



# 2021 Annual Results

Sisram Med  
Stock Code: 1696.HK





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# Agenda

Who We Are

2021 Annual Results

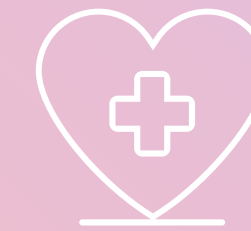
Outlook & Strategy



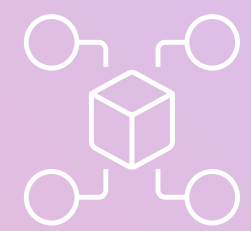
Consumers today want to feel their best physically, mentally and emotionally – investing in wellness as a lifestyle choice.

Sisram, a Global Wellness Group, offers consumers the freedom to choose products that best suit their desired lifestyle with a **Medical Grade Wellness!**

## Market trends show that today's consumers are searching for:



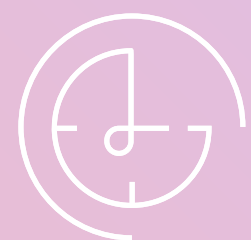
Medical grade  
quality that can be  
trusted



Digital  
solutions



An easy, accessible,  
and enjoyable daily  
wellness routine



Overall enhanced  
quality of life



# Who we are

**Sisram operates within the greater Wellness market, estimated to be worth US\$4.4 trillion in 2020, composed of multiple industries and markets ranging from traditional medicine, nutrition, preventive medicine, personal care & beauty and up to wellness tourism.**

- We aspire to become a global leader in this industry, capturing more and more domains and market segments to facilitate an extended, accessible consumers' wellness routine.
- Sisram's Wellness Group is a never-before-seen synergistic ecosystem of business building blocks and consumer-focused branding, ranging from medical aesthetics capital equipment, via injectables therapy, aesthetic dentistry, personal care and more.
- Our unique Business to Everyone (B2E) industry-disrupting approach, provides wide selection of solutions from a single trusted source, creating meaningful relationships with all stakeholders.
- Sisram brands operate as independent business lines, bearing the Sisram stamp of Medical Grade Wellness, representing years of expertise, knowledge and commitment to the highest medical grade standards and to our vision of Enhancing Quality of Life.





# Sisram's Wellness Group today is composed of 4 pillars



A leading Medical Aesthetics capital equipment provider.

**B2B2C**



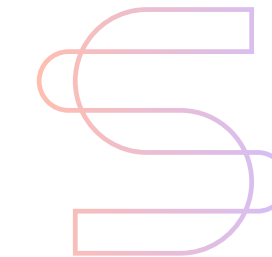
Home-use brand, immersing the essence of wellness into consumers' daily routine.

**B2C, DTC**



A holistic value proposition for professional dentistry practitioners as well as patients.

**B2B**



## Injectables

EXCELLING INJECTABLES THERAPY

Comprehensive portfolio offering skin boosters, dermal facial fillers and soon – a new generation of toxins and fat dissolving injectables.

**B2B2C**



**Alma**

Specializing in combined technologies & customers' centricity

5

Utilizing 5 energy sources:  
Laser, Light, Ultrasound,  
Radiofrequency and Plasma

55

Registered patents,  
25 patent applications

over

40<sub>M</sub>

Over 40 million treatments  
conducted worldwide

over

30<sub>k</sub>

Professional customers  
installments





A new personal care brand

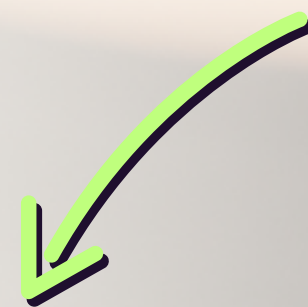
LMNT.



TURN YOUR LIGHT BACK ON

LMNT products are designed to utilize nature's power to enhance our body's healing process and are subjected to the highest medical grade wellness standards of Sisram's group.

LMNT is targeting the consumer market, using a unique channel combination (Sisram's existing B2B channels as well as T-mall partner and European e-commerce channels).



LMNT ONE, launching  
March 2022



Your aesthetic  
supplement



## Copulla and Foshion, the two brands composing Sisram's dental division:



A leading dental equipment distributor, market educator and manufacturer of CAD/CAM dental appliances in China, catering for a significant portion of the professional market – dental clinics and dental labs.

A global end-to-end digital dentistry service, challenging existing dentistry workflow by creating an ideal, assisted digital workflow.

Copulla's mission is to enable cost-effective and efficient measurement, design and production process for restoration dentistry treatments via a digital platform, covering all aspects from intra-oral scanning to final dental appliance delivery.



# Injectables

Sisram's injectables operation offers skin boosters, dermal facial fillers and soon – a new generation of toxins and fat dissolving injectables.

The synergy between Alma's cumulative knowledge and practice treating multiple medical and clinical indications via energy-based devices, and Sisram's injectables operation, provides our professional customers with a unique medical effective portfolio, bringing real value to their patients and driving improved consumer satisfaction.

