

## **Sisram Medical Expands its Dental Business Line with Proposed Acquisition of Shanghai Foshion Medical System, a Leading Dental Equipment Sales & Marketing Platform in China**

**HONG KONG, April 22<sup>nd</sup>, 2021** – Sisram Medical Ltd (“Sisram” or “the Company”) (Hong Kong: 1696), an operational holding company specializing in medical aesthetics technology for wellness, today announced its dental business expansion through the proposed acquisition of Shanghai Foshion Medical System (“Foshion”), one of the leading dental equipment sales and marketing platforms in Mainland China.

The total consideration for the proposed acquisition of 100% issued share capital of Foshion is RMB 312.4 million in cash. The proposed acquisition is conditional upon, among other things, the proposed acquisition having been approved by the independent shareholders of Sisram. Upon closing, Foshion will become a wholly-owned subsidiary of Sisram.

Foshion is one of the leading dental equipment sales and marketing platforms in Mainland China with dental equipment, products and technical services offering of high quality which caters to dental clinics and dental laboratories in the Chinese market. More than 78% of Foshion’s employees hold professional knowledge and practice background in dental technology, dental materials, or clinical trials. Foshion is focusing on digitalizing the entire dental treatment process, with established digital CAD/CAM centers specializing in intra-oral scanning, reverse 3D reconstruction, 3D printing, five-axis processing and dental treatments integrated into IoT solution. Foshion has also launched digital dental technology training and experience centers, aiming to become a global leader in the digital dental integrated solutions market.

The proposed acquisition is part of Sisram’s objective to build a wellness ecosystem, acknowledging the dental industry as the next medical aesthetics frontier, and taking into consideration the significant growth projections for the industry and potential synergies with Sisram’s existing businesses. One of the primary growth drivers of the medical aesthetics market is the increasing desire among consumers to address dental deformities. This has given rise to the “Age of Aesthetic Dentistry”, which has led to the evolution of dental industry from treatment of dental disease to aesthetic dental solutions, notable examples of which include tooth whitening and cosmetic teeth straightening.

“With selfies taking the world by storm, highlighting perfect smiles, and dentists practicing dermal facial fillers injections – the synergy between medical aesthetics and dentistry is clearer than ever,” said Mr. Liu Yi, Chairman of Sisram. “Foshion’s business span and vision make it a strong building block for the establishment of Sisram’s dental business line. The proposed acquisition is an important milestone in Sisram’s wellness ecosystem establishment. Sisram will continue to explore multi-strategic collaborations and resources integration with Fosun Pharma and the Fosun group.”

The proposed acquisition of Foshion is timely, as China’s dental market is projected to register significant growth in the coming years. According to the “China Dental Industry 2019-2025” research, by 2025, China’s dental equipment industry sales will reach RMB 8.62 billion. In 2018, there were only 150 dentists

per million people in China, compared with 1,495 dentists per million people in Brazil, which is ranked first worldwide, indicating the enormous growth potential of the Chinese market.

“The proposed acquisition of Foshion would strengthen Sisram’s wellness ecosystem establishment, providing additional value to all our stakeholders. The aesthetic dentistry market is displaying significant growth markers along with potential synergies with Sisram’s core subsidiary, Alma. Sisram’s vision for the new dental business line is to become a holistic digital workflow service provider, which enables cost-effective and efficient measurement, design and production process for aesthetic dentistry treatments via an on-line (digital) platform, covering various dental service offerings from intra-oral scanning to final dental appliance delivery” said Sisram’s Chief Executive Officer, Mr. Lior Dayan. “With our unique insight into the medical aesthetics industry, coupled with our strong global presence, extensive portfolio and diverse business lines, we are well positioned to pursue future opportunities in the greater wellness industry, fulfilling our vision of enhancing quality of life.”

###

### **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, Hong Kong and India.

Sisram Medical –Enhancing Quality of Life.

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

For media inquiries, please contact:

ICR Inc.

Sijia Qian

Tel: +86 134-3670-4113

E-mail: Sijia.Qian@icrinc.com