



2021 Annual Results

Sisram Med
Stock Code: 1696.HK



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Agenda

Who We Are

2021 Annual Results

Outlook & Strategy

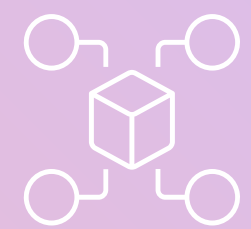
Consumers today want to feel their best physically, mentally and emotionally – investing in wellness as a lifestyle choice.

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:



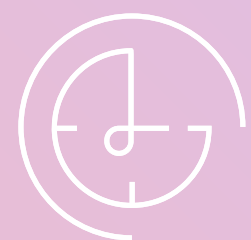
Medical grade
quality that can be
trusted



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



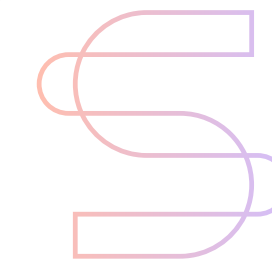
Home-use brand, immersing the essence of wellness into consumers' daily routine.

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_M

Over 40 million treatments
conducted worldwide

over

30_k

Professional customers
installments



A new personal care brand

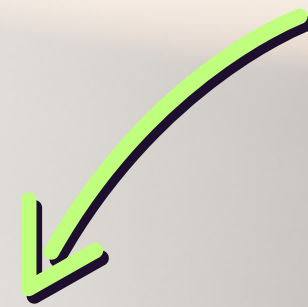
LMNT.



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).

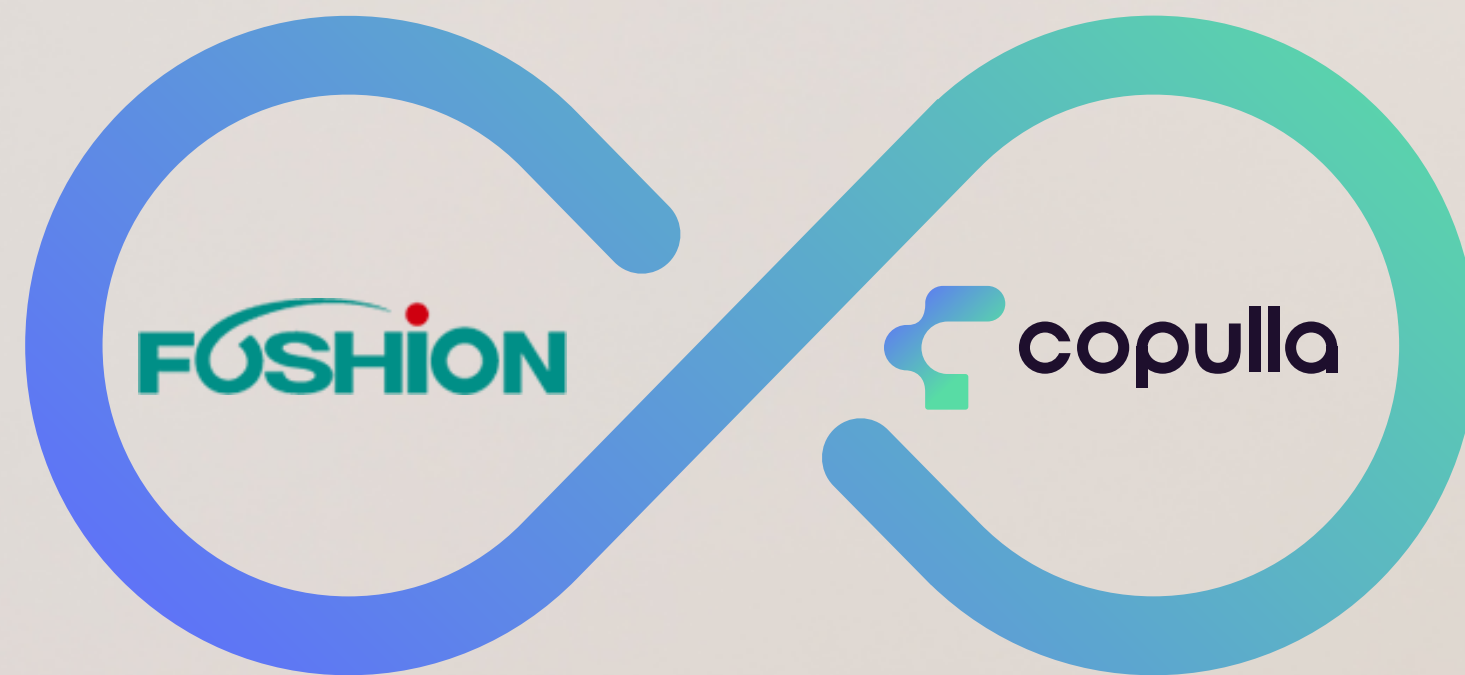


LMNT ONE, launching
March 2022



*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.

