

Sisram Medical 2024 Annual Report

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Agenda

01

02

03

04

05

**Performance
Highlights**

**Business
Overview**

**Financial
Review**

**Outlook &
Strategies**

Appendix

Performance Highlight

01

2024 Key Highlights

349.1 M

▼ -2.8% YoY

Revenues

62.1%

▲ +1.0 p.p.

**Gross Profit
Margin**

87%

▲ +9.0 p.p.

**% of rev. from
direct sales**

116.2 M

▲ +6.0%
YoY

**Revenue from
APAC**

34.6 M

▲ +27.1% YoY

**Revenue from
Middle East and Africa**



2024 Key Achievements

Core business – EBD

- **Launch of the new version of Alma Harmony™**
- **Promotion of the special edition of Soprano Titanium™**
- **European MDR certificated - Alma's quality management system and two flagship products (Alma Harmony™ and Alma Hybrid™)**

Key Development - injectables

- **Partnership with Prollenium® on sole distribution of Revenesse® series in several main markets**
- **DAXXIFY® approval from NMPA**
- **Launch of Revenesse® in UK**
- **Pre-launch of Profhilo® in Hainan Province, China**

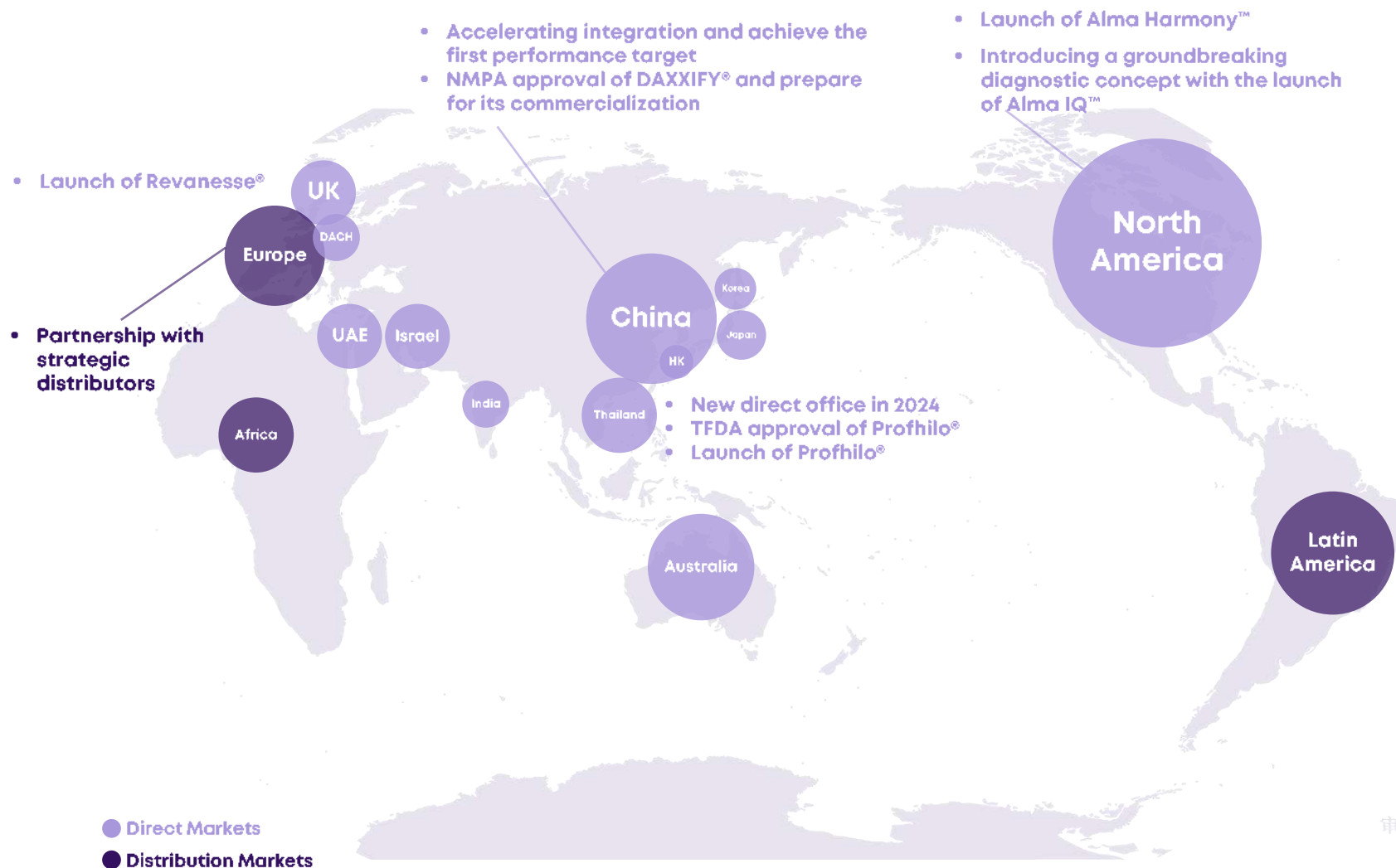
Globalization

- **Achieved the first performance target in Chinese market***
- **Established a direct office in Thailand with Profhilo® sales as a priority, achieving a strong launch and impressive performance in a short period**

*Refer to the announcement disclosed on 30 Mar. 2023

Accelerating glocalization

Sisram's Global Footprint



Globalization

- Accelerating direct sales expansion
- Diversified offerings

Localization

- R&D and BD to match local aesthetic preference



Glocalization Ongoing

- Unified brand image in a global wise
- Locally integrated development of research, production and sales

Business Overview

02

Beyond Treatment

Prioritizing Customer Journey

Customers are primarily driven by how they feel and what makes them feel their best, with their needs being more emotional than physical

“
70% of the buying experience
is based on how the customers
“feel” they are being treated

”

— Mckinzey & Company

Consumers Today Are Looking For:



Medical grade quality
that can be trusted



An easy, accessible,
and enjoyable daily
wellness routine



Overall enhanced
quality of Life



Personalized solutions
to fit seamlessly into
their fast-paced lives



Digital solutions

Total Addressable Market

The global medical aesthetics market size is expected to expand at a CAGR of **10.7%** from 2024 to 2028

The Global Medical Aesthetics Market is expected to reach in 2028:

\$45 Billion

The world Medical Aesthetics Market is currently estimated at \$30 Billion

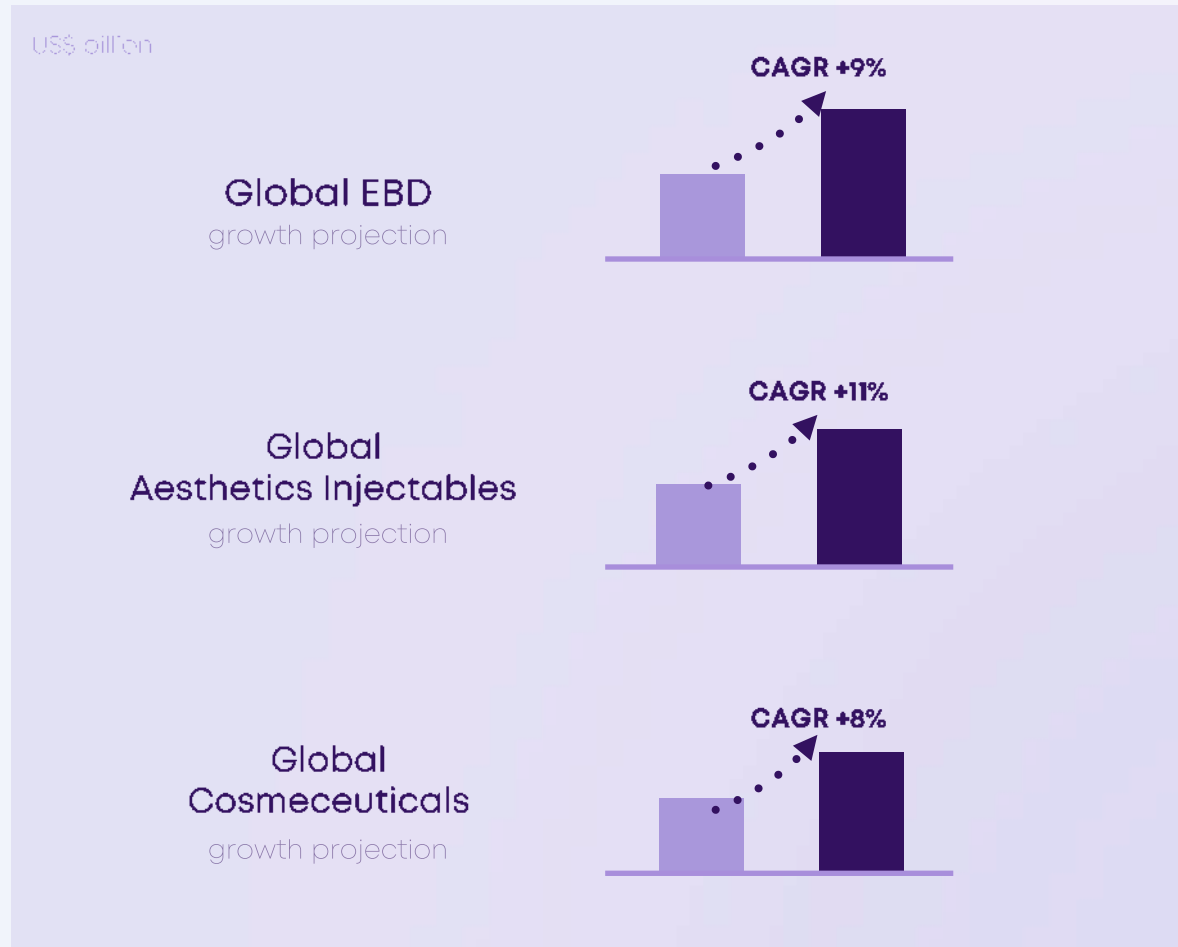
The medical aesthetics market includes three main sectors:

- 01**

Energy-based devices
- 02**

Aesthetics Injectables
- 03**

Cosmeceuticals



Sources: Markets and markets, Transparency Market Research, Pristine Market Insights, The Insight Partners

Business Overview

Our Offerings

Core Business

B2B2C



A world leading medical aesthetics energy-based device provider



Soprano
Titanium



Alma
Harmony



Alma
PrimeX



Alma
Hybrid



BeautiFil
by
Lipolife



Opus



Alma
TED



Alma
DUO

Key Development

B2B2C

Injectables

EXCELLING INJECTABLES THERAPY

Offer skin boosters, dermal facial fillers and soon – a new generation of toxins



Profilo®
Skin Bio-remodeling
Therapy



Daxxify®
Long-lasting Toxin



Revaness®
hyaluronic acid (HA)
dermal fillers

Incubation

LMNT.

copulla
Your digital co-pilot

UNIVERSKIN
dermatologie fonctionnelle™


Business Overview

Our Offerings

Alma
For You. For Life.

sisram
medical

AlmaTM

For You. For Life.

110+

- Enhanced geographic reach with strategic diversification and regional balance
- Worldwide sales network across around 110 countries / jurisdictions