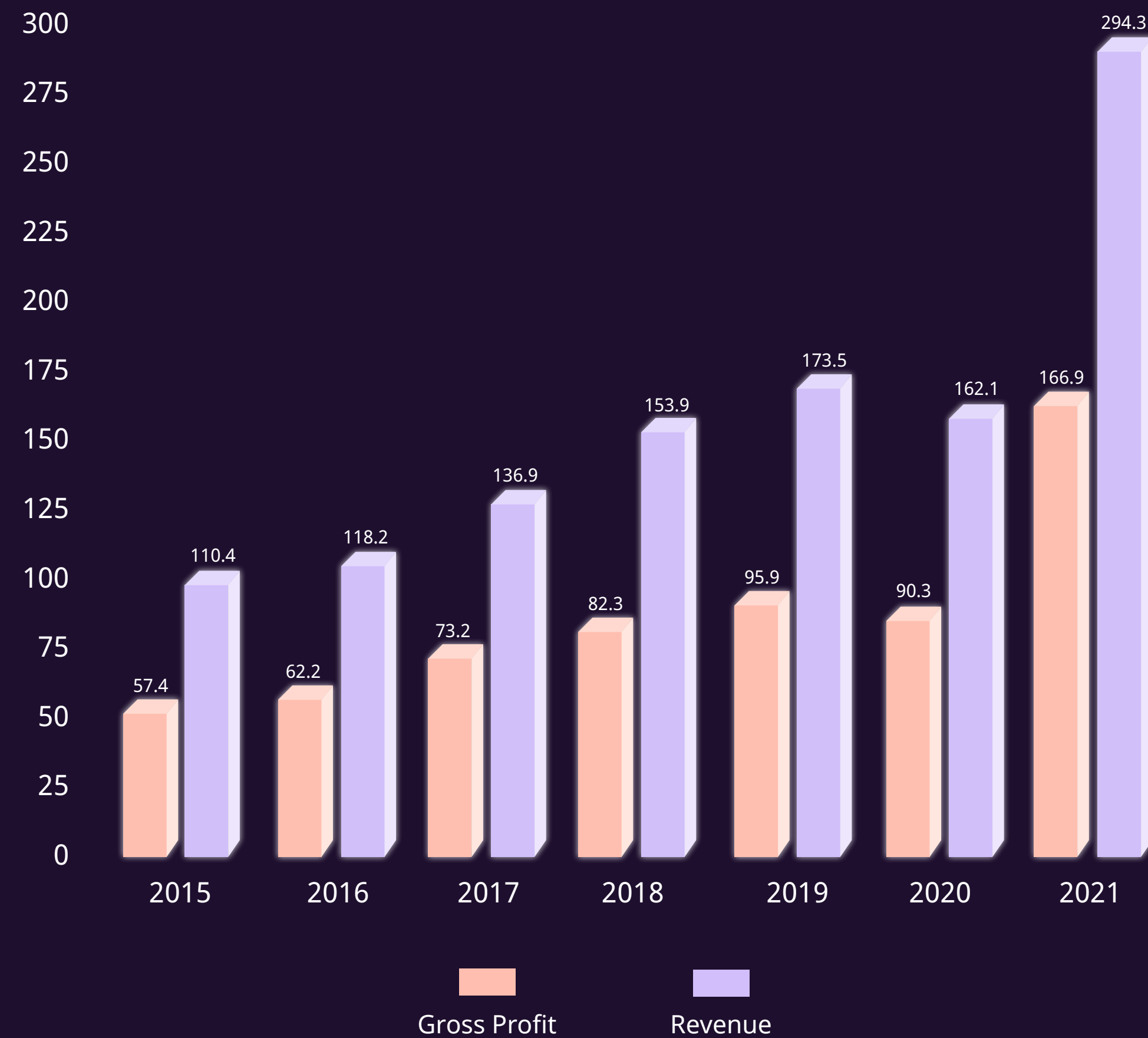




# Business snapshot

## Strong consistent performance

(\$US MM)



## Shareholders' structure

**43.6%**  
AMPLE UP  
Limited\*

**27.3%**  
Chindex  
Medical  
Limited\*

**29.1%**  
Public &  
Employees  
Shares

\*company wholly owned by Fosun Pharma

**FOSUN PHARMA**  
复星医药



# Sisram's global operation spreads across over 90 countries

703

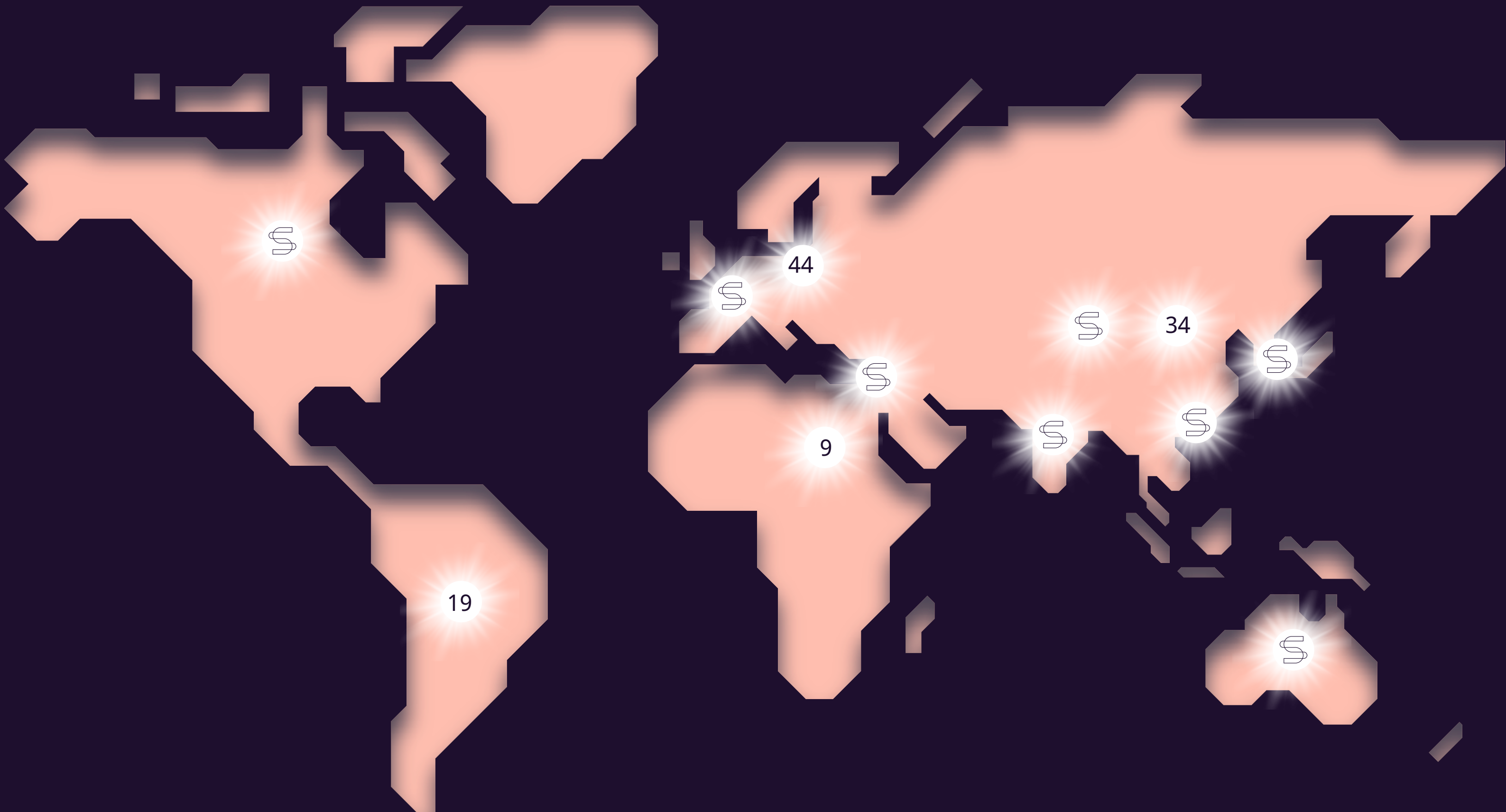
Employees worldwide

14

Subsidiaries

13%

Of corporate employees  
are R&D specialists





# Sisram's global operation spreads across over 90 countries

## Israel

2 Entities:

- Corporate headquarters  
R&D center  
Manufacture & logistics
- Alma Israel - a wholly owned subsidiary