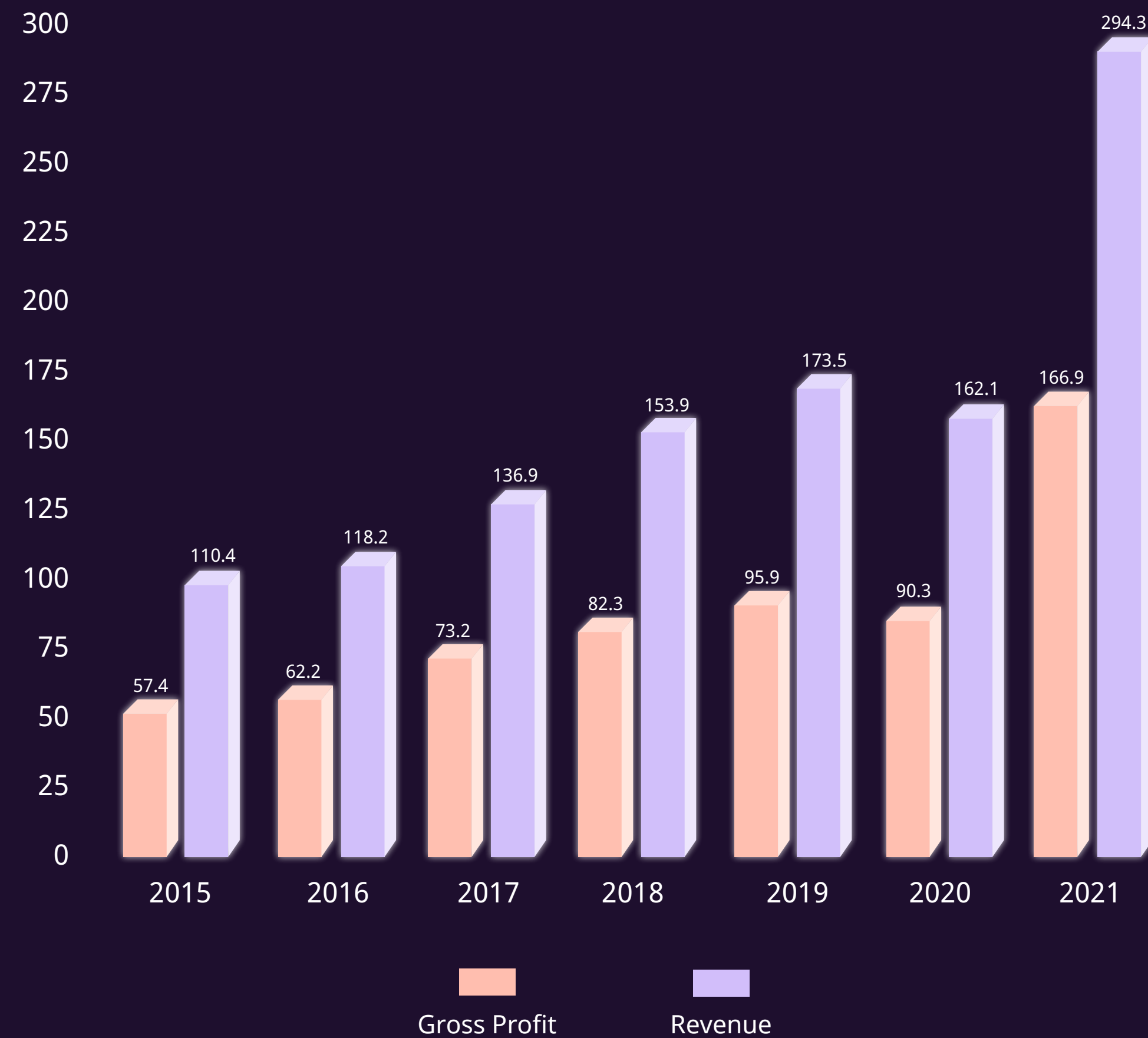
The synergy between Alma's cumulative knowledge and practice treating multiple medical and clinical indications via energy-based devices, and Sisram's injectables operation, provides our professional customers with a unique medical effective portfolio, bringing real value to their patients and driving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

