

FOR IMMEDIATE RELEASE

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## **SALTI & Company Inc. Signs Strategic Alliance with FSi CX to Expand End-to-End CX Services for Pharma**

NEW YORK, NY – SALTI & Company Inc., a management consulting firm serving the biotechnology and pharmaceutical sectors, today announced it has signed a strategic alliance partnership agreement with FSi. The collaboration enables FSi to offer a comprehensive, end-to-end customer experience (CX) capability to pharmaceutical clients globally.

Through this partnership, SALTI will extend its mission to “Advance Medicine, Transform Lives” by expanding the pool of specialized talent and expertise it can deploy in support of biopharma innovation. The alliance strengthens SALTI’s ability to help clients integrate strategy, governance, and digital enablement into the design and delivery of healthcare experiences.

“This partnership reflects our shared commitment to rethinking how pharma engages patients, healthcare providers, and payers,” said Sherif Salti, President of SALTI & Company Inc. “By combining SALTI’s strengths in commercialization strategy with FSi’s human sciences and design capabilities, we are equipping our clients with the tools and teams they need to deliver impactful experiences at scale.”

As part of the alliance, FSi will expand its offerings across five integrated domains: CX Program Management, CX Mapping, CX Transformation, CX Orchestration, and CX Measurement. Together, the two firms will help pharmaceutical leaders move from isolated initiatives to sustained, enterprise-wide change.

“We see this as more than a partnership,” Salti added. “It is a joint commitment to bringing clarity, innovation, and measurable impact to life sciences companies who are navigating complex markets and seeking to create better outcomes for the people they serve.”

## About SALT

SALT & Company Inc. is a management consulting firm dedicated to the life sciences industry, specializing in commercial transformation, launch excellence enablement, and evolving models of customer engagement.

## Additional Information

Discover more about the offerings on FSi CX's website at <https://fsicx.com/>

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## Cautions Concerning Forward-Looking Statements

*This press release contains forward-looking statements regarding the development of services and the potential outcomes and business impact of strategic capability 'accelerators' offered by SALT & Company Inc. While these statements reflect our current expectations and beliefs regarding future events, they involve certain risks and uncertainties that could cause actual results to differ materially from those projected or anticipated. Potential investors and partners are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof.*

*The reader is advised not to place undue reliance on these forward-looking statements, as they involve significant risks and uncertainties that may cause actual results to differ materially from those expressed or implied by these statements. Factors that could influence outcomes include, but are not limited to, changes in market conditions, economic factors, management execution, and the competitive landscape. These forward-looking statements are made as of the date of this press release, and SALT assumes no obligation to update any forward-looking statement as a result of new information or future events, except as required by law.*