



# Sisram Medical

## 2022 Annual Earnings Presentation

Stock Code: 1696.HK



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A photograph of two young women with dark hair, smiling warmly at the camera. The woman on the left is leaning her head against the woman on the right. The background is a soft, warm-toned gradient. A white line graphic starts from the '2022 Annual Highlights' text, loops around the women's faces, and then extends horizontally across the bottom of the page.

# Agenda

## 2022 Annual Highlights

Business Overview

2022 Annual Financials

Outlook & Strategy

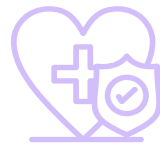
Appendix

# From “Illness” to “Wellness”

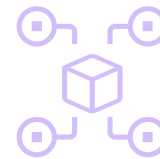
The Market is  
Changing, Sisram  
Embraces and  
Promotes the  
Change

Traditional healthcare practices of reactive, symptom-based treatments are challenged by a proactive, wholesome perspective aimed at preventing future illnesses.

Consumers today are looking for:



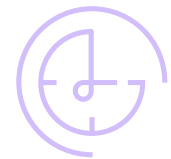
Medical grade  
quality that  
can be trusted



Digital  
solutions



An easy, accessible,  
and enjoyable daily  
wellness routine



Overall  
enhanced  
quality of Life

# 2022 Financial Highlights



## Revenue

US \$354.5M

+20.5% YoY



## NA Revenue

US \$143.7M

+28.2% YoY



## APAC Revenue

US \$98.1M

+15.1% YoY



## Adjusted Net Profit\*

US \$48.6M

+20.7% YoY



## Direct Channel(%)

66.0%

+4.0 p.p. YoY



# 2022 Major Achievements

## Business Line Expansion

**Alma**

### New Product Launched

Alma TED& CBD + Professional Skincare Solution™

**copulla** **复锐齿科**  
sisram dental

### Fuzhou Rick Brown Investment

an innovative bio-glass developer and manufacturer

**Injectables**

### Tianjin Xingsiyi Investment

R&D of silk fibroin-sodium hyaluronate composite gel and facial implant thread products

**LMNT.**

### A New Personal Care Brand

and launched the first home-use device - LMNT One

# Customer Experience Improvement

## 2022 Major Achievements

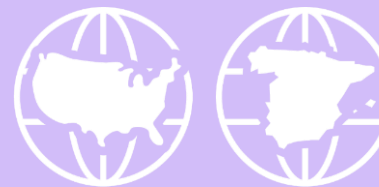
### Growing Direct Operation Strategy

- Established a new direct office in the United Kingdom to support European growth strategy
- Established a new direct office in the \*UAE to serve as the trading hub in the Middle East Market, which is a subsequent event



### Professional Events

- Alma Academy Spain
- Alma Academy USA
- Alma Academy Dubai



### Launched a Global Customer Experience Operation

Enhancing customer experience by implementing a customer-centric approach





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# Total Addressable Market

The Global Wellness Market is expected to reach:

US\$  
**7.0** Trillion  
By 2025

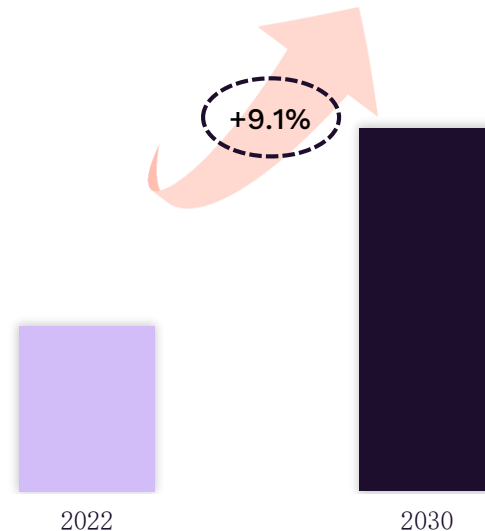
The world wellness economy is currently estimated at \$4.4 trillion

The wellness market is focused on 3 sectors:

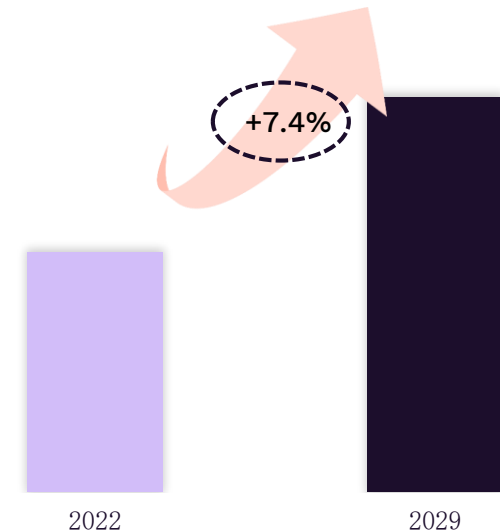
- 1) healthy eating, nutrition, and weight loss;
- 2) personal care and beauty; and
- 3) physical activity.

The global facial injectable market size is expected to expand at a CAGR of 9.1% from 2022 to 2030.

Global Facial Injectables growth projection  
(US\$ billion)



The global dental market growth projection  
(US\$ billion)



Sources:  
<https://globalwellnessinstitute.org/industry-research/2022-global-wellness-economy-country-rankings/>  
<https://www.fortunebusinessinsights.com/dental-market-106251>  
Global Facial Injectable Market Size Report, 2022 - 2030 ([grandviewresearch.com](https://www.grandviewresearch.com))

# Business Overview



A leading medical aesthetics energy based device provider.

**B2B2C**



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

**B2C, D2C**



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**



Injectables

LMNT.



# Alma

Specializing in combined technologies & customer centricity

# 5

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

# 51

Registered patents,  
12 patent pending

# over 40M

Over 40 million treatments  
conducted worldwide

# over 30K

Installations for  
professional customers



# Strong R&D Capability

## R&D Capabilities

- 93 R&D specialists, 12.8% of Sisram's employees
- Leading the industry with 2-3 new product launches every year

### 01

#### Technology

**51 registered patents and 12 patents pending**

Multiple technologies:

- Laser
- IPL
- Radio Frequency
- Ultrasound
- Plasma
- Shockwave

### 02

#### Product

**100+ applicators**

Turning technology into product design

- the output
- power
- mode of operation
- applicators, etc.