# Sisram's global operation spreads across over 90 countries

## North America

A wholly owned subsidiary

Over 100 direct sales personal in the USA & Canada





# Sisram's global operation spreads across over 90 countries

## LATAM

19 distributors

Local market leaders

Covering all LATAM markets



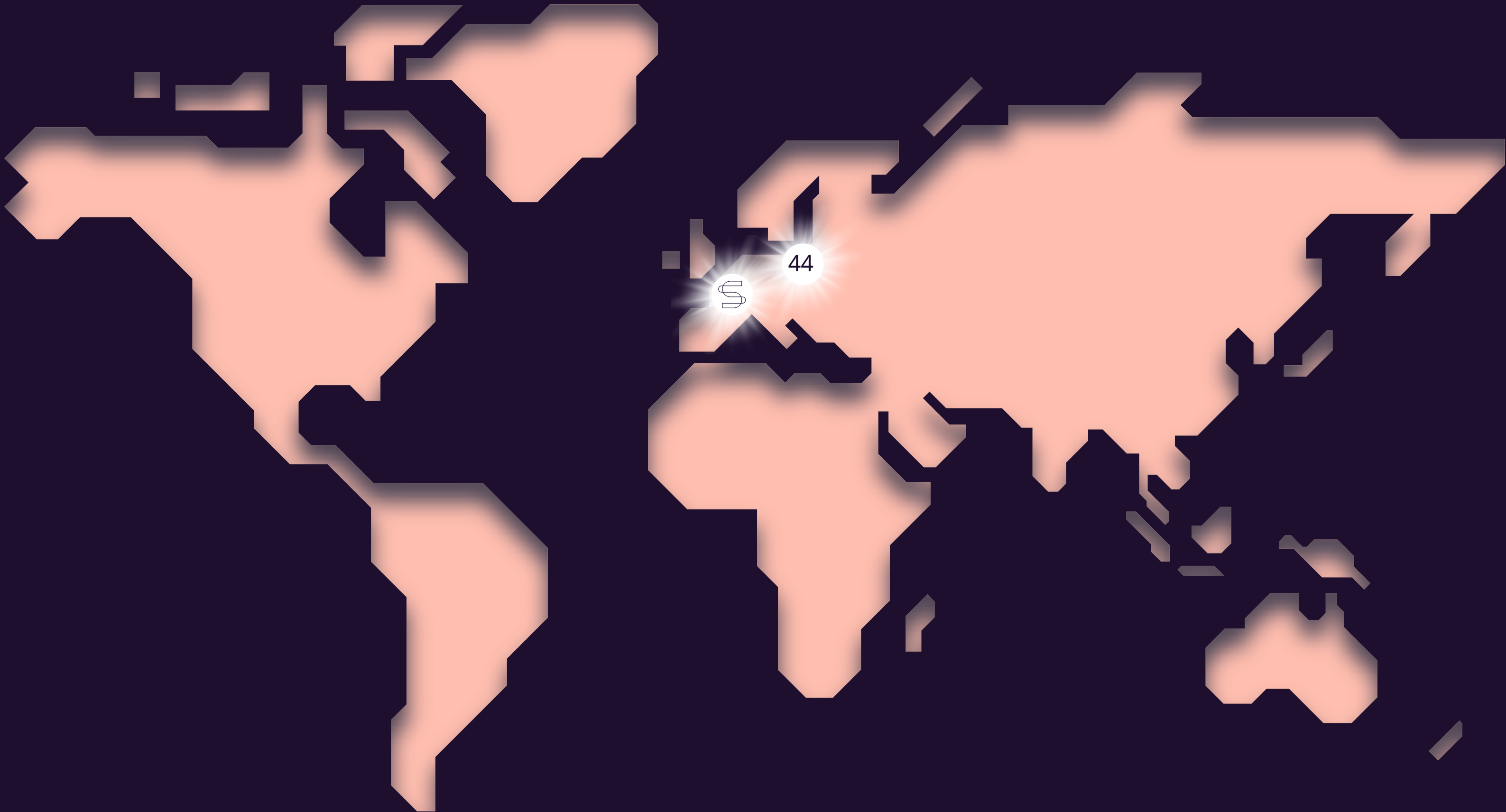


# Sisram's global operation spreads across over 90 countries

## EMEA

A wholly owned subsidiary covering DACH region

44 distributors





# Sisram's global operation spreads across over 90 countries

## APAC

6 wholly-owned subsidiaries in  
China, Hong Kong SAR, Korea,  
and Australia

34 distributors





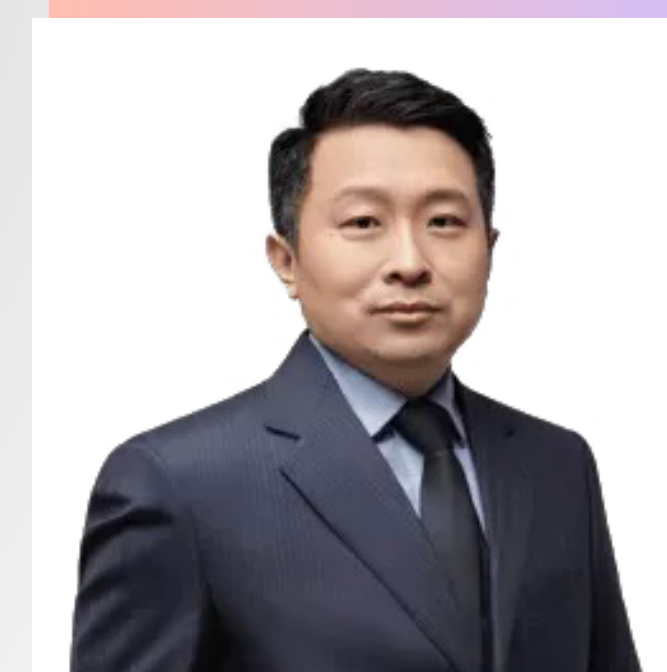
# Highly experienced management team



**Liu Yi**  
Chairman



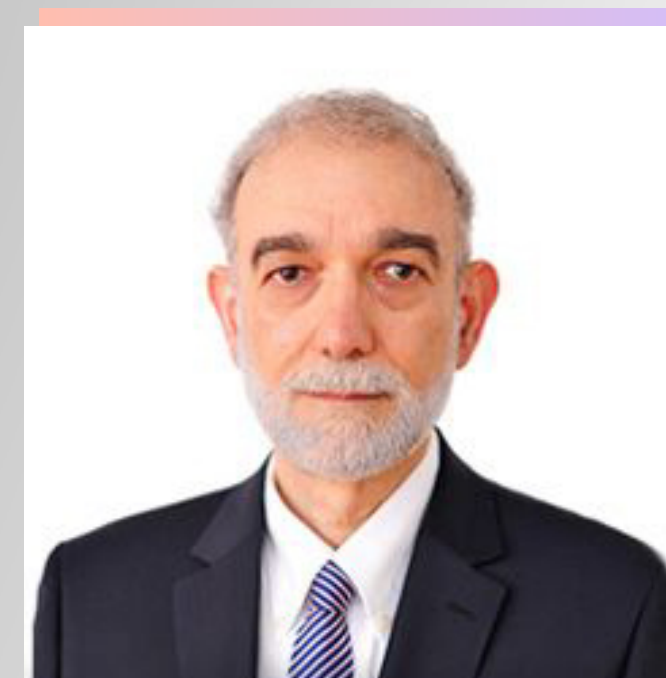
**Lior Dayan**  
Chief Executive Officer  
& Executive Director