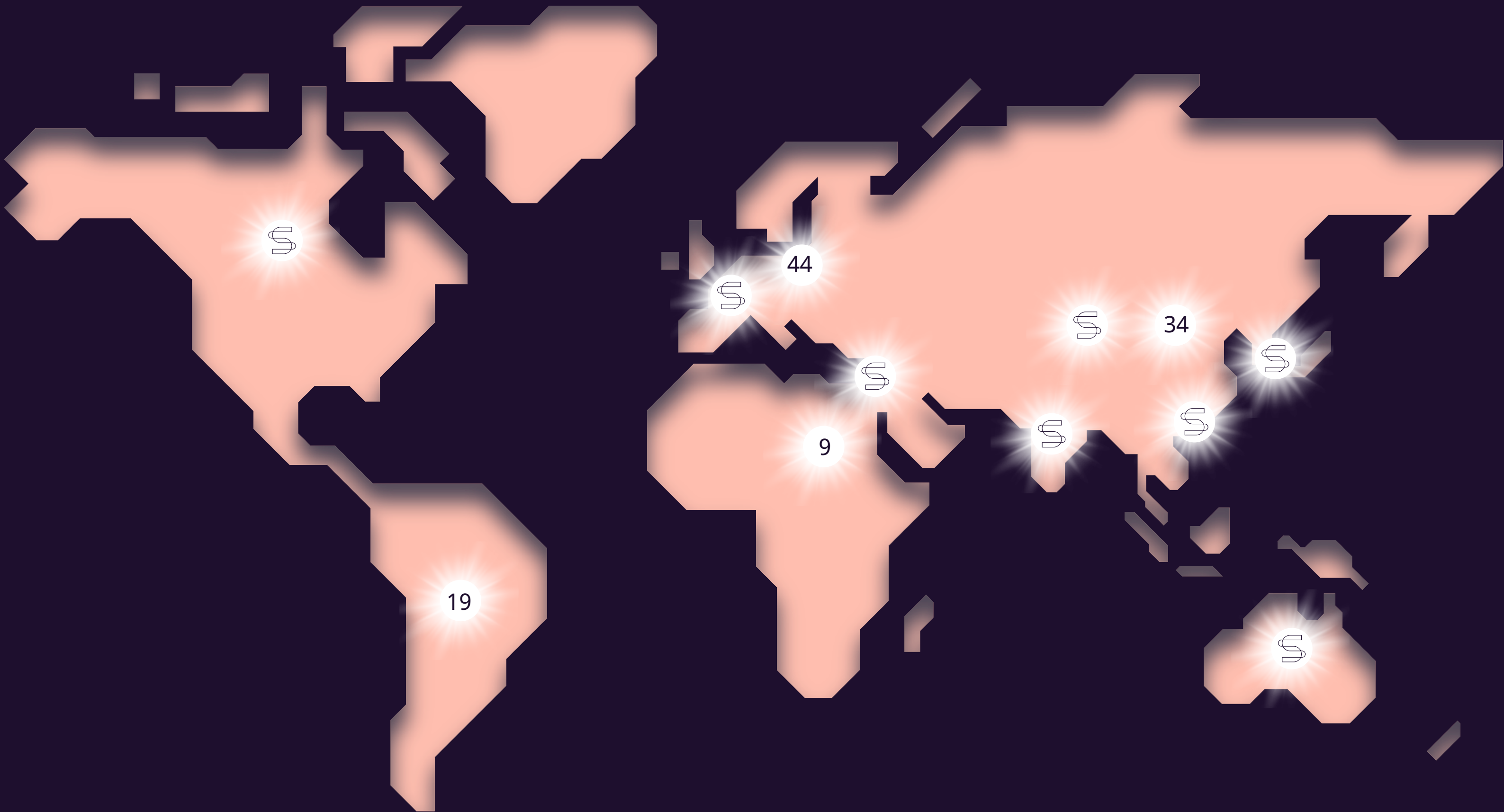
Employees worldwide

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

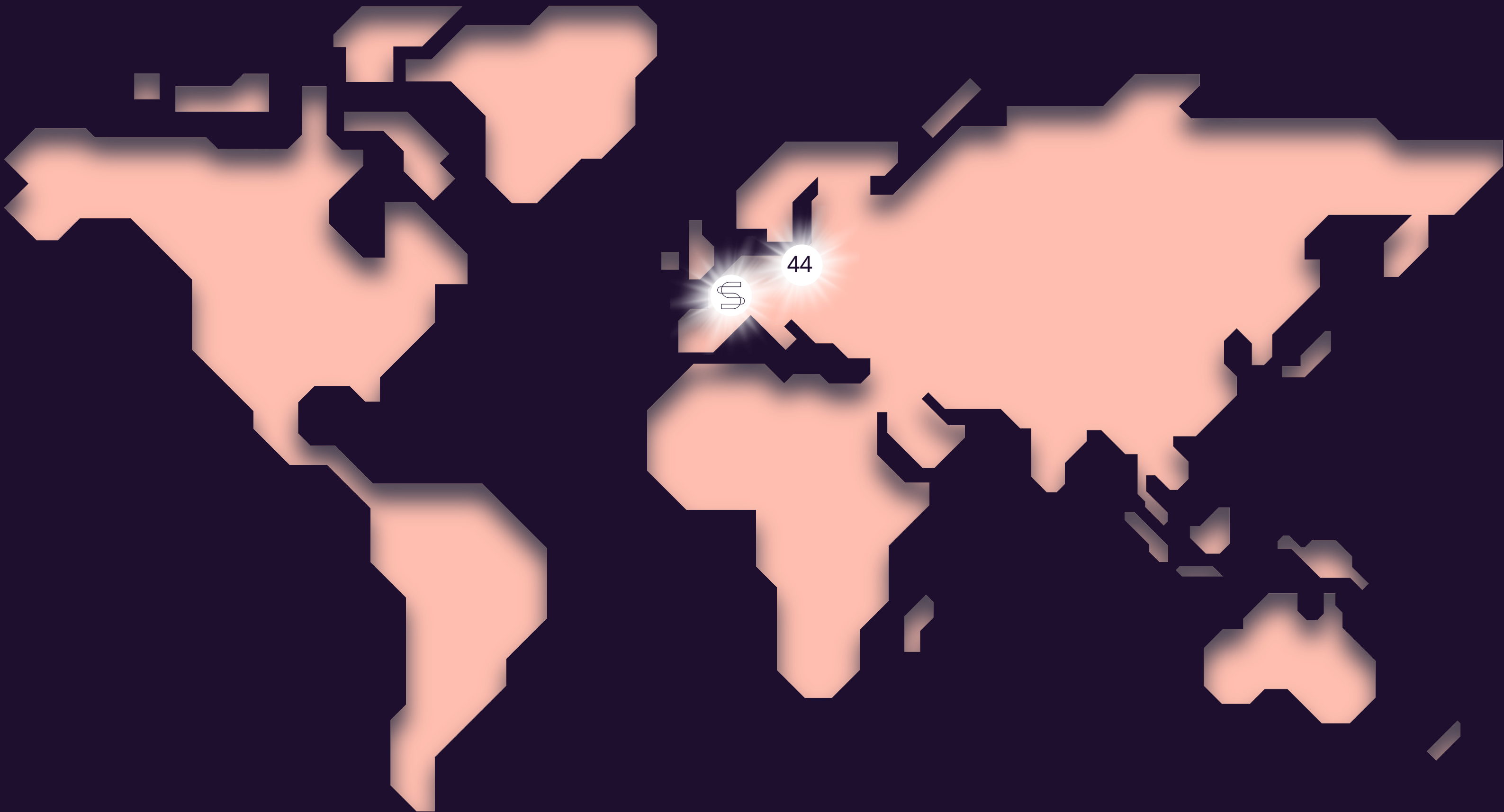


Sisram's global operation spreads across over 90 countries

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