### 03

#### Treatment

**50+ treatment systems**

Addressing varied customer requirements with dozens of treatment options

- Non-invasive
- Minimally invasive (surgical)
- Beauty





Injectables

LMNT.



# 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 medically effective portfolio, bringing real value to their patients and driving improved consumer satisfaction.





Revenue derived from injectables increased 43.9% YoY to US\$9.2 mm in 2022. Establishing a strategic and branding plan for injectables for EMEA and APAC markets.

# Injectables Portfolio



- Partnering with IBSA Derma, for the distribution of its products in Israel, Hong Kong, India and mainland China
- Introduced “Profhilo” skin Bio-remodeling treatment in Israel, Hong Kong and India
- BDDE-free (without the use of chemical cross-linking agents)
- One of the highest concentrations of HA on the market (64 mg / 2 ml)
- Stimulating natural collagen and elastin production

## Future Dev.

### REVANCE<sup>®</sup>

### RAZIEL<sup>®</sup>

Therapeutics

#### Revance

- Daxxify™: first and only neuromodulator product candidate with a proprietary peptide formulation

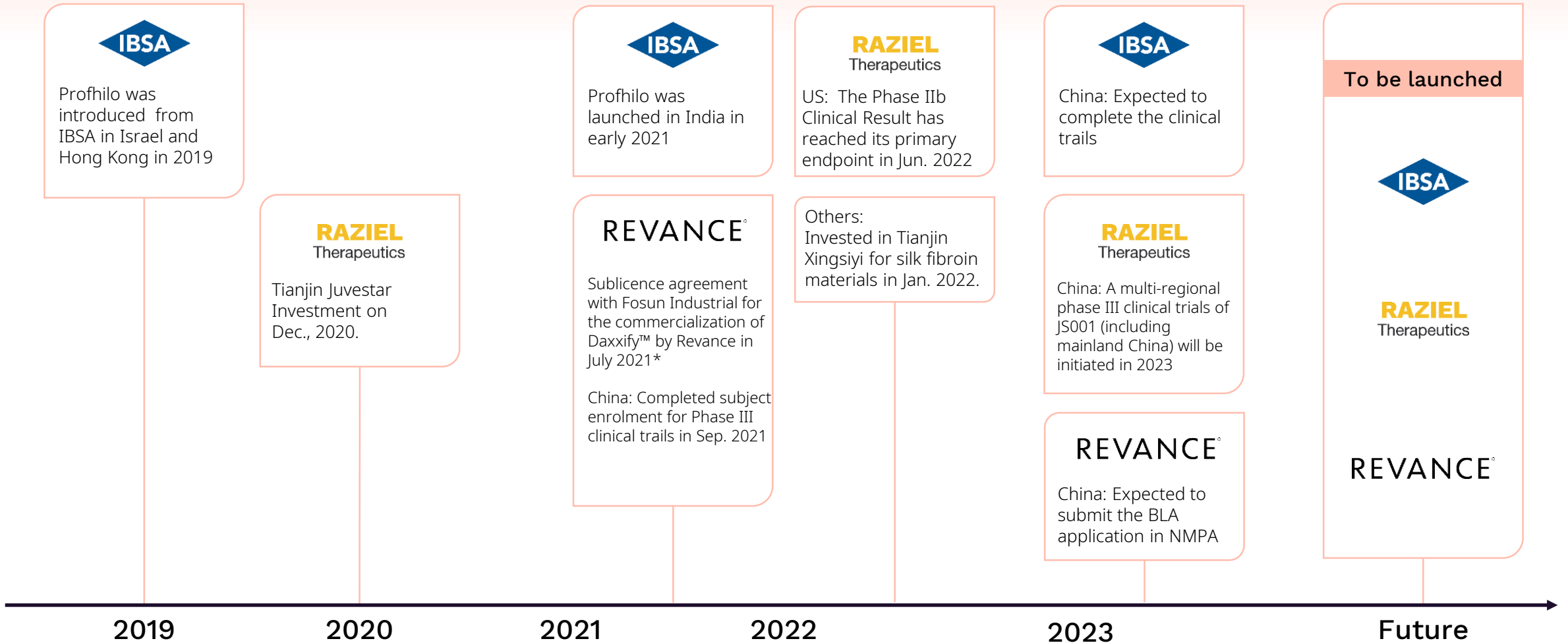
#### Raziel

- JS-001 is the first injectable product for the aesthetic treatment of fat removal in Greater China
- According to the clinical study data, on the 84th day after a single injection, the volume of submental fat of the clinical trial participants was reduced by 15% on average

#### Others

- Tianjin Xingsiyi: A research and development company for sodium hyaluronate composite gel and facial implant thread based on silk fibroin

# Injectables Portfolio Pipeline





Alma

Injectables

LMNT.