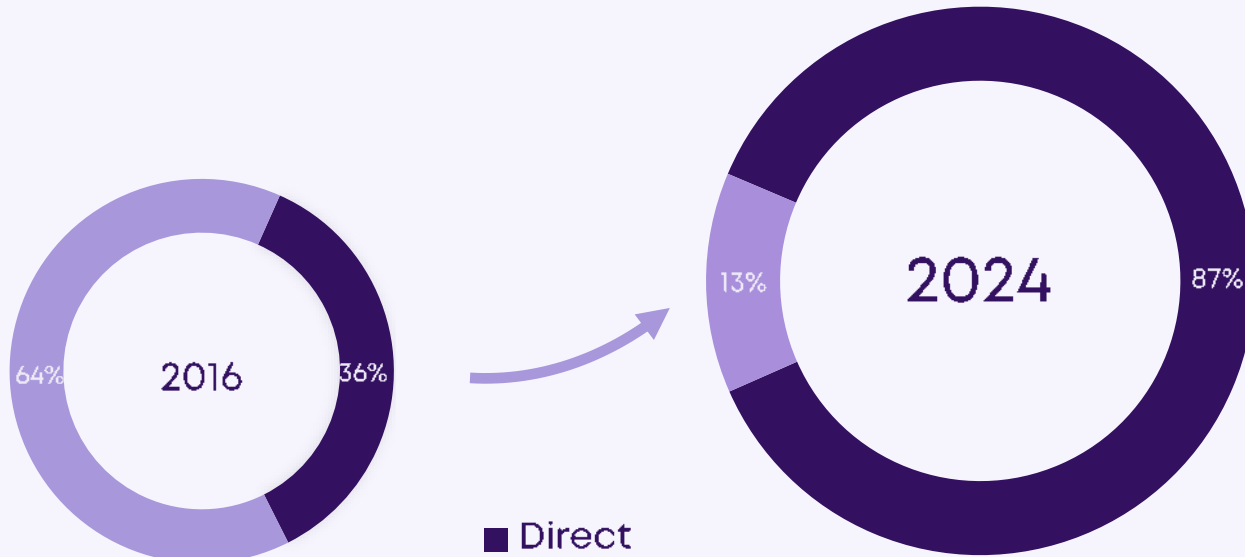
87%

- Significant efforts to expand our direct offices built last year such as mainland China, UAE and Japan
- Set up the new direct office in Thailand
- A new all-time-high direct revenue record



Global Expansion

Expanding Global Presence through Direct Channels



▲ **302.6 M**

The direct sales achieved a revenue of US\$302.6 million, representing an increase of 7.7% compared to 2023

▲ **9.0 p.p.**

The direct sales portion is presenting an increase of 9.0 p.p. when compared to 2023

▲ **87%**

Revenue derived from direct sales amounted to 87% in 2024, a new all-time-high direct revenue record

Products Enhancing R&D Capabilities



- Initiated **4** additional clinical studies and published **20** clinical papers
- Sisram quality management system and some of the leading EBD products has been successfully audited and have been found compliant to the **European MDR requirements** (Medical Device Regulation)
- Promote new products launch to keep leadership in the industry while expand existing products into new territories

Technology

58 registered patents and 18 patents pending*

Utilizing 5 energy sources:

- Laser
- IPL
- Radio Frequency
- Ultrasound
- Plasma

Treatment

100+ applicators

Meeting multiple needs of beauty seekers and highly-sought after skin concerns

- Body Tightening
- Skin Rejuvenation
- Facial Contouring
- Hair Removal
- Sexual Wellness

Product

50+ product platforms

Addressing varied customer requirements with dozens of treatment options:

- Non-invasive
- Minimally invasive (surgical)



*Totals are worldwide (i.e., not a specific country only)

*Does not include design patents.

New Launches

Strengthening our position:
new products launching to enhance the portfolio and boost competitiveness

A whole new diagnostic product segment has emerged via the introduction of Alma IQ™

- An intelligent skin analysis and consultation solution

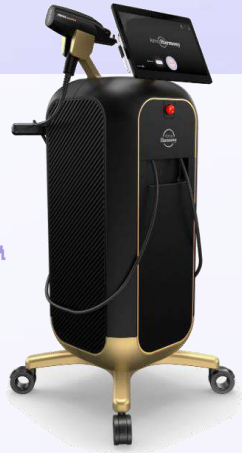


Alma IQ™

An innovative and newly launched multiplatform is available in North America

- Alma Harmony revolutionizes the field to address multiple signs of aging across all skin types

Alma Harmony™



A new and improved version of Alma's flagship platform for hair removal, delivering 20% more energy

- All-in-one TrioMax™ handpiece that combines three of the most clinically validated laser hair removal wavelengths – 755nm, 810nm and 1064nm



**Soprano Titanium™
Special Edition**

Marketing

Deepen global brand recognition



Ambassador Collaboration

Continue to maximize global brand impact by leveraging our strategic collaboration with Hollywood icon Kate Hudson. The campaign has reached so far a cumulative number of more than 300 million people worldwide