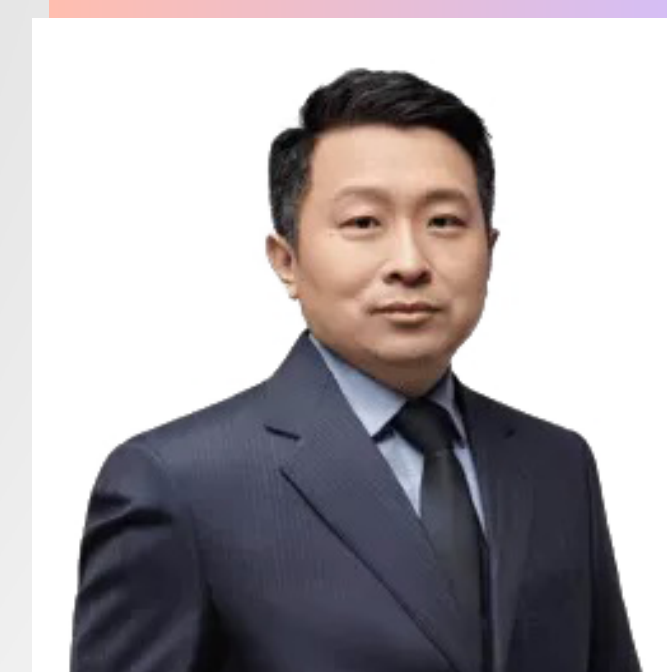
Highly experienced management team



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



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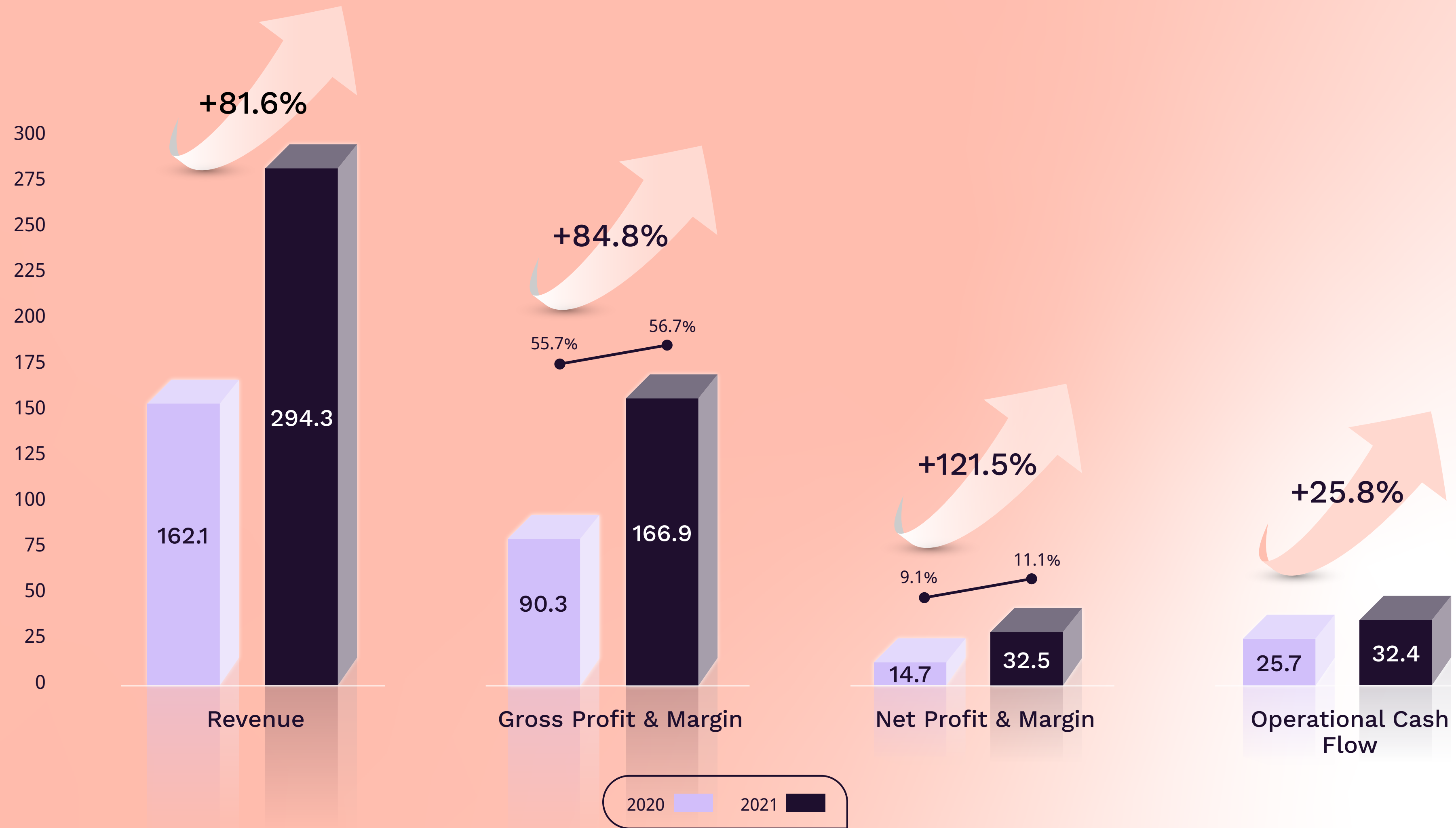
Who We Are