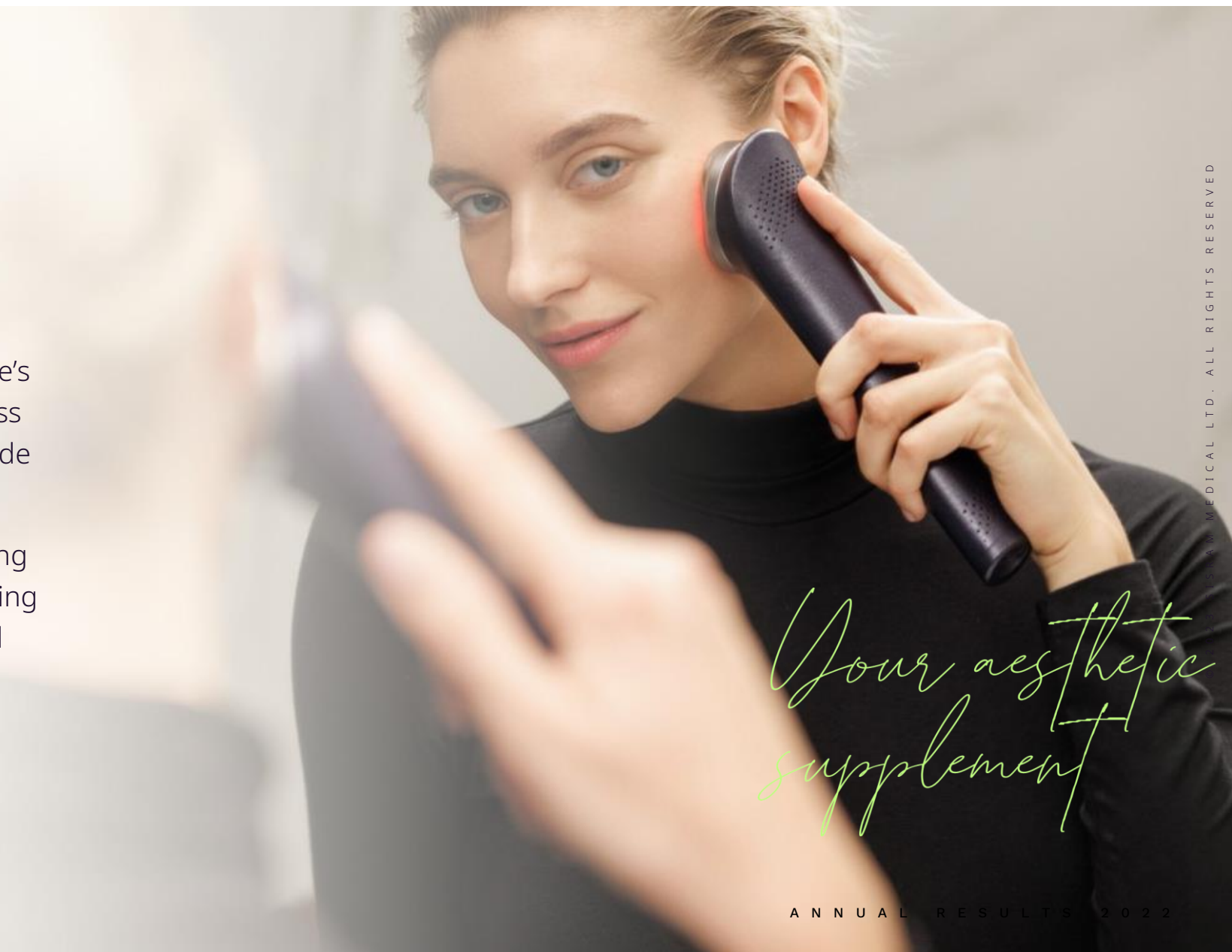
# LMNT.



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).



*Your aesthetic supplement*

## LMNT Updates



### CHINA

- Launched in May 2022
- Available on a leading e-commerce marketplace Tmall to C-end customer
- Average sales price in China c. 600 dollars



### ITALY

- Launched in June 2022
- Leveraging the Italian launch through online and clinic channels with strong product demonstration from KOLs



### USA

- Plan to launch in a pilot mode in H1 2023
- Official grand launch in H2 2023



# Copulla and Foshion, the two brands composing Sisram's aesthetics and digital dentistry division:



A leading dental equipment distributor, market educator, and manufacturer of CAD/CAM dental appliances in China, catering to 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.



Copulla CAD/CAM app (v1) development completion  
2022: established a large data base (under privacy law) of patients and dentists to improve the users' experience and our offerings

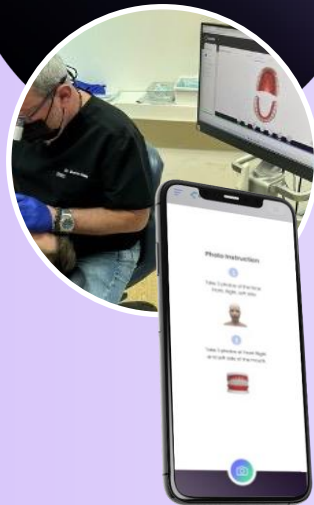
### 2022 Achievements

To invest in Fuzhou Rick Brown Bio-technology Company Limited, an innovative bio-glass developer and manufacturer for aesthetic, computer assisted design and manufacturing of restoration material and unique non-invasive veneers

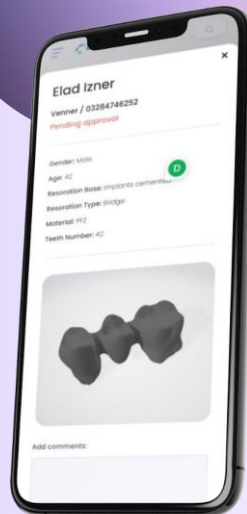
Initial Visit



Scan & mobile app photo upload



Design



Manufacture



Treatment



# 2022 Product Launches

## Alma TED™



An ultrasound-based system with a propriety tip engineered with Impact Delivery™ that offers a non-invasive, non-traumatic option to address the market's growing hair loss concerns.

## CBD+ Professional Skincare Solution™



The first professional skincare solution that combines the scientific benefits of full-spectrum cannabidiol (CBD), shown to visibly reduce redness and calm the appearance of stressed skin, which will be used as consumables and mainly applied after the treatment of Energy Based Device to enhance the results.

## LMNT one



The first product from Sisram's at home personal care brand, LMNT One is a light-based skin rejuvenation treatment designed to achieve skin rejuvenation through multiple dimensions giving an instant glow and promoting collagen production.

