

Sisram Medical Expands its APAC Operation, Opening a New Regional Office in Tianjin, China

HONG KONG, September 29, 2020 -- Sisram Medical Ltd ("Sisram" or "the Company") (Hong Kong: 1696), an operational holding company specializing in medical aesthetics technology for wellness, today announced the expansion of its business with a new office to serve China and the greater Asia Pacific region.

Sisram Medical's newly established office in China will handle various business activities addressing the evolving ecosystem and potential synergies between Sisram and its majority shareholder, Fosun Pharma (Fosun Pharma, stock code: 600196.SH, 02196.HK). Amongst the first activities the new office will oversee are: aesthetic dentistry, registration of dermal facial fillers with China's National Medical Products Administration (NMPA), and the establishment of a regional service center and regional warehouse.

Sisram Medical's new regional office is located in China's Tianjin Pilot Free Trade Zone and will be headed by Mr. Liu Yi, the Chairman of Sisram Medical, and President of the Medical Devices Division of Fosun Pharma. The appointment of Mr. Liu Yi is a testament to Fosun Pharma's trust and the importance of its future plans for Sisram Medical's business operation in China and the greater APAC region.

The Tianjin office was launched with a first investment in a start-up company that was incubated by Fosun Pharma's venture capital fund. The startup company, named Tianjin JuveStar Biotech Co., Ltd., (JuveStar), recently announced the signing of a license agreement with Raziel Therapeutics. The agreement provides JuveStar with exclusive rights to develop and commercialize Raziel's proprietary RZL-012, an exciting injectable product for aesthetic indications and additional therapeutic fields, in mainland China, Hong Kong, Macau and Taiwan. RZL-012 is the first, long-lasting single treatment injectable product for aesthetic and therapeutic applications.

"The new regional office echoes Sisram's philosophy by providing an umbrella of solutions for the wellness market, leveraging our synergistic strengths and local business affiliation" said Mr. Liu.

Lior Dayan, Sisram Medical CEO said, "China is a global strategic priority for us. The opening of our local office in Tianjin is a clear statement of the company's ambitious growth plans for the country in specific, and the region in general. We are committed to develop new and additional business with international and Chinese companies in China in the coming years."

About Sisram Medical Ltd

Sisram Medical Ltd (1696.HK) is one of the top 5 global leaders in the energy-based medical aesthetics industry. The company is majority held by Fosun Pharma, a leading healthcare group in China. Sisram Medical successfully went public on September 19, 2017, as the first Israeli company listed on the Hong Kong Exchange Main Board. Sisram Medical's core subsidiary, Alma, is a global leading provider of energy-based surgical and

medical aesthetics solutions and is active across over 90 countries and jurisdictions worldwide. Flagship systems of Sisram Medical include (i) the “Soprano” family, primarily used for laser hair removal; (ii) the “Harmony” family, a versatile multi-application platform that can be used to treat more than 65 different FDA-cleared indications; (iii) the “Accent” family, primarily used for body contouring and skin tightening; (iv) “FemiLift”, a minimally invasive treatment system for various feminine conditions; and (v) “BeautiFill” by LipoFlow platform, the first and only energy-based device cleared by the FDA for autologous fat grafting. In addition, Sisram Medical also entered the injectables market, with products available in Israel and Hong Kong.

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

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