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Outlook & Strategy

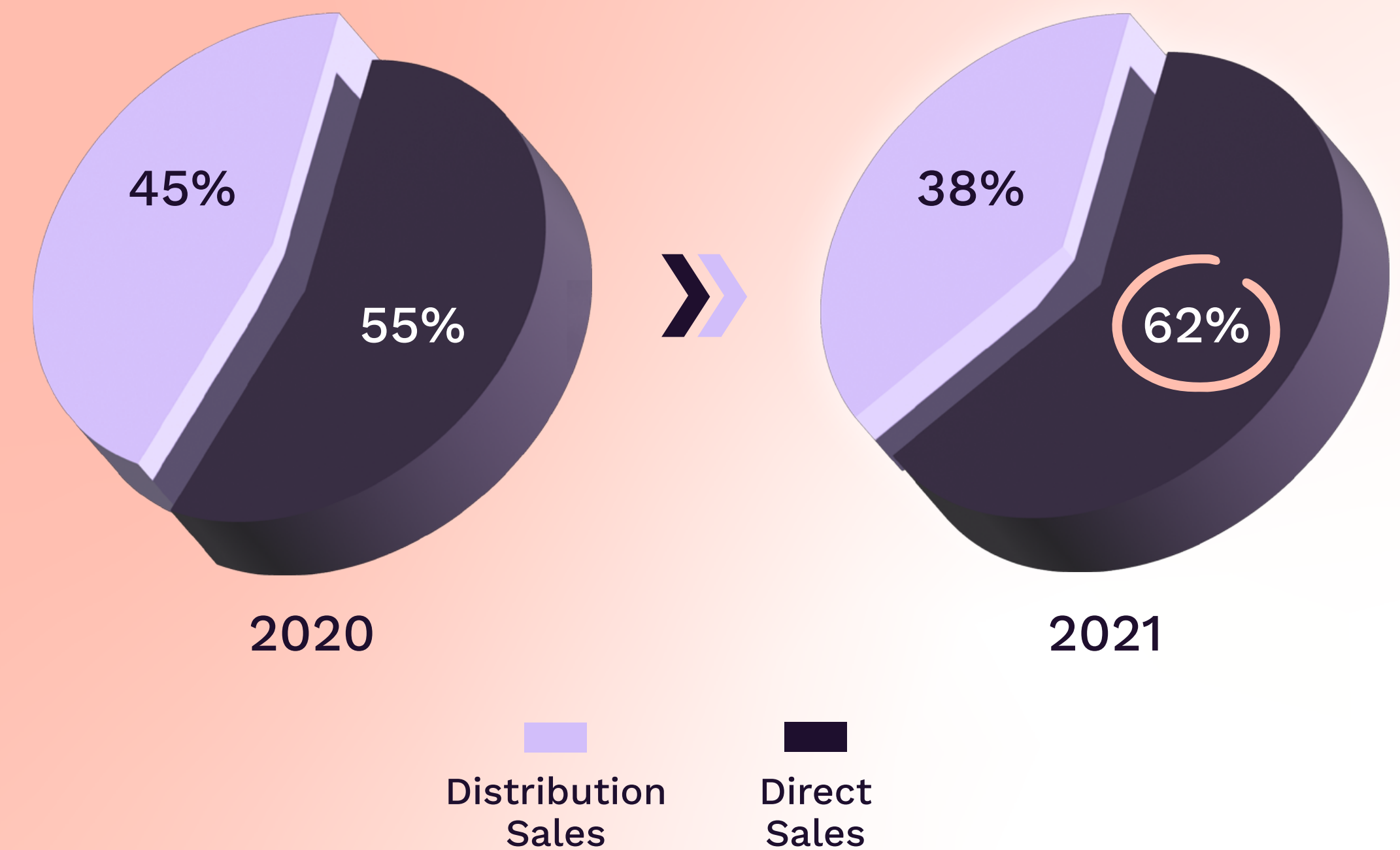
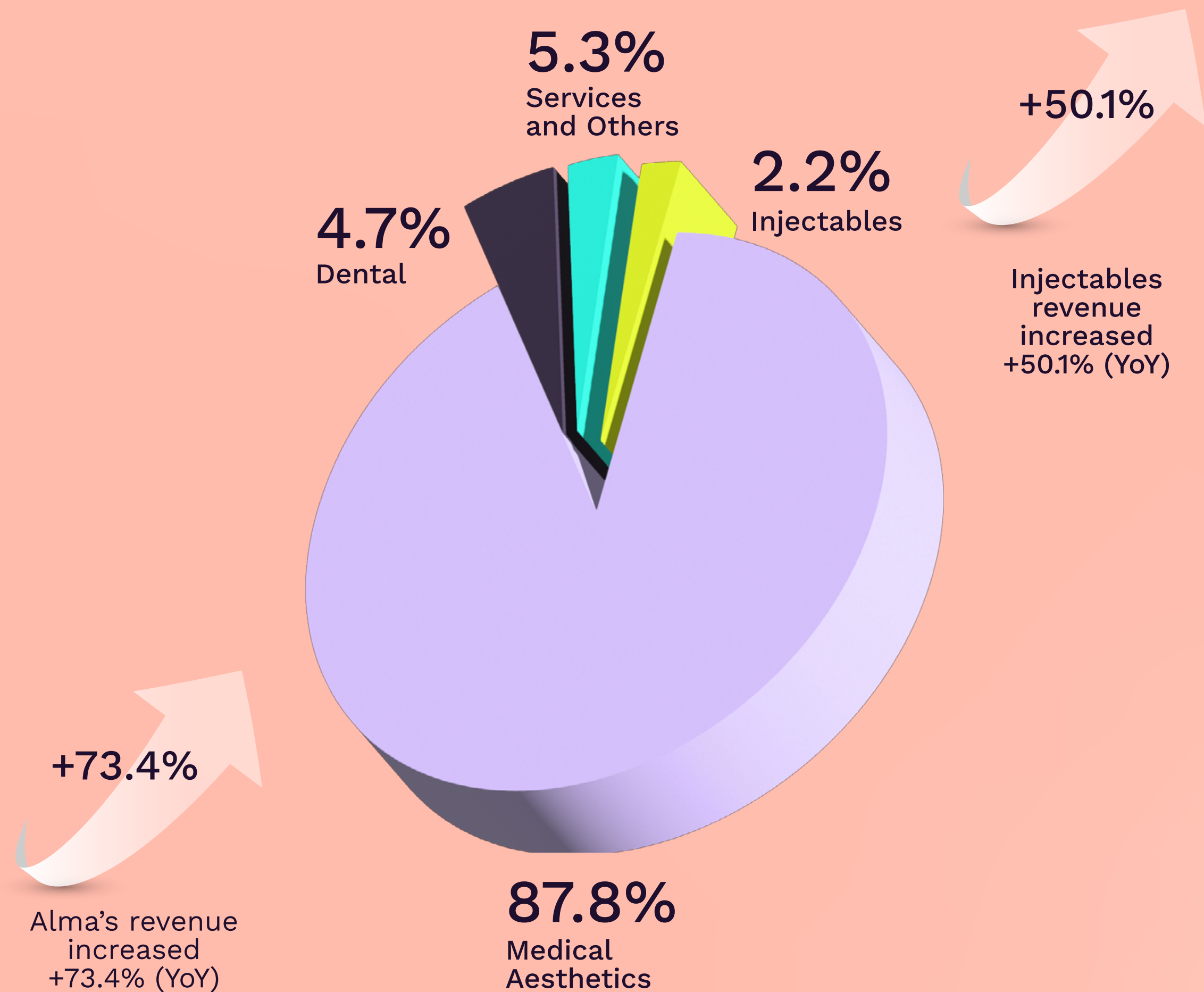
2021 Key financials

