROFILE

A smarter way for pharmacies to reach, serve and deliver.

MedaLine Oman connects pharmacy storefronts, medicine requests, prescription support, customer service, pharmacy operations and delivery in one integrated platform.

Full Muscat Governorate launch coverage

THE OPPORTUNITY

Pharmacy customers are already living digitally.

MedaLine is built around a simple reality: customers increasingly expect to search, order, pay and receive products through digital channels - while medicine still requires professional pharmacy involvement.

Oman already has a substantial digital commerce environment. The Central Bank of Oman reported **OMR 1.4 billion** in e-commerce transaction value for 2024.

MedaLine brings that digital convenience into a pharmacy-focused workflow without turning medicine dispensing into ordinary e-commerce.

OMR 1.4B

E-commerce transaction value

Reported by the Central Bank of Oman for 2024.

Launch scope

The first operating phase covers the **entire Muscat Governorate**. The platform is designed to scale across the Sultanate of Oman as the pharmacy network grows.

Source: Central Bank of Oman, Financial Stability Report 2025 (2024 transaction data). The figure is used as market context, not as a projection of MedaLine sales.

Commercial terms designed to make joining easy.

The partnership model is intentionally simple: protect medicine margins, keep payouts moving, and give early pharmacies a reason to join during the Muscat launch.

0%

Medicine commission

No MedaLine sales commission on medicines.

5%

Launch Partner rate

Shelf-product commission during the agreed launch-partner period.

3 days

Settlement cycle

Pharmacy settlements are processed every three days.

0

Subscription fee

No recurring subscription is required to participate.

Muscat

Full coverage

The first operating phase covers the entire governorate.

POS

Integration capable

Existing pharmacy POS systems can be connected, subject to compatibility.

A pharmacy can join MedaLine without giving up a percentage of its medicine sales.

WHY PARTNER WITH MEDALINE?

More reach without building another operation from scratch.

1

Your own digital pharmacy storefront

Keep your pharmacy identity visible while presenting shelf products directly to customers.

2

Reach across Muscat

Serve customers beyond the pharmacy's traditional walk-in catchment through MedaLine's active Muscat delivery coverage.

3

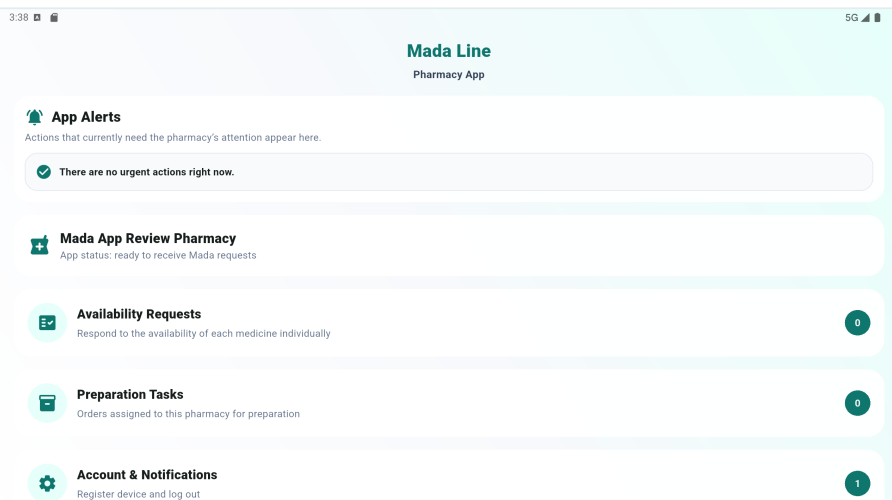
No fleet to build

You do not need to recruit or manage a dedicated delivery fleet for MedaLine orders; delivery is coordinated through the platform ecosystem.

