

Alma Hybrid Platform by Alma, a Sisram Medical company, Wins 2021 Gold Award for Industrial and Life Science Medical/Scientific Machinery Design

Hong Kong, September 14, 2021 – Sisram Medical Ltd (“Sisram” or “the Company”) (Hong Kong: 1696), an operational holding company specializing in medical aesthetics technology for wellness, today announced winning the European Product Design gold award for Industrial and Life Science Medical/Scientific Machinery Design of its Alma Hybrid Platform.



The European Product Design Award™ (EPDA) contest was created to recognize the efforts of talented international product designers who aim to improve our daily lives with their practical, well-thought-out creations.

Alma Hybrid™, designed to enable endless options of ablative, non-ablative and thermal treatments for skin rejuvenation and scar revision, creates a unique synergistic effect by combining the power of three core energies: **CO₂ laser, 1570nm laser and IMPACT.**

The main challenge for Alma Hybrid's industrial design was to express the product's hybrid features - communicating subconscious messages regarding its unique technology - combining two main Laser technologies powered by an Ultrasound application, hence its name - hybrid. The design supports the hybrid concept - the platform seems to be split into two parts,

"dividing" the product at the middle - emphasizing the concept of two platforms soldered into one. Its iconic and monolithic look inspired by an obelisk, creates a memorable impactful impression.

"Alma is one of our veteran and valued partners. When they approached us with the request to find a unique design for their innovative hybrid technology, our challenge was to embody the hybrid concept in an iconic, contemporary design that conveys the message in an offhand and intuitive way. We are excited about the honorable win and proud to work with our professional partners at Alma Lasers" said Amit Barak, Taga CEO.

"We are extremely proud to win this award, recognizing our efforts and successful design, development and launch of this platform according to our "customer centric approach". The iconic, intuitive and impressive design of Alma Hybrid is the right fit for this state-of-the-art technology, and more importantly – our vision of the user, the treatment procedure and the patient experience" said Lior Dayan, CEO of Alma and Sisram Medical.

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About Sisram Medical Ltd

Sisram Medical Ltd (1696.HK) is one of the 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.

Sisram Medical –Enhancing Quality of Life. <http://www.sisram-medical.com>

About Taga

Taga is a leading design and engineering firm. Since its establishment in 2002, Taga's teams designed and developed more than 1000 products in the areas of Medical Devices, Consumer Products and Professional Equipment and are involved in several success stories in the Israeli Hitech industry and worldwide. Taga provides product strategy, technology, industrial design, user experience (UX), engineering and production services.

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