(\$US MM, YOY %)



Revenue analysis

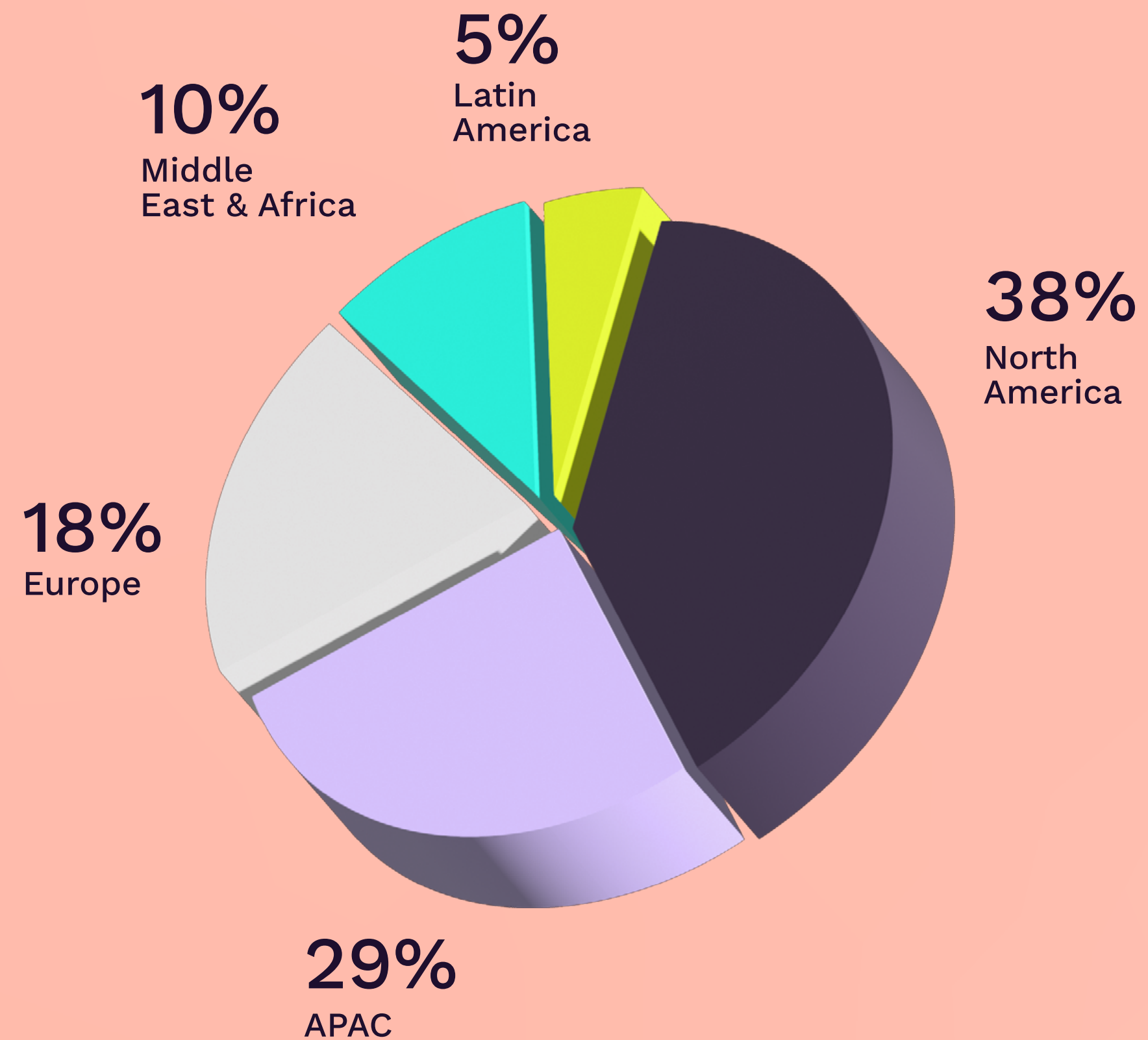
- Emerging new business lines, driving future growth
- Growing Direct to Customers operation