4

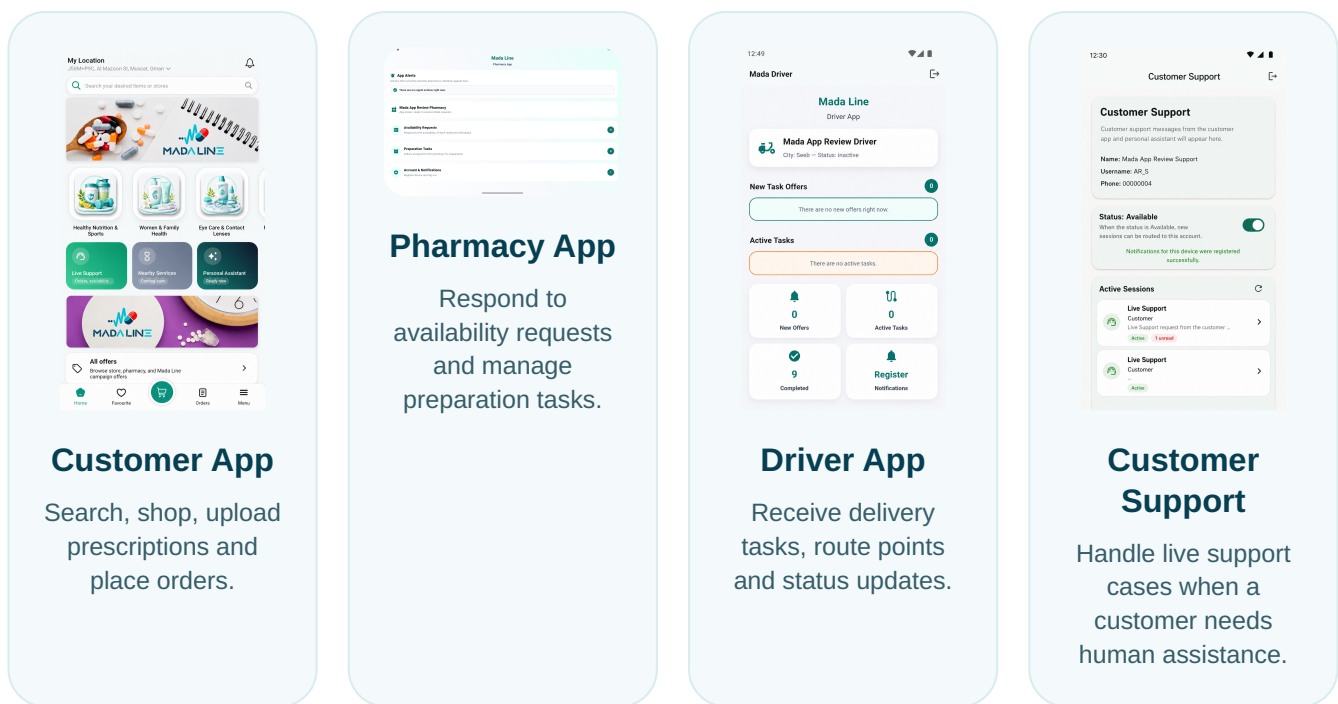
POS & stock integration capability

Integration with an existing POS can reduce repetitive manual product and stock updates, depending on the pharmacy system's compatibility.



One order moves through a connected operating ecosystem.