# Strong Global Sales and Marketing Support

## Location

Worldwide sales network across around 90 countries / jurisdictions

## Channel

Revenue from direct sales accounted for 66% of total revenue in 2022

## Strength

Well-diversified and balanced geographic coverage

# 850+

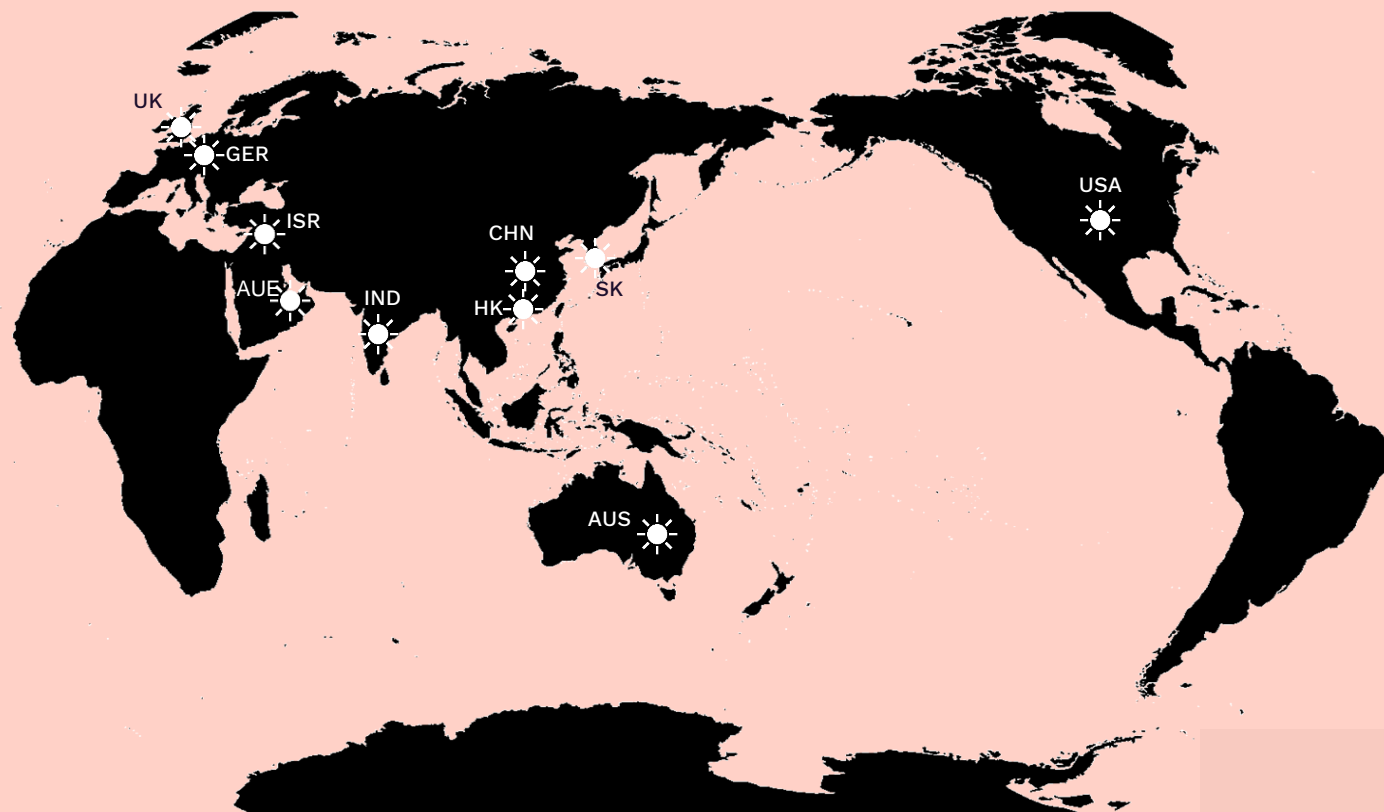
Employees worldwid

# 10\*

Direct channels 

# 100+

Distributors



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**2022 Annual Financials**

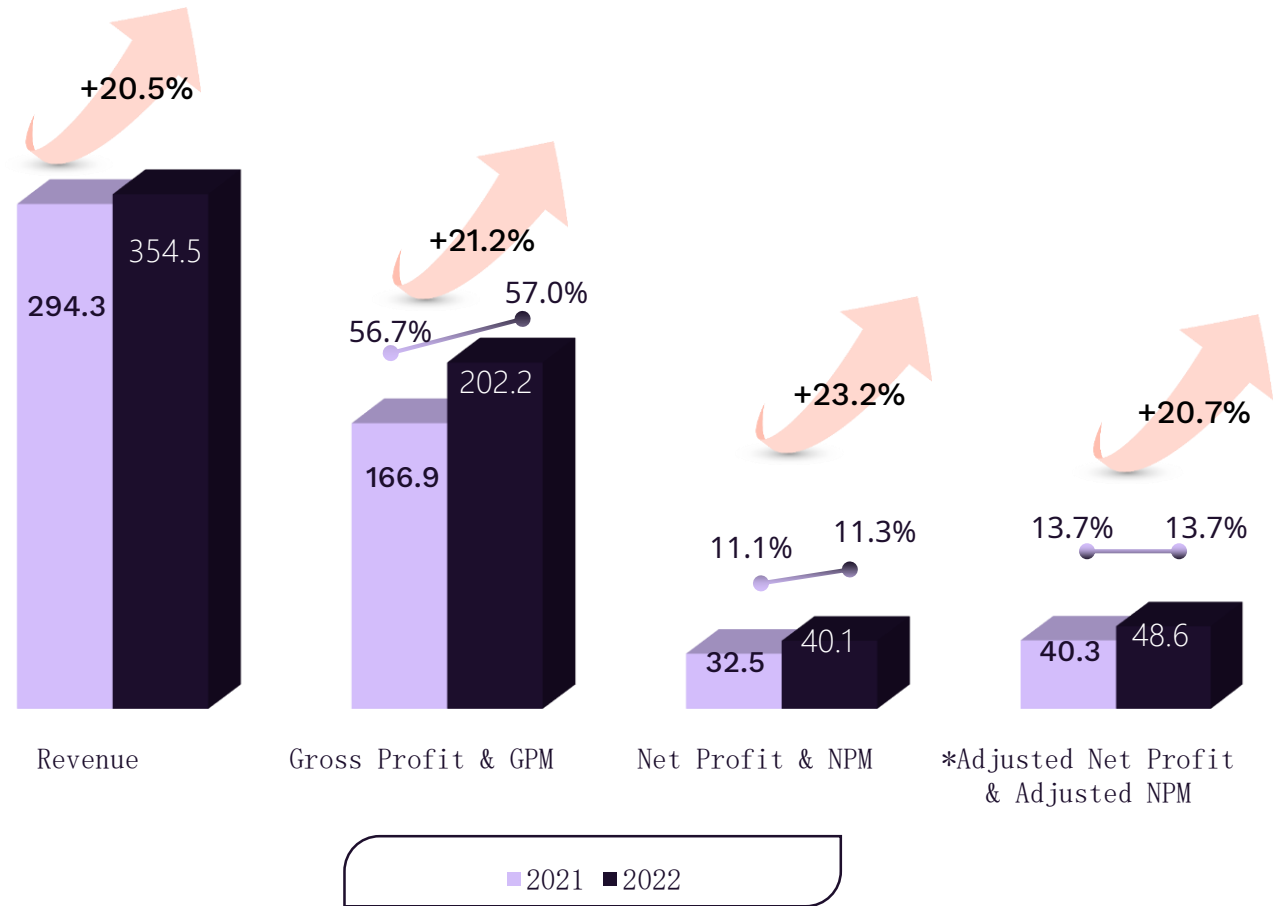
Outlook & Strategy

Appendix



# 2022 Annual Key Financials

(\$US MM, YOY %)

