

Sisram Lays out a Post-IPO Vision of Becoming Global MedTech Leader

Hong Kong, July 2, 2018 -- Sisram Medical Ltd (“Sisram” or “the Company”; stock code: 1696.HK) an investment holding company specializing in medical technology for healthcare, has laid out its vision to become a global MedTech leader, leveraging its solid funding channels, strong R&D capabilities and comprehensive portfolio of products.

“Sisram is well-positioned to take advantage of rising consumer demand in the health and beauty fields,” said Mr. Yi Liu, Chairman and Executive Director of Sisram. “We combine both organic and non-organic growth engines to mature into a leading global MedTech player.”

Sisram has solid financial backing as a member of the Fosun family of companies, a leading investment group with China roots that is gaining a global foothold. Sisram became a publicly-traded company in September 2017, as the first Israeli company to be listed on the Hong Kong Stock Exchange Main Board, under stock code 1696.HK.

Through its subsidiary, Alma, Sisram is already a leading global provider of energy-based medical aesthetic treatment systems and sells its solutions in approximately 80 countries and jurisdictions worldwide. It has a comprehensive portfolio of products, including minimally invasive treatment systems, non-invasive medical aesthetic treatment systems and a beauty product line.

Alma was the largest provider of energy-based medical aesthetic treatment systems in China by revenue in 2016, with a market share of 16.2%, and ranked 5th globally in with a market share of 4.4%, according to the Medical Insight Report. The Company intends to continue strengthening its market position, while seeking opportunities to grow in other health and beauty domains.

“With the support of Fosun Pharma, Sisram will expand and diversify its holdings from energy-based medical aesthetic devices to become the leading global facilitator for enhancing quality of life,” said Mr. Lior Dayan, CEO of Sisram. “Our acquisition activities and pursuit of joint ventures will focus on the abundant opportunities in the cosmeceuticals and injectables, stem cells, and PRP domains as well as with minimally-invasive device companies, components manufacturers, and consumer channels.”

Inspired by its Israeli start-up culture, the Company has innovative creativity in its DNA, another asset the company will draw on to aid its global expansion. This unique competitive edge enables Sisram to quickly introduce a wide variety of products, including both stand-alone and combined technologies to the market, to meet the needs of treatment providers and their clients.

Alma is one of the few companies in the industry to perform in-house organic research, development and manufacturing of multiple energy-based technologies including Laser, Light, Radio Frequency, Ultrasound and Plasma. Its R&D investment increased 70% year-over-year in 2017. More than 16% of its employees are R&D Specialists, 25% of which hold PhDs and advanced degrees. Alma currently possesses 53 registered patents and 19 patents applications.

Alma has established a unique global sales model combining 36% direct sales and 64% distribution channels in order to maximize its global presence with localized experience tailored to each country's specific characters.

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About Sisram Medical Ltd

Sisram Medical Ltd (1696.HK), the first Israeli company to be listed on the Hong Kong Exchange Main Board, was established in 2013 for the acquisition of Alma, a leading provider of energy-based surgical and medical aesthetic solutions, ranked No. 1 in the People's Republic of China and one of the top 5 global leaders in its industry. Sisram Medical is majority held by Fosun Pharma, a leading health & medical industry group in China.

Sisram Medical – Enhancing Quality of Life.

<http://www.sisram-medical.com>

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