**Guojun Bu**  
Chief Financial Officer



**Ran Ezioni**  
Chief Operating Officer



**Avi Farbstein**  
Chief Strategy Officer



**Avi Hirshnzon**  
EVP Quality & Regulatory





# Agenda

Who We Are

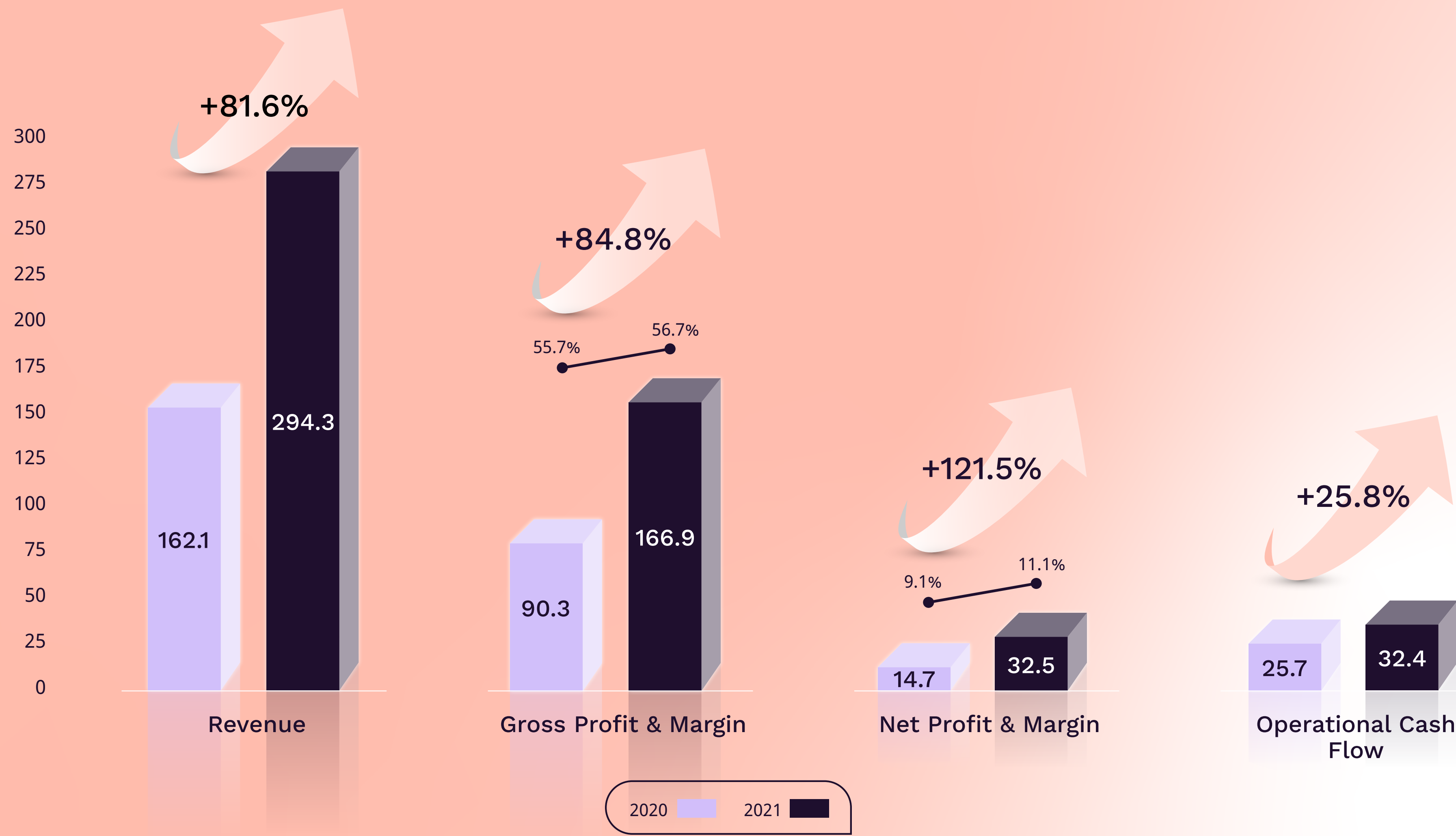
**2021 Annual Results**

Outlook & Strategy



# 2021 Key financials

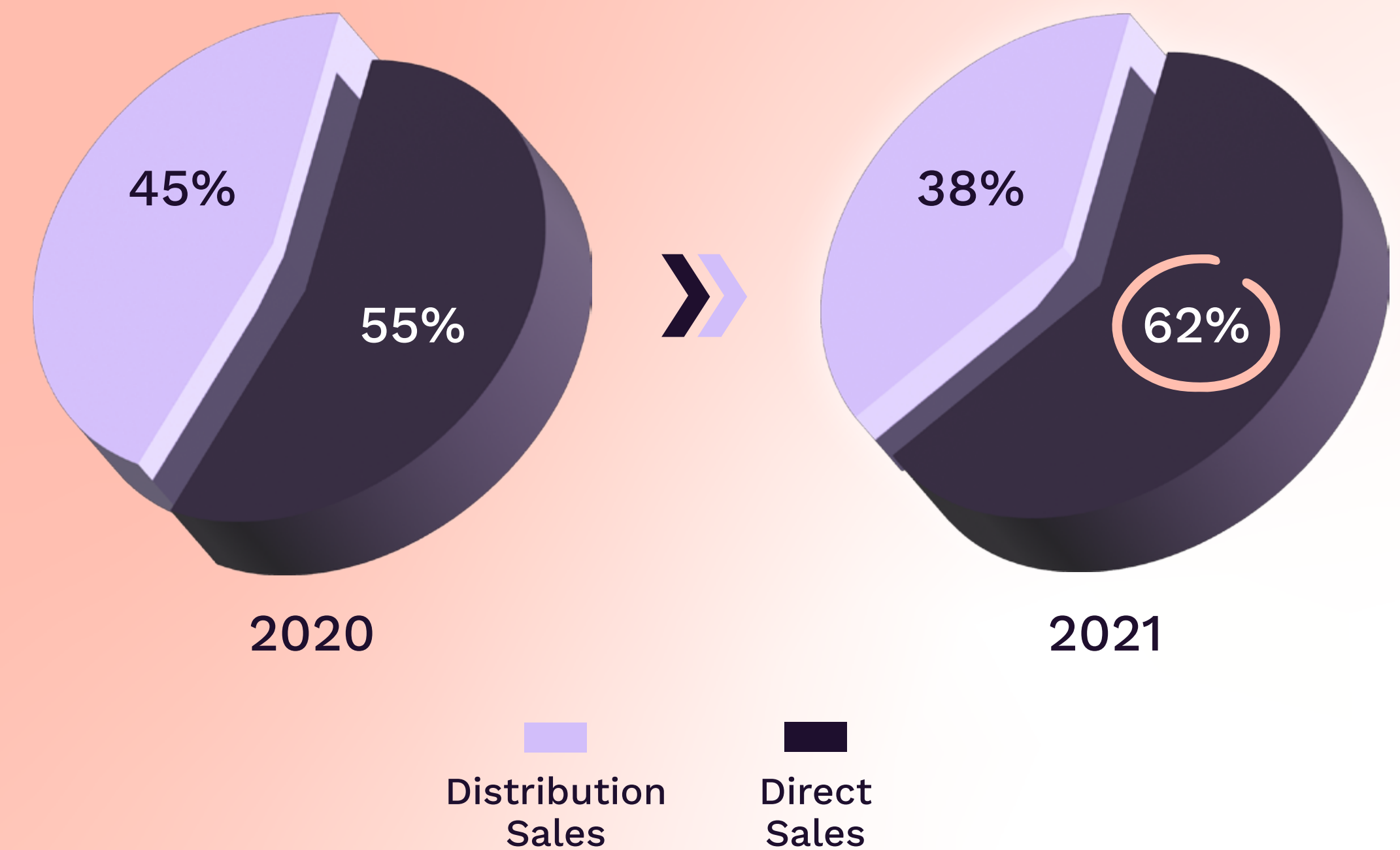
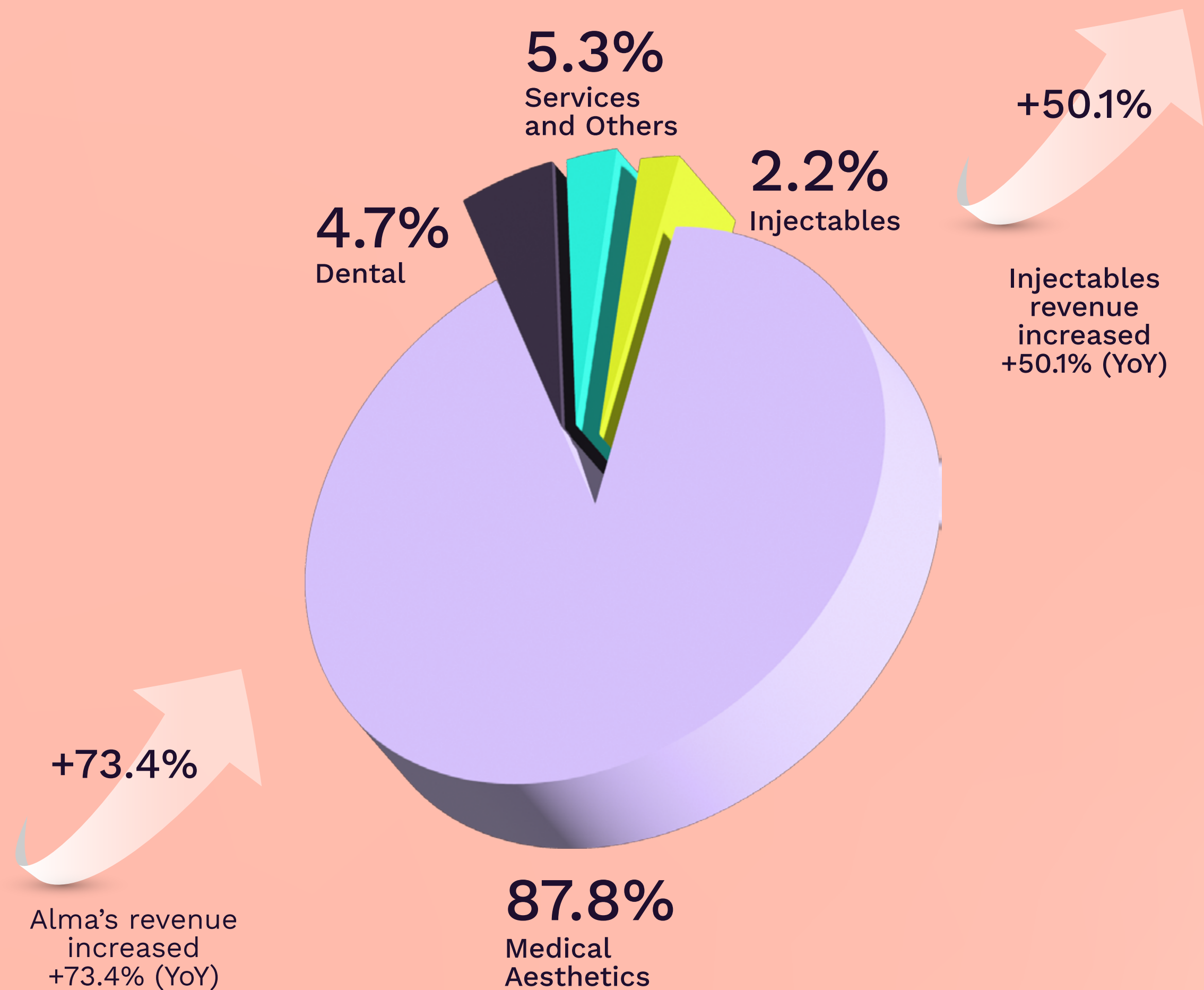
(\$US MM, YOY %)