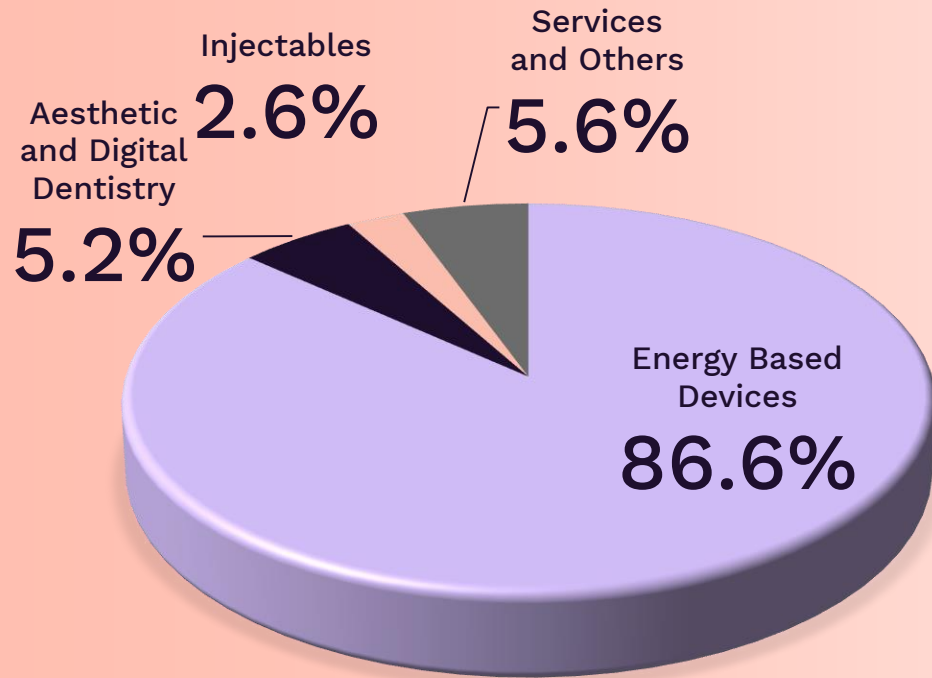


\*Adjusted for: RSU Expenses (US \$3.1 million in 2022, and US \$0.3 in 2021) and others



# Revenue Breakdown - By Segments

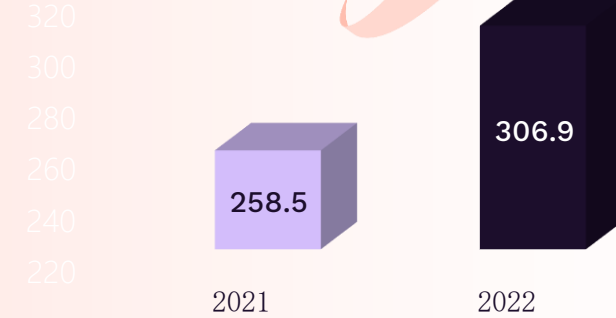
86.6% of the total revenue are generated from our EBD product line



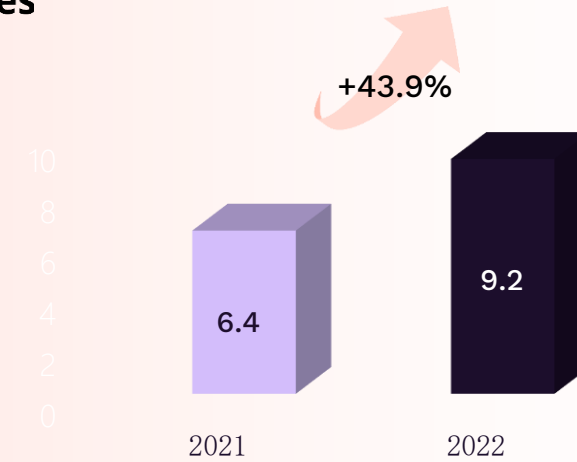
## Revenue

(US\$ MM)