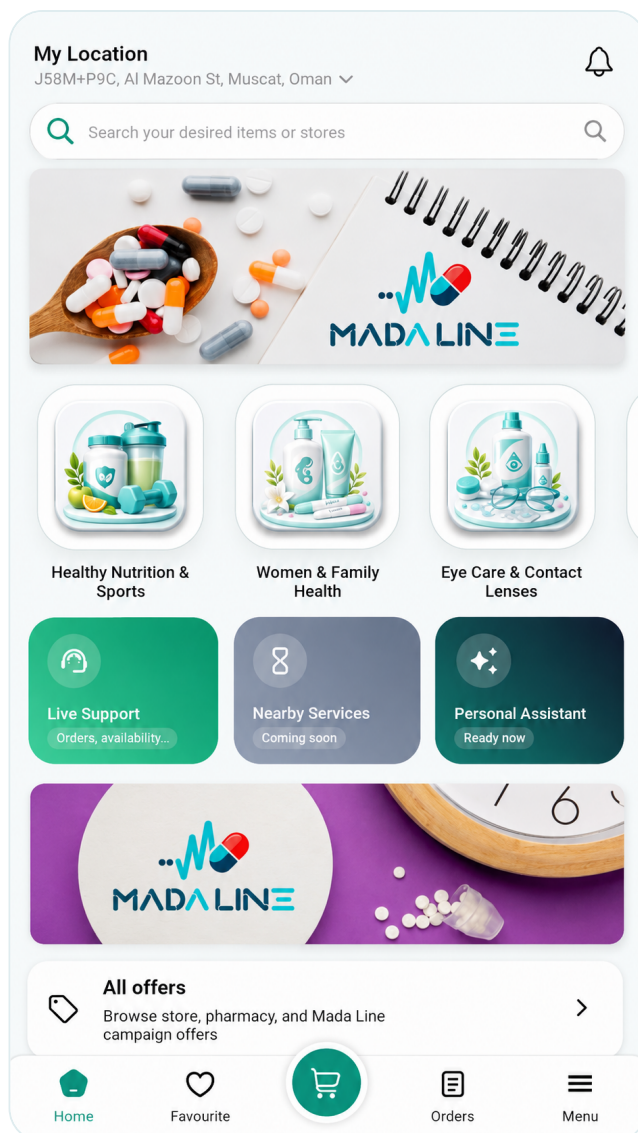
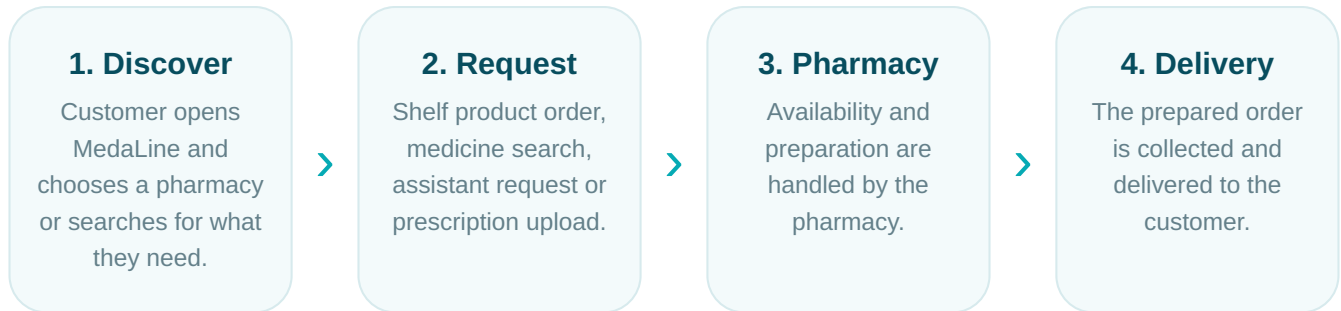
MedaLine is not only a customer app. Separate interfaces support the customer, pharmacy, driver and live support team so each role sees the actions relevant to it.



The pharmacy is part of a full operating workflow - not an isolated listing inside a marketplace.

From discovery to the customer's door.

The customer journey is kept simple while the operational work is distributed between the correct parties behind the scenes.



Medicines are not treated like ordinary shelf products.

MedaLine gives customers three practical ways to start a medicine request, depending on what information they have.

1

Search by medicine name

Enter the medicine name directly in the search experience.

