

PRESS RELEASE

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UK based Laboratory Services Company S3 and Pakistan based CRO and SMO Metrics Research announce a Service based Strategic Alliance

Seahorse Scientific Services (S3), UK based expert core laboratory data services and regulatory support provider and Metrics Research, the first CRO/SMO of Pakistan joined hands in partnership realising the need for a combined marketing strategy to promote their specialised value added services bridging UK with Pakistan in Clinical Research. This partnership will enable prospective clients and sponsors alike take advantage of these value added and knowledge driven resources for clinical trial related research and consultation.

Together both organisations have extensive local networks offering vantage points to conduct first rate Phase I-IV clinical research in Pakistan and UK fulfilling pivotal industry requirements such as cost-effectives, meeting deadlines / sponsor expectations, timelines and enrolment numbers. Along the laboratory data front provide integrated image analysis solutions - Qualifying and quantifying data extracted from all types of images, increasing speed, accuracy and consistency of the analyses. "This unique partnership is of mutual benefit to both parties. It will increase the visibility of S3 in Pakistan and enable Metrics Research to gain a foothold across Europe. We are very excited by this partnership and look forward to a long and fruitful collaboration," said Dr Art Tucker, Managing Director, S3.

Pakistan, an emerging economy with a population of 173 million strong is ripe with clinical research related opportunities, offering the world great recruitment potential and some of its best centres for clinical research studies manned by internationally trained and capable research staff. This 'east-west bridge' is pivotal in providing clinical research services to the growing, evolving and competitive R&D industry of the world. Pakistan is already on the radar screen of multinational Pharma and CRO's. Several Phase II and III FDA registration studies are currently ongoing in Pakistan. This essential partnership between Metrics Research of Pakistan and S3 of UK will surely be rewarding considering the potential of this untapped market – Especially at a time when the government of Pakistan and relevant ministries are promoting clinical research activities in Pakistan", stated Metrics Research's Chief Executive, Khurram Zaki Khan.

Metrics Research provides a comprehensive range of services such as in project management, clinical operations and monitoring, data management, biostatistics, medical report writing, regional regulatory services (Pakistan, CIS, Afghanistan, UAE, and Bangladesh), quality assurance, professional clinical research personnel training and development programs, country specific medical consultancy.

"With S3's significant consultative experience we anticipate that Metrics Research as a CRO and SMO will gain necessary insight into European and UK regulatory affairs such as MHRA and EU directives supplementing its existing knowledge base of FDA and TPD (HPFB) regulations. Sharing knowledge and information, and identifying and / or leveraging common



corporate strengths will favour business propagation and mutual profitability”, stated Faisal Roohi, Project and Business Development Manager for Metrics Research.

About S3

Founded in 2007, Seahorse Scientific Services is a privately owned, academically centred laboratory data services and Regulatory Support Company specialising in the provision of centralised reading and data capture services for early and late stage clinical development including patient data analysis, visual analogue / digital scales, medical data forms and device data monitoring.

Seahorse Scientific Services was created to offer consultative services to the Pharmaceutical, Biotechnology and Device companies to investigate and rapidly determine the potential of new and existing products.

For additional information, please visit [Seahorse Scientific Services](#)

For enquiries, contact Info@seahorsescientific.com

About Metrics Research

Metrics Research (MR) is the first registered Contract Clinical Research and Site Management Organisation (CRO/SMO) of Pakistan situated in metropolitan Karachi with a bustling population of 15m. It caters to the clinical development programs of the pharmaceutical, biotechnology and medical device industries at a global level.

MR offers its existing and prospective clients a vast array of specialists hailing from various therapeutic areas at modern, well-equipped and internationally compliant sites all across the four provinces of Pakistan. Being a regional trainer on international clinical research guidelines through Kriger Research Group International, Canada; Metrics Research is currently working with the ministry of health for their staff trainings on ICH GCP, formation of a national ethics committee and is also part of the steering committee on clinical research guidelines. MR's other key services include product registration and marketing and also biological samples procurement for international clients.

For more information, please visit www.mrcro.com