Alma



Injectables

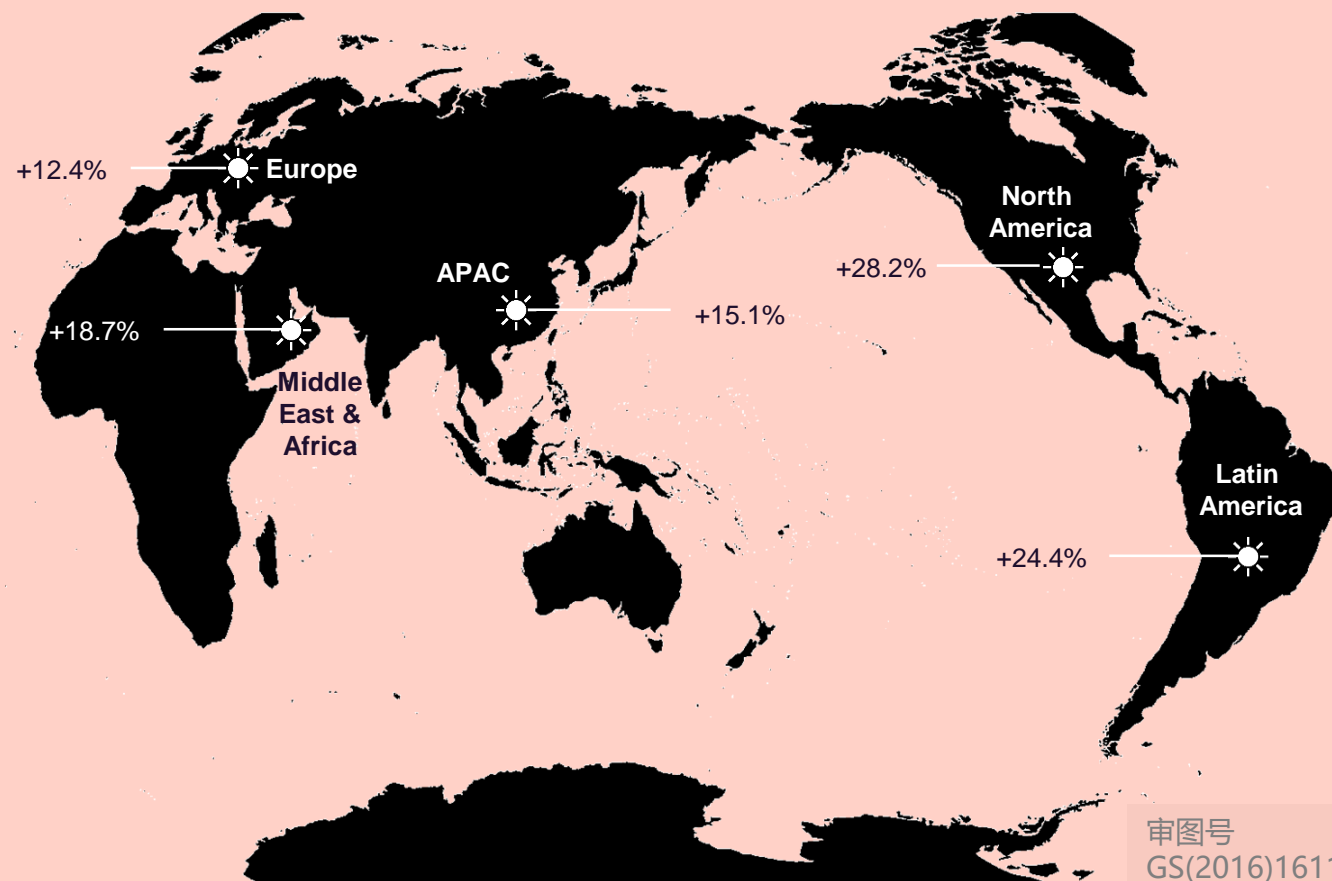
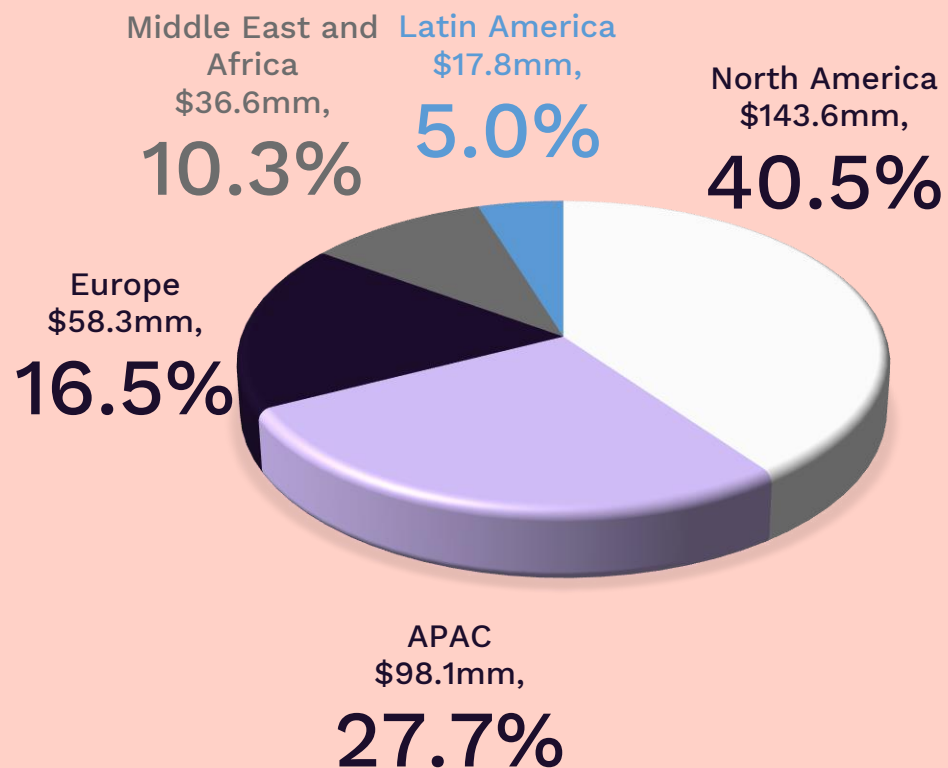


# Revenue Breakdown - By Geography

**North America, APAC and Europe** are the largest revenue contributors

**+28.2%** revenue increase in North America

**+15.1%** revenue increase in APAC



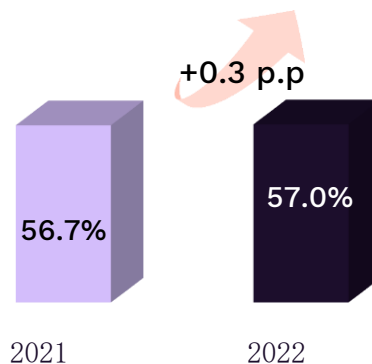
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GS(2016)1611号

# Expense Analysis

(\$US MM, YOY %)

## Gross Profit Margin

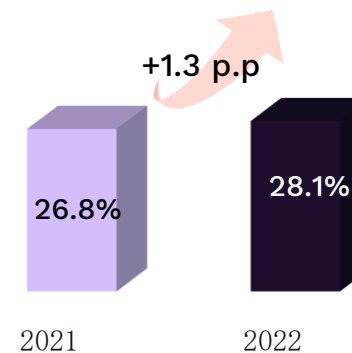
(%)



The increase is mainly due to the Company's continuous expansion of direct sales portion and launches of high profit products in leading markets, overcoming operational challenges of increasing component and logistic costs.

## Selling & Distribution Expenses

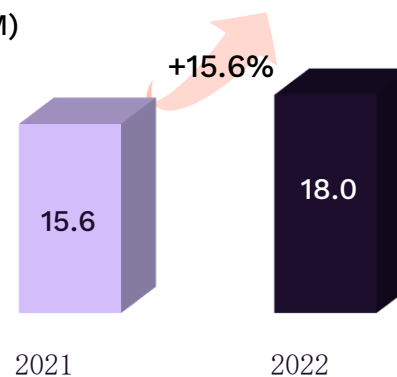
(%)



The increase is mainly due to higher commission expenses associated with the increase in sales volume, as well as the costs and travel expenses arisen from conducting marketing activities (tradeshows, academies, etc.).

## R&D Expenses

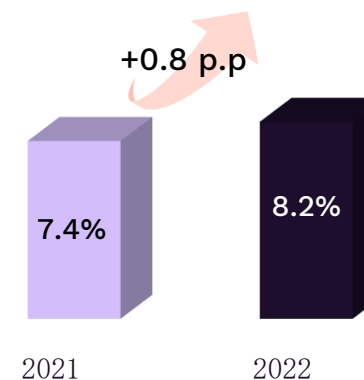
(\$US MM)



R&D expenses primarily consist of: (i) remuneration to R&D employees; (ii) cost of materials used in R&D efforts; (iii) expenses related to clinical studies, and (iv) expenses related to regulatory compliance and registration of patents and trademarks

## Administrative Expenses

(%)



The increase is mainly attributed to investments in our information systems, manpower investments, and other corporate functions.



