

## LMNT, Sisram Medical's Home-use Brand, is Officially Launching in China

Hong Kong, May 9, 2022 -- Sisram Medical Ltd (the “**Company**” or “**Sisram Medical**”, stock code: 1696.HK; together with its subsidiaries referred as the “**Group**”), a global consumer wellness group, featuring 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, today announced the official launch of its home-use brand, LMNT, in China.



After setting the foundations for the LMNT brand throughout the last months, Sisram Medical finally launches LMNT one on Tmall Global and engages with real customers in the Company’s focus market - China. Sisram Medical will be interacting with customers on multiple social media platforms including Facebook, Instagram, TikTok well as on Chinese social media channels such as Weibo, Redbook, Wechat and others. The Company’s goal is to create valuable content and long-lasting engagement with its target audiences.

This is the significant entry into the consumer market for Sisram Medical, and the first step in providing consumers with a home-use medical grade beauty treatment they can add to their wellness routine.

**Mr. Lior Dayan, CEO of Sisram and Alma**, said: “With over two decades of experience in the global medical aesthetics solutions industry, it is time for our technology to become available for all consumers who seek to look their best and be prepared for anything and

everything in the comfort of their own homes. LMNT one is the true next generation of professional-grade home-use beauty care.”

Below are the links to LMNT’s social media platforms:

<https://weibo.com/lmnt>

<https://space.bilibili.com/1780070391>

<https://instagram.com/lmnt.one>

<https://www.facebook.com/mylmnt.one>

<https://vm.tiktok.com/ZSdr94dNk/>

### **About Sisram Medical Ltd**

Sisram Medical Ltd (1696.HK) is a global consumer wellness group, featuring 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. 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 – Enhancing Quality of Life

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

For media inquiries, please contact:

Ever Bloom (HK) Communications Consultants Group Limited

Orianna Ou / Yinmei He

+852 3468 8171

[sisrammed.list@everbloom.com.cn](mailto:sisrammed.list@everbloom.com.cn)