2

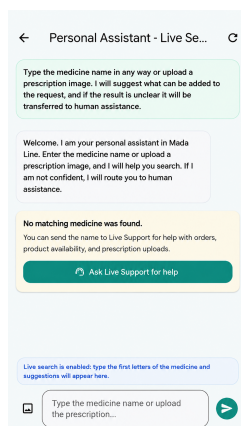
Ask the Smart Assistant

Type the medicine name or explain what the customer is trying to find.

3

Upload a prescription

The platform can help identify medicine names from a readable prescription and move the request into the next step.



Medicine discovery stays connected to a pharmacy workflow and does not remove the pharmacist from dispensing decisions.

A faster way to turn a prescription into a clear request.

The customer may upload a prescription to the Smart Assistant. When the content is readable, the platform can help identify the medicines written in it and present the request in a clearer form.

This reduces the need for the customer to manually type every medicine name and helps the request move toward the pharmacy more efficiently.

Important principle

The assistant supports discovery and request preparation. It does **not** replace the pharmacist's professional responsibility for medicine dispensing.

Personal Assistant - Live Se...

Type the medicine name in any way or upload a prescription image. I will suggest what can be added to the request, and if the result is unclear it will be transferred to human assistance.

Welcome. I am your personal assistant in Mada Line. Enter the medicine name or upload a prescription image, and I will help you search. If I am not confident, I will route you to human assistance.

No matching medicine was found.
You can send the name to Live Support for help with orders, product availability, and prescription uploads.

 Ask Live Support for help

Live search is enabled: type the first letters of the medicine and suggestions will appear here.



Type the medicine name or upload the prescription...



←

Live Support

Send your request to Live Support for help with orders, product availability, and prescription uploads.

Do you have a prescription?

Is there a medicine name you are unsure about, or what do you need?

Type the medicine name as you know it, or write what you need...