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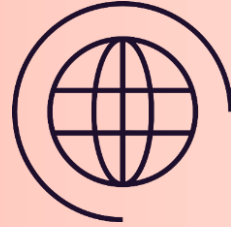


# 5 Pillars of Our Success



## R&D Driven

Strong and disruptive R&D capability to lead the industry



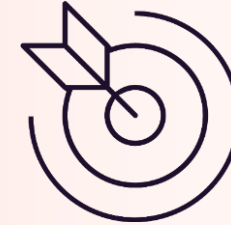
## Global Presence

Strengthen our distribution channels and direct operations



## Wellness

Broadening our reach into adjacent domains of wellness & creating a medical grade wellness brand



## Consumer Focus

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

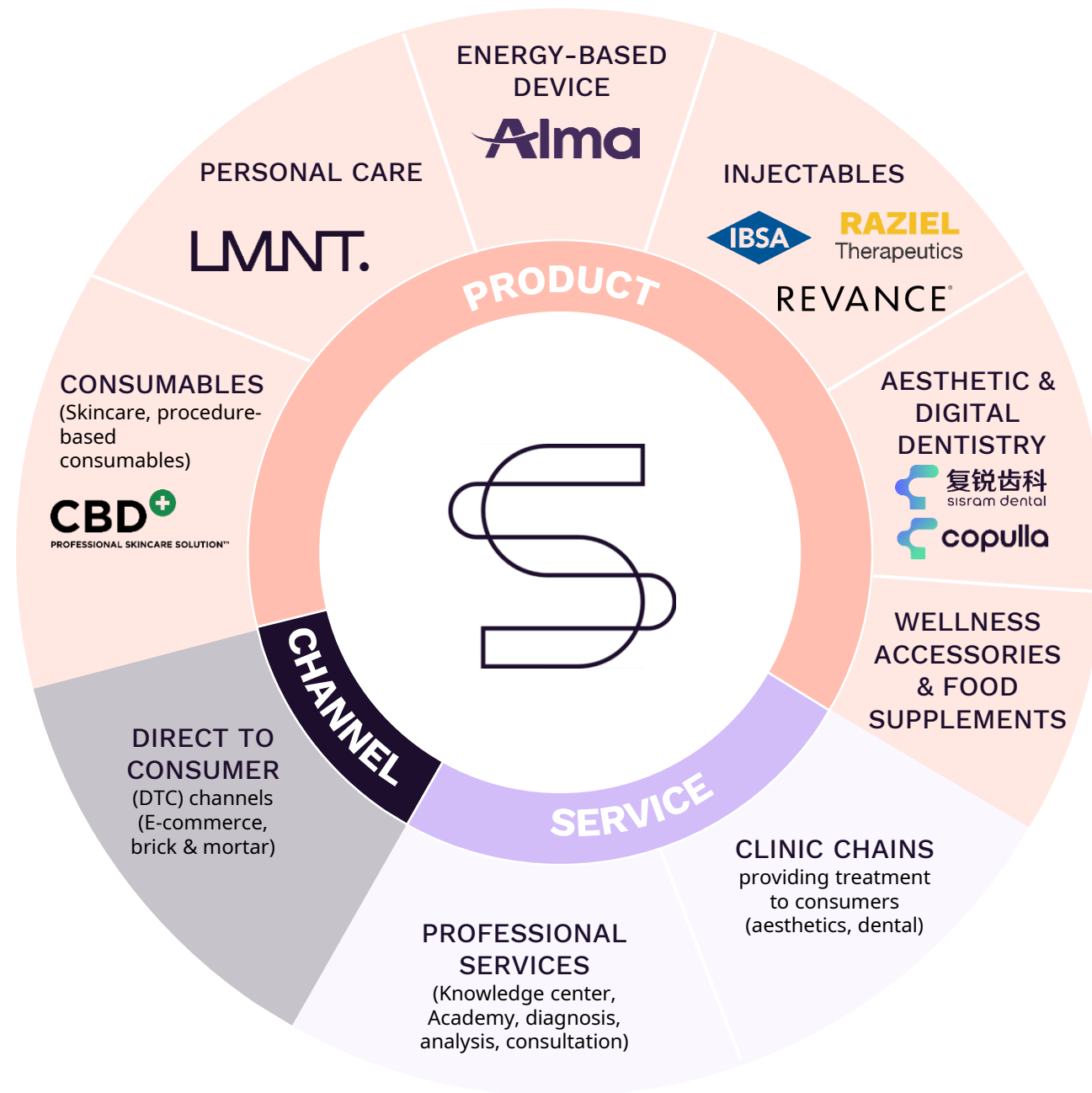


## Our Brand

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



# Sisram Medical Eco-System



# Future Growth Strategy

## Consistent innovation

- Leading the industry with 2-3 new platform launches every year
- Development of consumables and skin care products

## Increase brand awareness

- Create strong brand awareness through product, marketing and customer experience
- Enhance customer experience and customer success rate

## IoT Service/subscription model

- Cloud base application for smart clinic management
- Cooperated with B2B leads across different territories

## Organic & Non-Organic Growth



## Direct channels

- Direct operations in more regions to strengthen market position
- Establish a new direct business channel in the UAE for further enhancement of direct sales globally

## Comprehensive solutions

- Combined therapy of of EBD, injectable and personal care products
- Synergy between different business lines

## M&A opportunities

- Focus on upstream business development for aesthetics and digital dentistry
- BD for injectable