Alma Academy

Held three Alma Academies in North America, Thailand and Spain, which generated a record-breaking intake of new orders



Generated **4M**

Social media engagements when the campaign launched

Reached **>560** million

Worldwide

3 Academies
~1500 participants

Spain | Thailand | USA

Business Overview

Our Offerings

Injectables

EXCELLING INJECTABLES THERAPY



Injectables

EXCELLING INJECTABLES THERAPY

Key Development | Injectables

With the knowledge and practice accumulated in the treatment of a variety of medical aesthetic clinical indications by energy-based devices, Sisram strengthens the synergistic empowerment of EBD and injectables, providing professional customers with a unique combination of medical aesthetic effects, bringing best experience for consumers

Main Products

Strategic Investments

Silk Fibroin

RAZIEL
Therapeutics

REVANCE®



DAXXIFY

FDA, long-lasting
neuromodulator

PROLLENIUM®



Revanesse

Hyaluronic acid
dermal fillers line

HALLURA
when beauty meets science



Hallura

First-of-its-kind combination
of HA & Bio-stimulator

IBSA



Profhilo

Highest concentration
bio-stimulator

REVANCE® | DAXXIFY®

Key Progress

The drug registration application of DAXXIFY® was approved by the NMPA in September 2024*

*NMPA: National Medical Products Administration

- First FDA approved true innovation in neuromodulator formulation in 30 years
- Generally safe with no human serum albumin (HSA) or animal proteins and U.S.-based manufacturing
- 6 months median duration; up to 9 months for some patients
- Long-duration, fast-onset, and the appearance of improved skin quality



REVANCE® | DAXXIFY®

**DAXXIFY® Is very Different,
See Results Fast, Watch Results Last**

- **FORMULATION**

1st and only peptide powered formulation(PXT)

- **EFFICACY**

98% of patients achieved none or mild wrinkle severity at week 4 per investigator assessment

- **DURATION**

Long-lasting treatment of effect

- **SKIN QUALITY**

Appearance of improved skin texture

- **ONSET**

Clinical/visible results typically seen within 48 hours

- **SAFETY**

Generally safe and well-tolerated with low rate of adverse events



REVANCE® | DAXXIFY®

Real world learnings in North American market

- >4 out of 5 HCPs (Healthcare Professionals) and patients are satisfied or very satisfied with the aesthetic results from DAXXIFY®
- Real-world feedback on the duration of DAXXIFY® is consistent with the clinical trial data
- DAXXIFY® is used broadly across the face
- FAST TREATMENT ONSET
- IMPROVED SKIN SMOOTHNESS - A quantitative image analysis demonstrated improved skin smoothness in patients who have been treated with DAXXIFY® in glabellar lines¹





Key Progress

- It was granted approval by the Hainan Provincial Drug Administration as a designated medical device in April 2024
- It was approved by TFDA and launched via recently established direct office in Thailand

- Introduced “Profhilo” skin bio-remodeling treatment in Israel, Hong Kong S.A.R and India. Soon in China
- BDDE-free (without the use of chemical cross-linking agents) with the patented NAHYCO® technology
- One of the highest concentrations of HA on the market (64 mg / 2 ml)
- Stimulating natural collagen and elastin production
- The registration application of Profhilo®, an injectable product exclusively distributed in Mainland China, was accepted by the NMPA*

*National Medical Products Administration



PROLLENIUM® | REVANESSE®

- The Revanesse® line of hyaluronic acid (HA) dermal fillers made with state-of-the-art production methods, optimal ingredients, and rigorous quality testing to help to rejuvenate, smooth, lift, contour
- Exclusive distribution rights for the renowned Revanesse® dermal filler collection in several key markets including the United Kingdom, Germany, Austria, Switzerland, Australia, and New Zealand*