➤ Send to Live Support

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graph LR; A[Customer  
Submits medicine request or prescription] --> B[Smart Assistant  
Attempts to interpret the request]; B --> C[Live Support  
Human review when needed]; C --> D[Customer  
Receives clarified medicine options];
```

Customer
Submits medicine request or prescription

Smart Assistant
Attempts to interpret the request

Live Support
Human review when needed

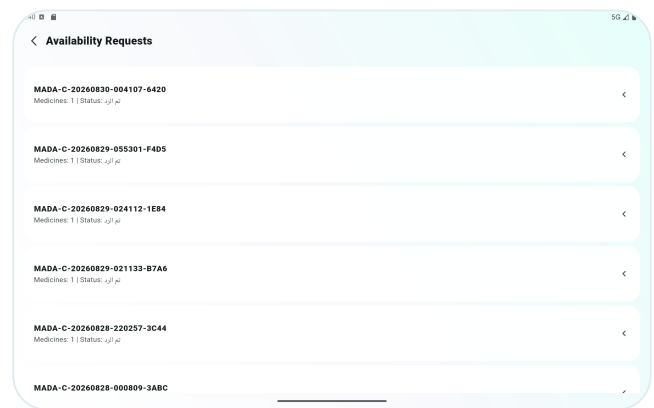
Customer
Receives clarified medicine options

Digital convenience without removing professional review.

MedaLine connects the customer to the pharmacy; it does not replace the pharmacist.

When a medicine request requires a prescription or pharmacist review, the customer can provide the prescription through the app and the pharmacy can review it before the order proceeds.

The pharmacy remains responsible for confirming medicine availability, preparing or dispensing the medicine, and applying the professional requirements relevant to the request.



Clear separation of roles

MedaLine supports search, communication, order routing, customer support and delivery. The licensed pharmacy remains the professional point of medicine preparation and dispensing.

Your pharmacy keeps its own identity inside the platform.

Each participating pharmacy has a dedicated storefront where customers can browse shelf products and order directly.

Products remain associated with the pharmacy that offers them. This makes the experience closer to visiting a pharmacy's own digital store than browsing anonymous stock.

Health & wellness

Personal care

Beauty

Mother & baby

Other shelf products

Shelf-product economics

8% standard commission.

5% launch-partner commission during the agreed launch-partner period.

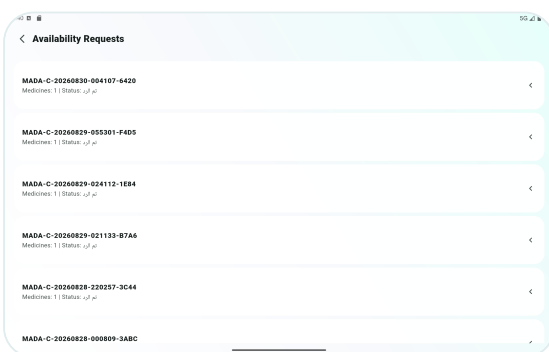


A dedicated operating interface for the pharmacy team.

The pharmacy app separates medicine availability requests from orders that have already moved into preparation, helping the team focus on the action currently required.

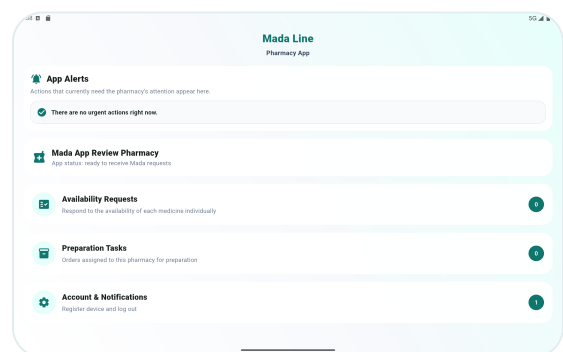
Availability Requests

Review medicine requests and respond based on actual availability before the request proceeds.



Preparation Tasks

Orders selected for the pharmacy can move into a separate preparation workflow for the pharmacy team.



The pharmacy can control what it can actually fulfill instead of being forced to accept unavailable items.

Reduce the burden of continuous manual stock updates.

MedaLine includes the capability to integrate with a pharmacy's existing POS environment.

Where the pharmacy POS and technical environment are compatible, the connection can be used to synchronize relevant product and stock availability data and reduce repeated manual updates.

Why this matters for large pharmacies and chains

Thousands of shelf products are difficult to maintain twice. POS integration can make participation more scalable by reducing duplicate operational work.

Final integration scope is confirmed during technical onboarding because POS systems and available interfaces differ between pharmacy operators.

POS

Integration capable

Connect existing pharmacy systems where compatible.

Pharmacy POS

Product / stock data

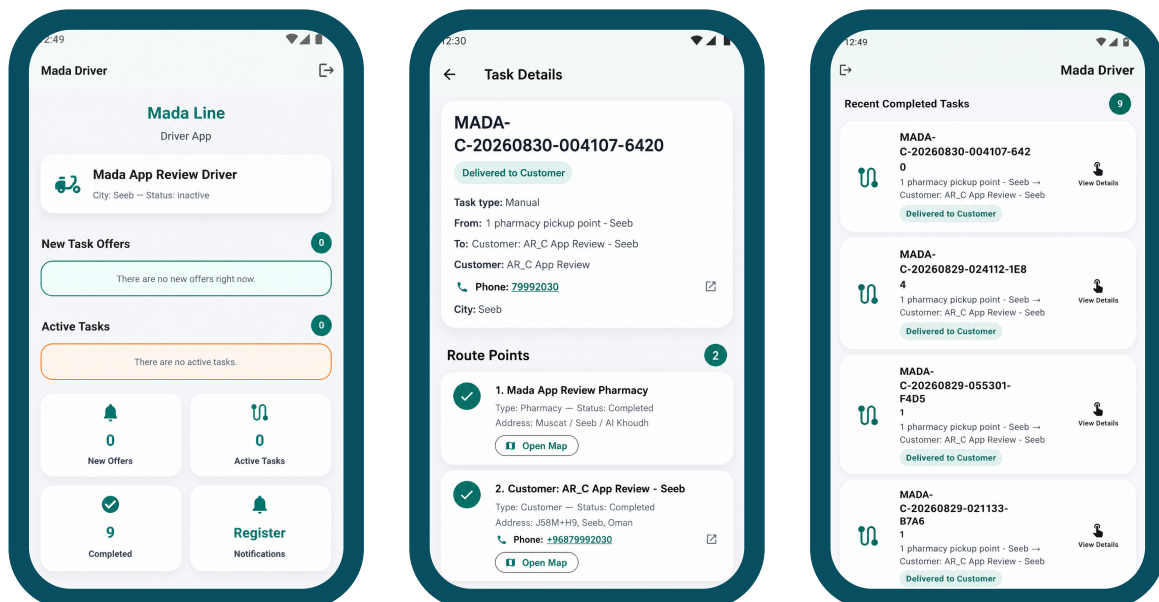
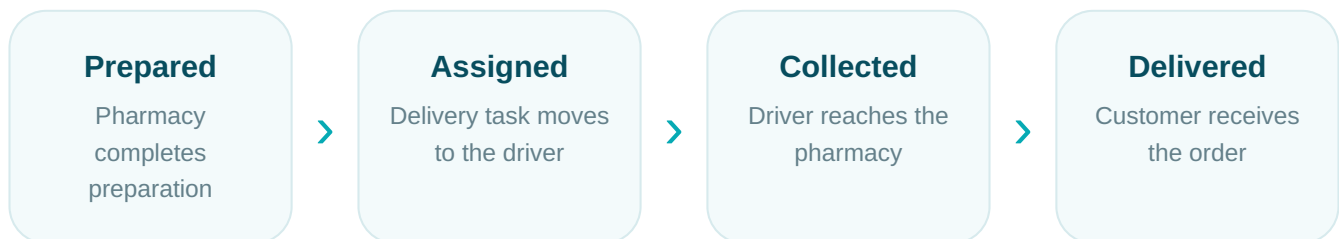


MedaLine

Digital storefront & requests

No separate delivery fleet is required for MedaLine orders.