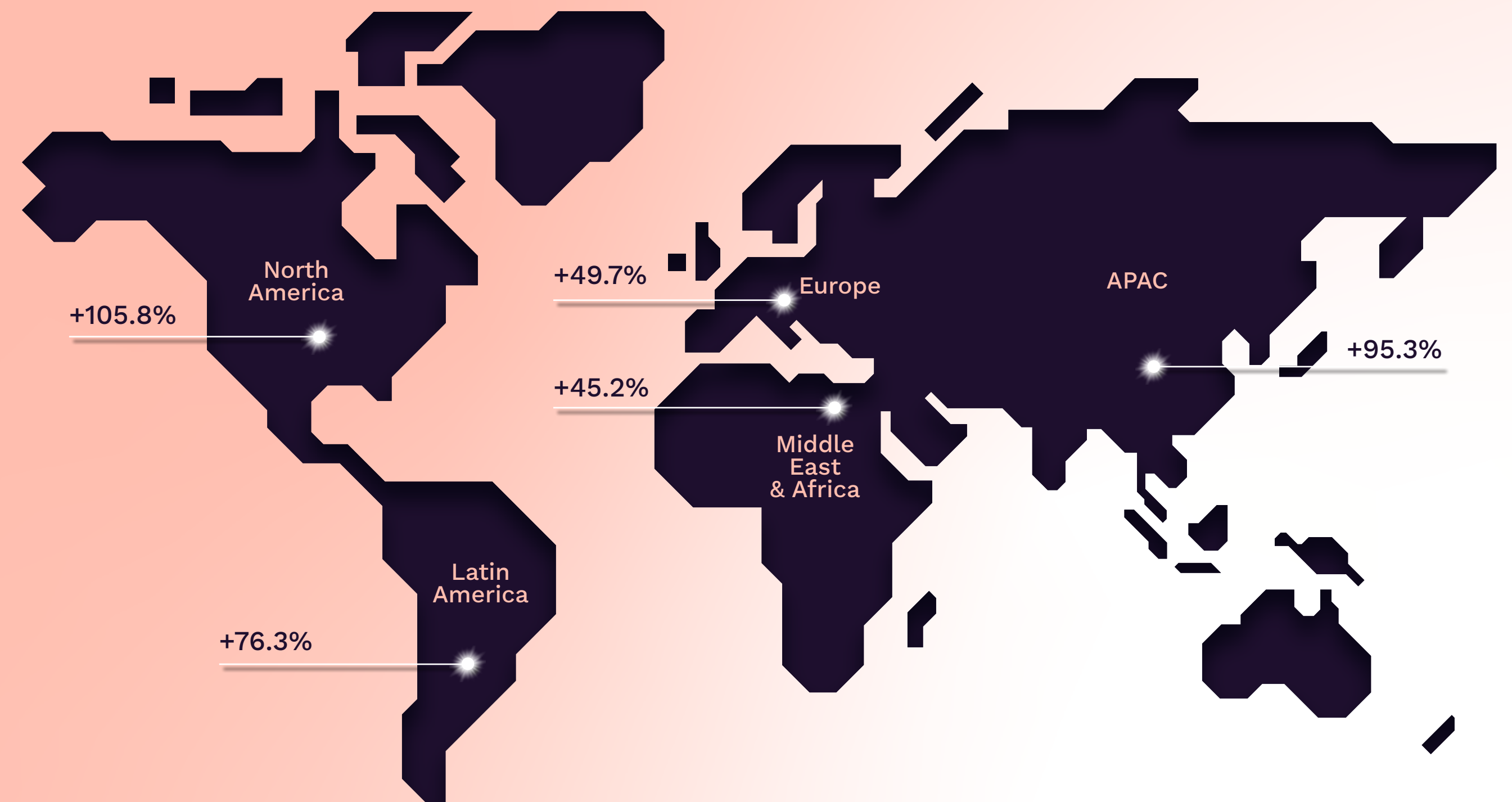
Revenue breakdown by geographies

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

Geographical revenue mix



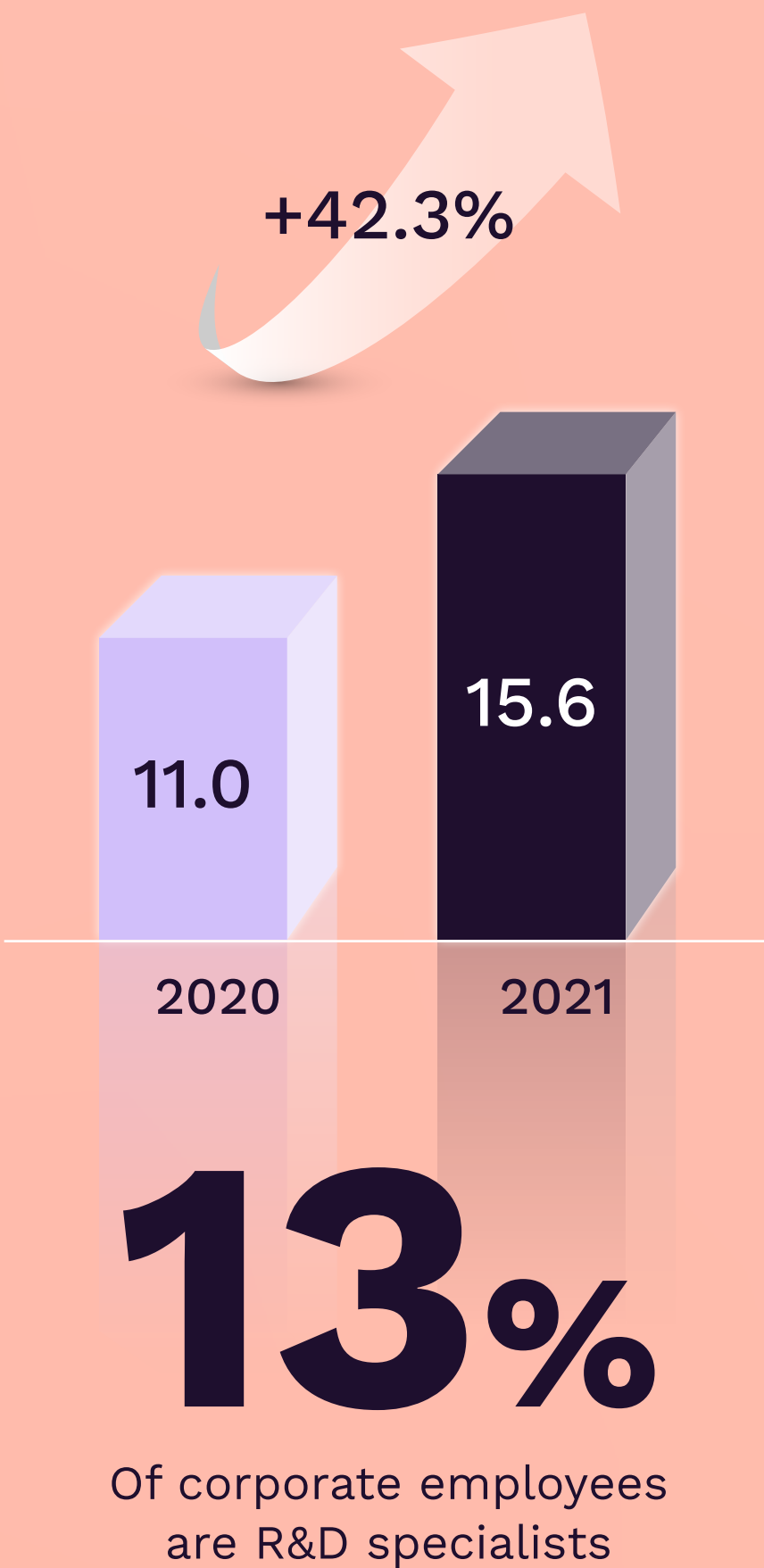
Geographical YOY growth (%)