# Revenue analysis

- Emerging new business lines, driving future growth
- Growing Direct to Customers operation

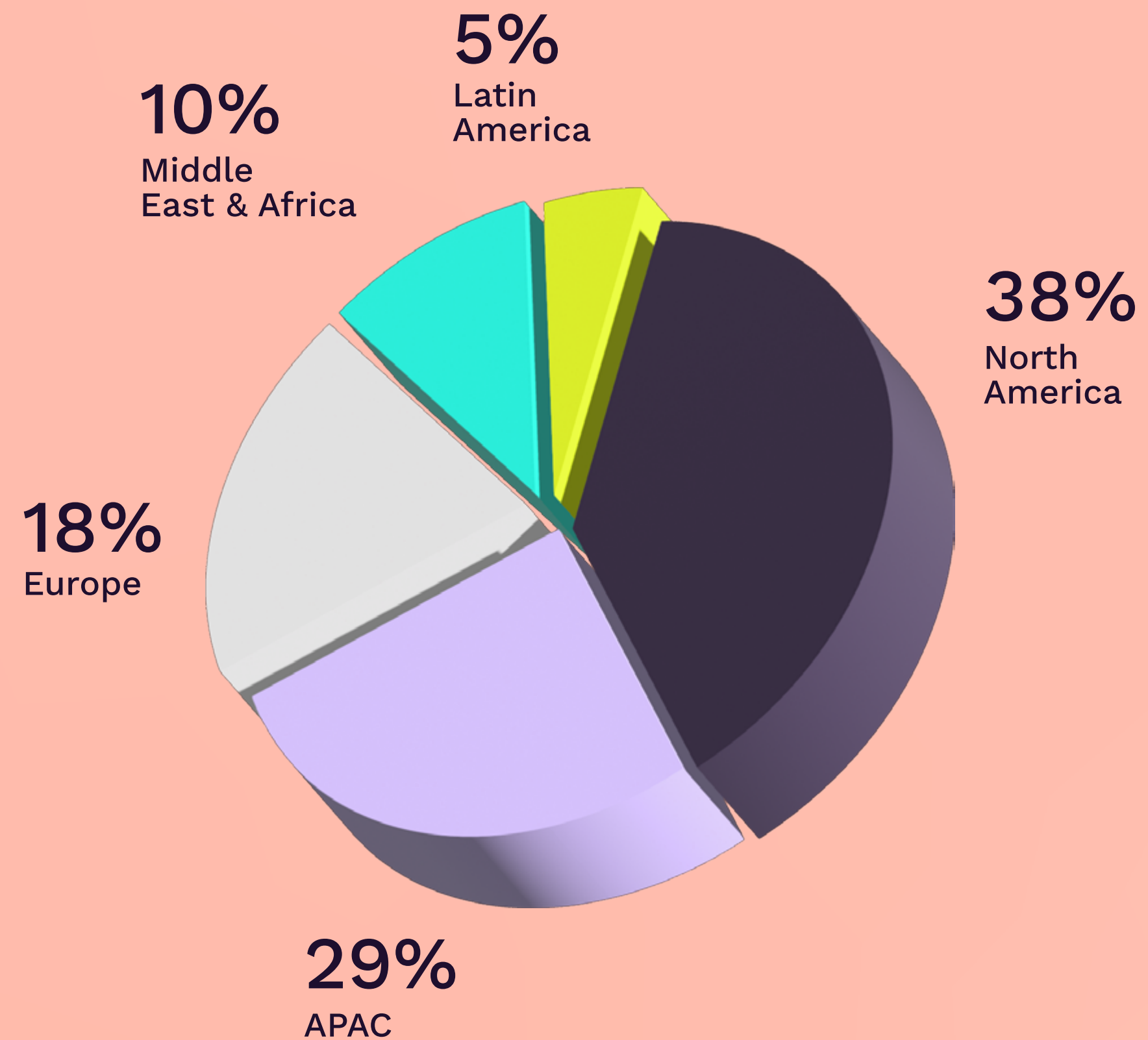




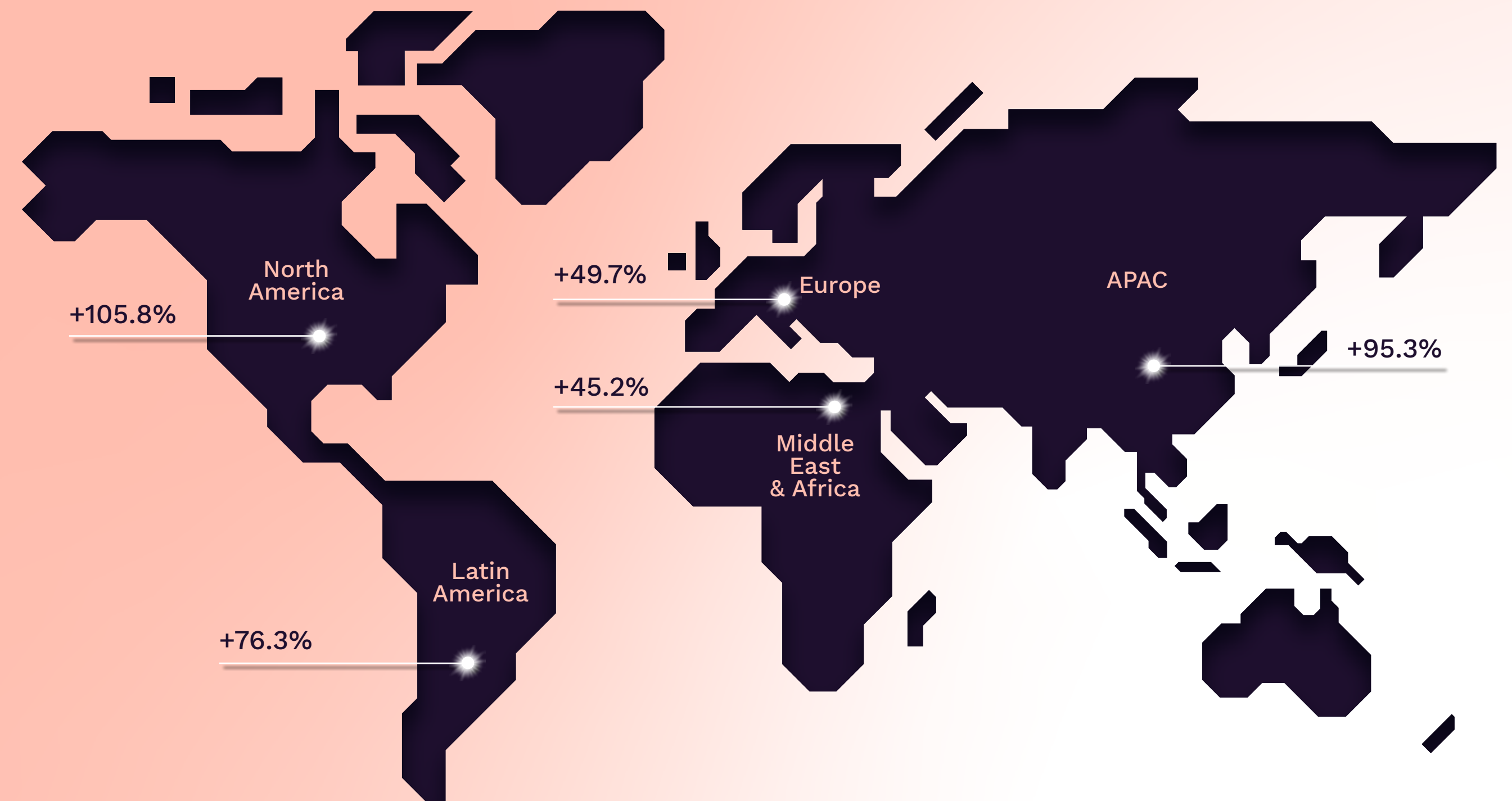
# Revenue breakdown by geographies

- Significant growth across all regions
- Consistent strong hold in industry's key markets - North America & APAC

Geographical revenue mix



Geographical YOY growth (%)