Once the pharmacy has prepared the order, MedaLine's delivery workflow connects the order to a driver and carries it through to the customer.



The driver app manages active tasks, route points, contact information and delivery completion.

Clear responsibilities make the partnership easier to operate.

MedaLine handles

- Customer-facing application and pharmacy discovery experience.
- Medicine search and Smart Assistant request flow.
- Customer support handover when automated interpretation is insufficient.
- Order routing between customer, pharmacy and driver.
- Delivery coordination through the MedaLine driver workflow.
- Platform infrastructure and agreed POS integration work.
- Settlement processing according to the agreed partnership terms.

The pharmacy handles

- Accuracy of pharmacy details, shelf-product information and pricing supplied to the platform.
- Actual medicine and product availability.
- Prescription review when required for the medicine request.
- Professional preparation and dispensing of medicines.
- Correct preparation of shelf-product orders.
- Handover of prepared orders to the assigned delivery driver.
- Providing the technical access required for agreed POS integration.

MedaLine extends the pharmacy's digital reach; the pharmacy retains professional control of medicine fulfillment.

Simple commercial terms, with medicine margins protected.

0%

Medicine commission

MedaLine does not charge a sales commission on medicines sold through the platform.

Shelf products

8% standard MedaLine commission on shelf-product sales.

5% Launch Partner commission during the agreed Muscat launch-partner period.

3 days

Settlement cycle

Pharmacy settlements are processed every three days, with payment directed to the account or authorized receiving party designated by the pharmacy.

0

Subscription fee

No recurring subscription fee is required to participate.

Other operating charges

Delivery, payment processing, tax treatment, refunds and exceptional cases are handled according to the final partnership agreement and the applicable transaction flow.

Join early and enter on preferred shelf-product terms.

The first operating phase covers the full Muscat Governorate. Pharmacies that join the launch-partner program enter the platform with a reduced shelf-product commission while medicine sales remain at 0% commission.

5%

Launch shelf rate

Reduced from the 8% standard rate during the agreed launch-partner period.

0%

Medicines remain protected

The launch incentive does not change the 0% medicine commission.

Muscat

Immediate launch area

Partner onboarding is focused on pharmacies serving Muscat Governorate.

Simple onboarding path

1. Partnership contact

Discuss branches and operating model



2. Registration

Confirm pharmacy and settlement details



3. Store + POS setup

Products, stock and integration



4. Go live

Start receiving customer requests

Built around a controlled pharmacy workflow.

MedaLine is designed to support the pharmacy-customer journey while keeping medicine handling with the pharmacy and limiting operational access to what is needed for the request.

Prescription workflow

Prescriptions can be submitted through the customer journey when relevant. Pharmacy review remains part of the process when a request requires it.

Professional responsibility

The licensed pharmacy remains responsible for medicine preparation, dispensing and the professional checks required for the request.

Customer support access

