

Sisram Medical Attends the Asia Summit on Global Health to Capture Development Trends in Healthcare Industry

Hong Kong, November 10, 2022 -- Sisram Medical Ltd (the “Company” or “Sisram”, stock code: 1696.HK; together with its subsidiaries collectively referred to as the “Group”), a global consumer wellness group, featuring a first-of-its-kind synergistic ecosystem of business building blocks and consumer-focused branding, ranging from Energy Based Devices, Injectables, Aesthetic and Digital Dentistry, Personal Care and more, today announced that it was invited to attend the second Asia Summit On Global Health (“ASGH”), jointly organized by the Government of the Hong Kong Special Administrative Region and the Hong Kong Trade Development Council (“HKTDC”). Mr. Lior Dayan, CEO of Sisram, joined the panel discussion on the topic of "Hong Kong as a Fundraising Hub for Global Biotechnology and Healthcare", in which he shared his opinions about the changing notion of health and the future potential investment opportunities in the medical aesthetic industry.



The second Asia Summit On Global Health



Mr. Lior Dayan joined as the guest speaker

Regarding the opportunities and risks facing the global healthcare sector, Mr. Lior Dayan mentioned that the healthcare notion is changing. In recent years, traditional healthcare practices transformed from reactive, symptom-based treatments into a proactive, wholesome perspective aimed at preventing future illnesses. The change in the notion of healthcare leads to a shift in the focus of healthcare investment. From “illness” to “wellness”, the medical aesthetic industry is now a popular sector for investment.

Mr. Lior Dayan also shared his experience in business management during the epidemic, “Leadership and team spirit, two intangible terms, accounting for real, significant value and outcomes. It is our leadership and team spirit that made 2021 our best year ever, helping us to navigate through the pandemic turmoil and back to the safe haven.”

Mr. Lior Dayan also shared his suggestions to those Chinese healthcare companies seeking globalization by stating, “Globalization is an unstoppable megatrend. Aligned with the global trends, we have shifted our focus and perspective from technology and innovation towards the customer, replacing technical specifications with the customer’s needs, usage, and practice behavior, to further enhance the customer’s quality of life. To be truly global, it is important to understand and accept that each country, culture, politics, and ethnicity is unique and important.”

Themed “Charting a New Course in Healthcare through Collaboration”, the second ASGH was held on November 10-11, 2022, bringing together all stakeholders from healthcare experts to renowned academics and influential business leaders, together with key industry players, innovative start-ups, investors, and policymakers from around the world to exchange insights, explore opportunities and collaborate on the diverse and dynamic healthcare sector.

Sisram Medical was officially listed and commenced trading on the Main Board of The Stock Exchange of Hong Kong Limited on 19 September 2017, being the first and the only Israeli company listed in Hong Kong. As a global company active across more than 90 countries worldwide, Sisram practices globalization on a daily basis, communicating with all its local markets, and offices, aligning messaging and activities and overseeing the brand and business.

About Sisram Medical Ltd

Sisram Medical Ltd (1696.HK) is a global consumer wellness group, featuring a first-of-its-kind synergistic ecosystem of business building blocks and consumer-focused branding, ranging from

Energy Based Devices, Injectables, Aesthetic and Digital dentistry, Personal care and more. The Company is majority-owned by Fosun Pharma, one of China's leading healthcare groups. On September 19, 2017, Sisram Medical went public, becoming the first Israeli company ever to trade on the Main Board of the Hong Kong Exchange.

Sisram Medical – Enhancing Quality of Life

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

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