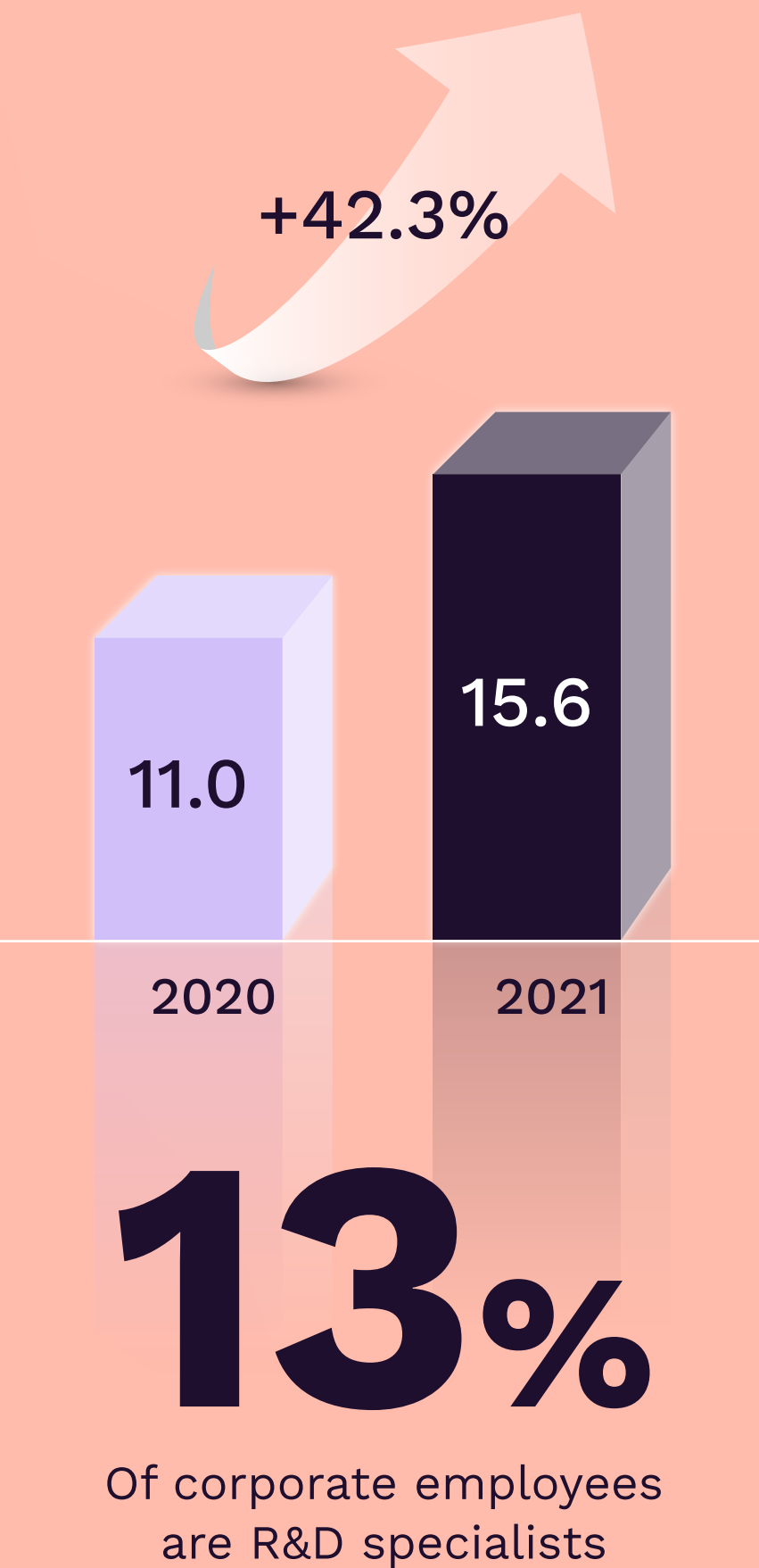




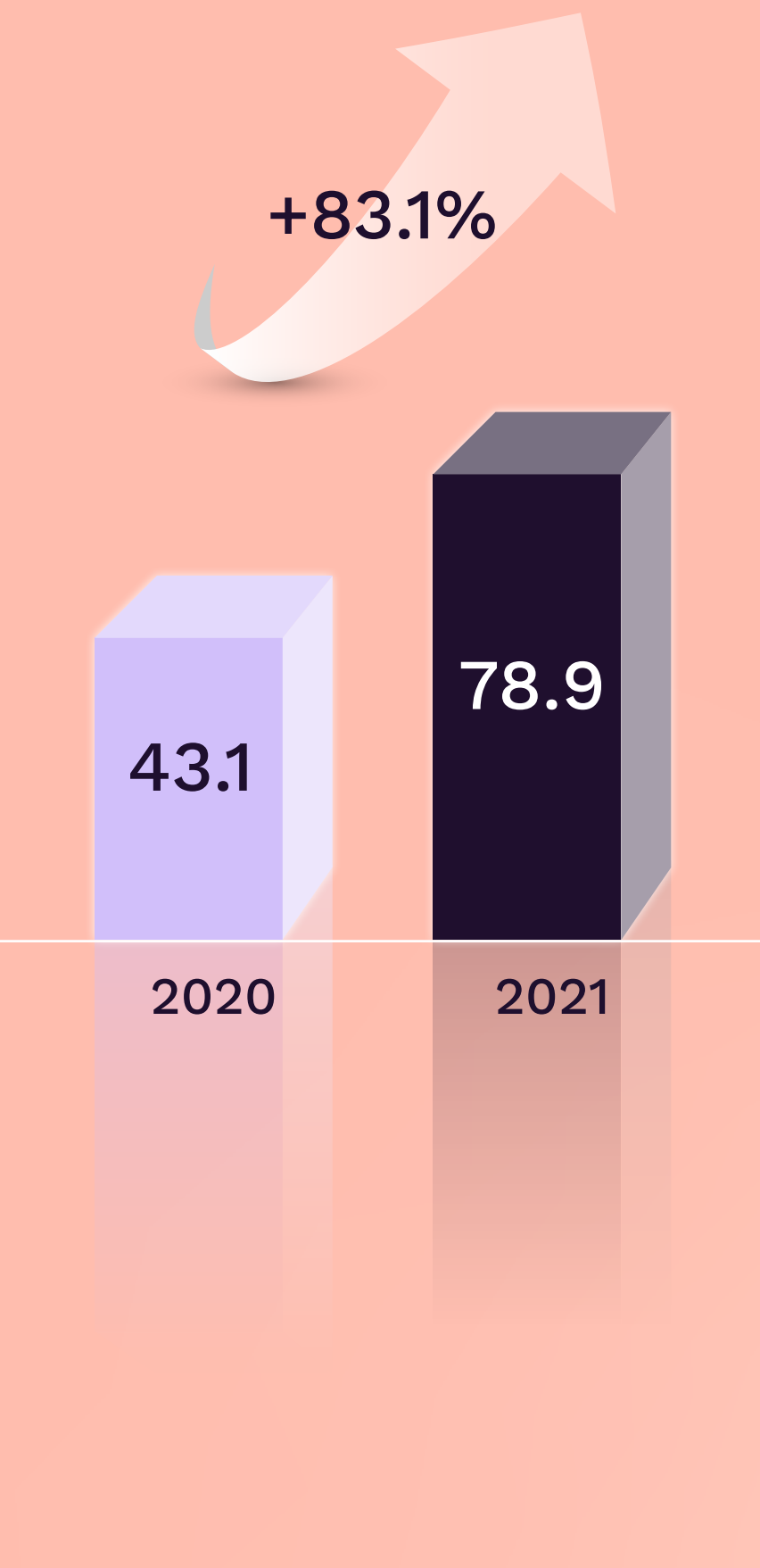
# Operating performance analysis

## Research & development

(\$US MM, YOY %)



## Sales & distribution



## Expenses % of revenue

	2020	2021
Gross Margin	55.7%	56.7%
Selling and Distribution	26.6%	26.8%
R&D	6.8%	5.3%
Administration	9.8%	7.4%



# Expanding our offering

## Capital equipment division

2 new products launched in 2021:

### Alma Duo

Gold standard shock wave technology, focused low-intensity extracorporeal shock wave therapy (LI-ESWT), clinically validated to stimulate better blood flow and restore natural sexual performance.



### Alma PrimeX

A non-invasive body contouring platform, achieving unparalleled results in reducing circumference and skin tightening in using 3 proprietary technologies.



## New dental division

Copulla & Foshion, the 2 brands composing Sisram's dental division.