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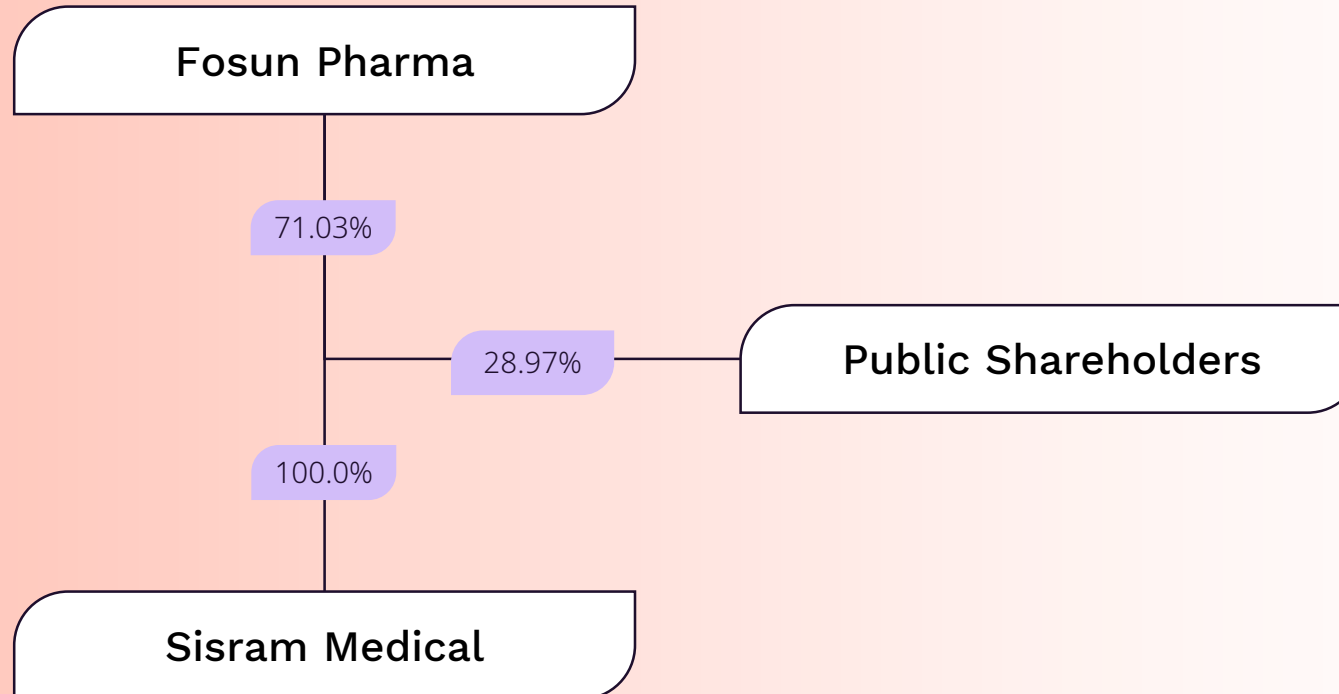
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# Shareholder structure (as of 31 Dec. 2022)





# Major Energy-based Devices

Soprano Titanium



- Sisram's flagship family for the treatment of hair removal
- 3 combined wavelengths (755nm, 810nm & 1064nm) covering all skin types
- ICE technology that continuously cools skin and facilitates range-controlled temperature
- Smart clinic data center – a cloud-based business development tool that offers continuous access to live data

Harmony XL PRO



- Over 65 FDA-cleared indications of skin remodeling, vascular lesions, pigmented lesions, skin tone & texture, hair removal, acne, tattoo removal and more
- Nearly 20 distinct laser, light and ultrasound technologies
- Offers a wide range of combinations that can be tailored to each patients' needs

Alma PrimeX



- Body contouring and skin tightening
- Received FDA approval for Accent family of body contouring systems since 2007
- Guided ultrasonic wave technology combined with AlmaWave 40.68 MHz Radio Frequency technology for optimal long-lasting results

Alma Hybrid



- Skin rejuvenation and scar revision
- The first and only device to bring together 3 powerful energies (CO2, 1570nm and IMPACT ultrasound), designed for a wide range of ablative and non-ablative treatments
- Smart software serves as a tool to customize treatment, enabling a matrix of options, including skin type, the area being treated and other parameters



# Major Energy-based Devices

ThermoLift



- Skin tightening and body contouring
- Patented technology that operates via a single electrode and can deliver concentrated radiofrequency at various depths of the skin, allowing for focused and deep heating of skin tissue
- Personalized and painless anti-aging treatments

Opus



- Skin resurfacing
- Opus Plasma® is the first-of-its-kind Fractional Plasma® technology
- Addressing superficial to complex textural and skin-quality concerns that are traditionally corrected with conventional fractional resurfacing lasers or full-field ablative resurfacing lasers, but with less downtime and a higher safety profile

Alma Duo



- A revolutionary treatment for men to stimulate better blood flow and restore his natural sexual performance
- Focused low-intensity extracorporeal shock wave therapy (LI-ESWT) for long-lasting results (at least 2 years post treatment)

BeautiFill by LipoLife



- Liposuction and fat grafting
- The first Laser-based fat transfer technology to standardize the process, time and quality of fat transfer methods with the least amount of adipose disruption
- Simultaneous lasing and suctioning for tighter skin and reduced treatment time
- Fat grafting with fat vitality higher than 95%

# Injectables Portfolio

Profilo

Aliaxin

Daxxify™

RZL012



- a revolutionary “beneath the skin” hyaluronic acid moisturizing treatment
- made with the patented NAHYCO technology, resulting in a unique hyaluronic acid injectable gel, which has a prolonged stimulating activity on the dermal cells
- When injected into skin, Profilo stimulates the skin cell receptors to counteract skin laxity and improve and restore firmness of the skin
- One of the highest concentrations of hyaluronic acid on the market

- The complete intradermal dermal filler range containing ultrapure hyaluronic acid with the ability seamlessly integrate into the skin. A non-invasive, innovative treatment for natural contouring, lifting and hydration
- four different formulations using different molecular weights with specific visco-elastic properties, offering a complete product line for the simultaneous treatment of 12 different facial areas

REVANCE®

- Daxxify™ is the only neuromodulator using a Revance proprietary stabilizing excipient peptide technology in its formulation, which results in high efficacy, long duration
- Daxxify™ is composed of 150KDa type A botulinum toxin and Revance proprietary TransMTS peptide. TransMTS peptide has a higher affinity for neuromodulator than compound protein and can prolong the duration of effect by delaying the spread of neuromodulator

**RAZIEL**  
Therapeutics

- JS-001, the novel synthetic small molecule (NCE) kills fat cells when injected into subcutaneous fat
- The first and only injectable drug shown to significantly and sustainably shrink the size of Lipomas in Dercum’s Disease, reduce the volume of abdominal fat (body contouring) and submental fullness (double chin)
- Invested in a start-up company (Tianjin JuveStar) which was incubated by Fosun Pharma’s venture capital fund. JuveStar has exclusive rights to develop and commercialize JS-001 for aesthetic treatments in Greater China



Thank you!

