



Lunatus Marketing and Consulting FZCO  
Dubai, United Arab Emirates  
<https://www.lunatus.com>

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## **Lunatus and KYORIN Enter Exclusive Agency Agreement for Lasvic® Tablets Across the Middle East**

**Lunatus Marketing & Consulting FZCO**, a leading turnkey partner for pharmaceutical and healthcare companies in the Middle East, today announced the signing of an exclusive agency agreement with **KYORIN Pharmaceutical Co., Ltd.**, a Japan-based research-driven pharmaceutical company, for **Lasvic® tablets** (lascefloxacin hydrochloride) across nine Middle Eastern countries.

Under the terms of the agreement, Lunatus will act as the exclusive partner of KYORIN for the launch of Lasvic® tablets in the Kingdom of Saudi Arabia, the United Arab Emirates, Kuwait, Bahrain, Qatar, Oman, Iraq, Lebanon, and Jordan, enabling broader access to Lasvic® for patients across the Middle East."

Lasvic® is an innovative **oral fluoroquinolone antibacterial agent** developed by KYORIN for the treatment of **respiratory and otorhinolaryngology (ENT) infections**, designed to achieve high concentrations in lung and ENT tissues while maintaining low systemic exposure, enabling strong antibacterial activity directly at the site of infection.

"Partnering with KYORIN represents an important step in expanding access to innovative anti-infective therapies across the Middle East," said Dr. Lina Kouatly, President & CEO of Lunatus. "Lasvic® brings a differentiated scientific approach to the management of respiratory and ENT infections, addressing a significant disease burden in the region. Leveraging Lunatus' established infrastructure and deep regional expertise, we look forward to supporting the successful introduction of Lasvic® and delivering meaningful value to physicians and patients alike."

Through this partnership, Lunatus continues to strengthen its role as a strategic gateway for innovative pharmaceutical solutions into the Middle East, leveraging its deep regional expertise, established infrastructure, and proven execution capabilities to support successful market entry and sustainable long-term value creation.

### **About Lunatus Marketing and Consulting FZCO**

Lunatus was established in 2003 to act as a strategic link between international healthcare companies and the expanding markets of the Arabian Gulf and Middle East. Lunatus has a proven track record of successfully introducing, building, and sustaining profitable brand presence across the region and has been recognized with multiple awards as one of the leading SMEs in the Middle East.

With over 250+ employees, the Lunatus approach is based on the idea of turnkey representation – a singular solution to introducing and building brand presence in the region. Based in Dubai, with satellite offices across the GCC, Lunatus has extensive local knowledge and a solid network of partners.

Lunatus' core strength lies in its experienced, results-driven team, supported by robust industry relationships, strong connections with key opinion leaders, and the effective use of digital innovations to enhance commercial performance.

Through its established presence and infrastructure, Lunatus connects international brands with leading healthcare professionals, primary healthcare centers, hospitals, and pharmacies across the region.

For more information, visit <https://lunatus.com/>

#### **About KYORIN Pharmaceutical Co., Ltd.**

KYORIN is a Japan-based pharmaceutical company focused on creating high-value new drugs that address medical needs. In drug discovery, KYORIN focuses its research efforts on the therapeutic areas of pain and autoimmune disorders etc., working to create innovative new drugs that meet significant medical needs. In sales, KYORIN implements a Franchise Customer (FC) strategy, concentrating its resources on specialized areas, respiratory, otolaryngology, and urology.

For more information on KYORIN Pharmaceutical Co., Ltd., please visit <https://www.kyorin-pharm.co.jp/en/>

#### **About Lasvic® Tablets**

Lasvic® is an oral fluoroquinolone antibacterial agent indicated for the treatment of respiratory and otorhinolaryngology (ENT) infections. It is designed to achieve effective concentrations in lung and ENT tissues while maintaining low systemic exposure, thereby providing potent antibacterial activity at the site of infection. Lasvic® has demonstrated favorable activity against *Streptococcus pneumoniae*, *Haemophilus influenzae*, *Mycoplasma pneumoniae*, oral streptococci, and anaerobes—pathogens commonly associated with community-acquired pneumonia (CAP), as referenced in clinical guidelines\*.

\* The JRS Guideline for the Management of Pneumonia in Adults 2024

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