## A new personal care brand

**LMNT.** TURN YOUR LIGHT BACK ON

LMNT one. launching these days (March 2022) in China.







# Agenda

Who We Are

2021 Annual Results

**Outlook & Strategy**



# Our strategy



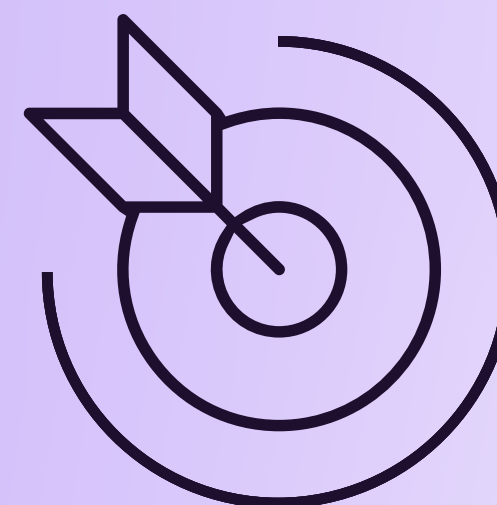
## Global Presence

Strengthen our distribution channels and direct operations



## Wellness

Broaden our reach into adjacent domains of wellness & create a medical grade wellness brand



## Consumer Focus

Actively target the end-user with a unique multi-channel approach and commitment to quality



## Our Brand

Successfully translate our vision & strategy into a tangible and recognizable consumer brand



# Outlook for 2022

## Strategic focal points:

- Expand direct operation access to professional and consumer clientele
- Digital infrastructure and tools
- Global consumer brand establishment







**Thank you!**

Follow us on



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