Live support is used to clarify a request when the automated assistant cannot interpret it sufficiently; it does not replace the pharmacy's dispensing role.

Data-processing details

Specific integration, access, retention and data-processing requirements can be documented during onboarding according to the final operating setup and applicable requirements in Oman.

This profile describes the intended operating roles and commercial model. Detailed contractual, regulatory, technical and data-processing obligations are confirmed in the pharmacy partnership agreement and onboarding documentation.

Answers to the questions pharmacy managers usually ask first.

Is there a subscription fee?

No recurring subscription fee is required to join MedaLine under the current partnership model.

Do you charge commission on medicines?

No. MedaLine's sales commission on medicines is 0%.

What is the commission on shelf products?

The standard shelf-product commission is 8%. Muscat Launch Partners receive a 5% rate during the agreed launch-partner period.

When does the pharmacy receive its money?

Pharmacy settlements are processed every three days to the account or authorized recipient designated by the pharmacy.

Who handles delivery?

Delivery for MedaLine orders is coordinated through the MedaLine delivery ecosystem; the pharmacy does not need to build a separate fleet for those orders.

Which area is currently covered?

The first operating phase covers the entire Muscat Governorate. The platform is designed for later expansion across Oman.

Practical answers before onboarding.

Can a pharmacy chain add multiple branches?

Yes. Branch structure and onboarding can be discussed at group level so participating locations can be configured appropriately.

Can MedaLine connect to our POS?

Yes, MedaLine has POS integration capability. The exact scope depends on the pharmacy POS, its available interfaces and technical compatibility.

Do we have to update stock manually all the time?

Where POS integration is available and configured, relevant product and stock information can be synchronized. The final integration scope is confirmed during technical onboarding.

Can the pharmacy reject an unavailable request?

The pharmacy remains in control of availability and can respond based on what it can actually fulfill.

What happens if the prescription cannot be read?

The customer can be transferred to live support for human clarification. The pharmacy remains responsible for any required professional prescription review before dispensing.

Does the Smart Assistant prescribe medicine?

No. The Smart Assistant helps customers identify or clarify what they are requesting. It does not replace the pharmacist or prescribe medication.

Who determines shelf-product and medicine information?

The participating pharmacy remains responsible for the accuracy of the pharmacy-specific product, availability and pricing information it provides or connects to MedaLine.



PHARMACY PARTNERSHIPS · MUSCAT

Bring your pharmacy into the MedaLine network.

If you represent an independent pharmacy or a pharmacy chain in Oman, we would be pleased to discuss branch onboarding, POS integration and the commercial model for your operation.

Start the partnership conversation.

PARTNERSHIPS

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COMPANY

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Ussus Investment Group

MedaLine Oman · Available on App Store and Google Play · Initial operating phase: full Muscat Governorate