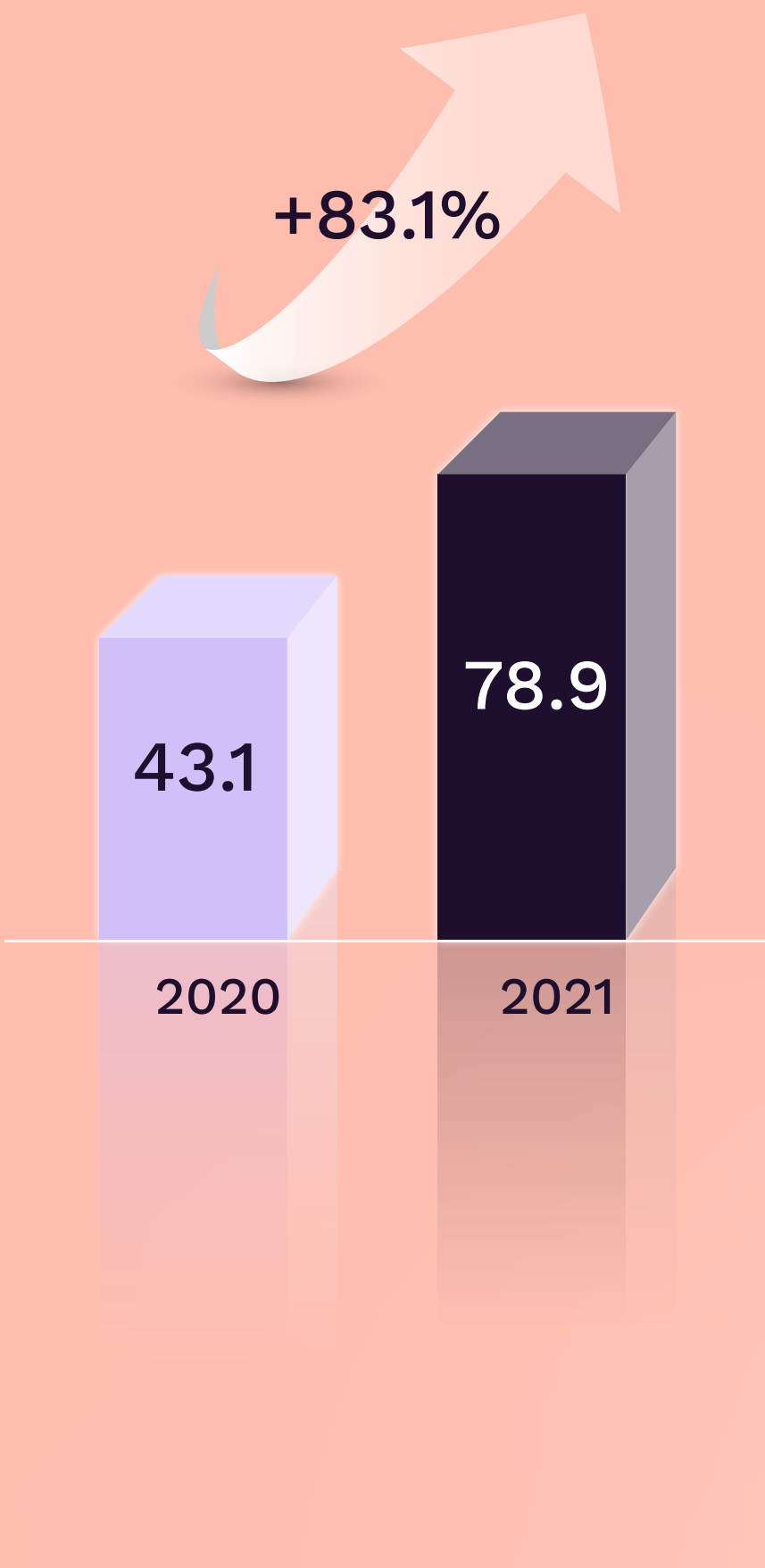
Operating performance analysis

Research & development

(\$US MM, YOY %)



Sales & distrebuton



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.





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Outlook & Strategy

Our strategy



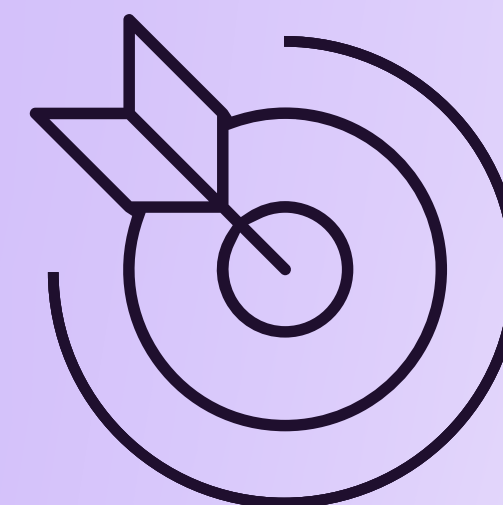
Global Presence

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!

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