* Refer to the voluntary announcement disclosed on 8 Jan 2024



**Revanesse®
Outline™+**



**Revanesse®
Contour™+**



**Revanesse®
Ultra™+**



**Revanesse®
Kiss™+**



**Revanesse®
Shape™+**



**Revanesse®
Versa™+**



**Revanesse®
Lips™+**

Strategic Investments

RAZIEL Therapeutics

- Key product: Fat Dissolving Injections
- JS-001 (RZL-012) has completed Phase IIb clinical trial and achieved primary endpoint, and prepared for the phase III international multicenter clinical trial
- The active ingredient of JS-001 is synthesized small molecule, and the dosage form contains no human or animal-derived ingredients. Preclinical and clinical studies have confirmed that JS-001 injection can induce apoptosis of fat cells at the injection site, thereby reduce the thickness of the fat layer and achieve local contouring

Silk Fibroin

- Two key products: silk fibroin sodium hyaluronate composite gel and facial implant threads
- Silk fibroin is a kind of natural fiber with the highest biological safety. Silk fibroin has low immunogenicity and excellent angiogenesis ability, and is completely degradable

Business Overview

Our Offerings

Incubation



Incubation



LMNT. | Personal Care

- LMNT by Alma is a personal care brand, delivering the company's legacy of technology and knowhow in light-based aesthetic solutions into consumers' home. FDA cleared, and clinically validated, LMNT gives an immediate glow, as well as long-term results

Products LMNT Beauty Device



LMNT One
2022



LMNT one+
2023

Pink Champagne Nude Pink



LMNT O2
2023



2024

LMNT Skincare

LMNT Facial Oil
2023



LMNT Facial Mask
2023



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

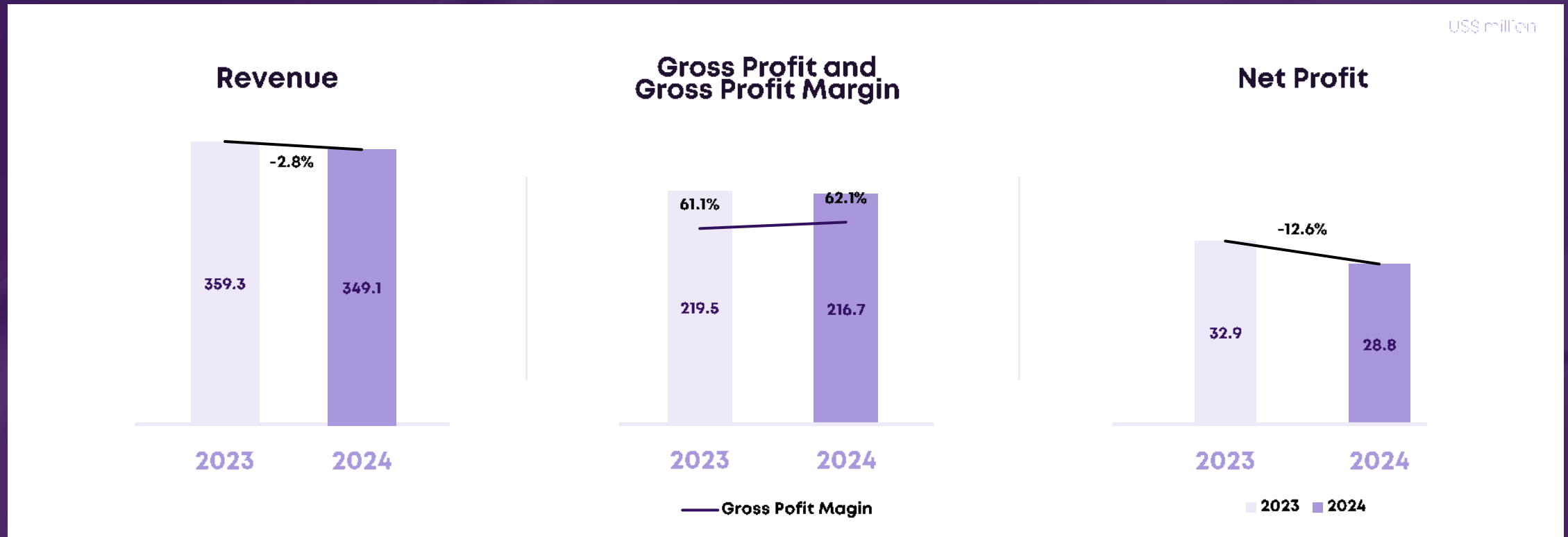


Financial review

03

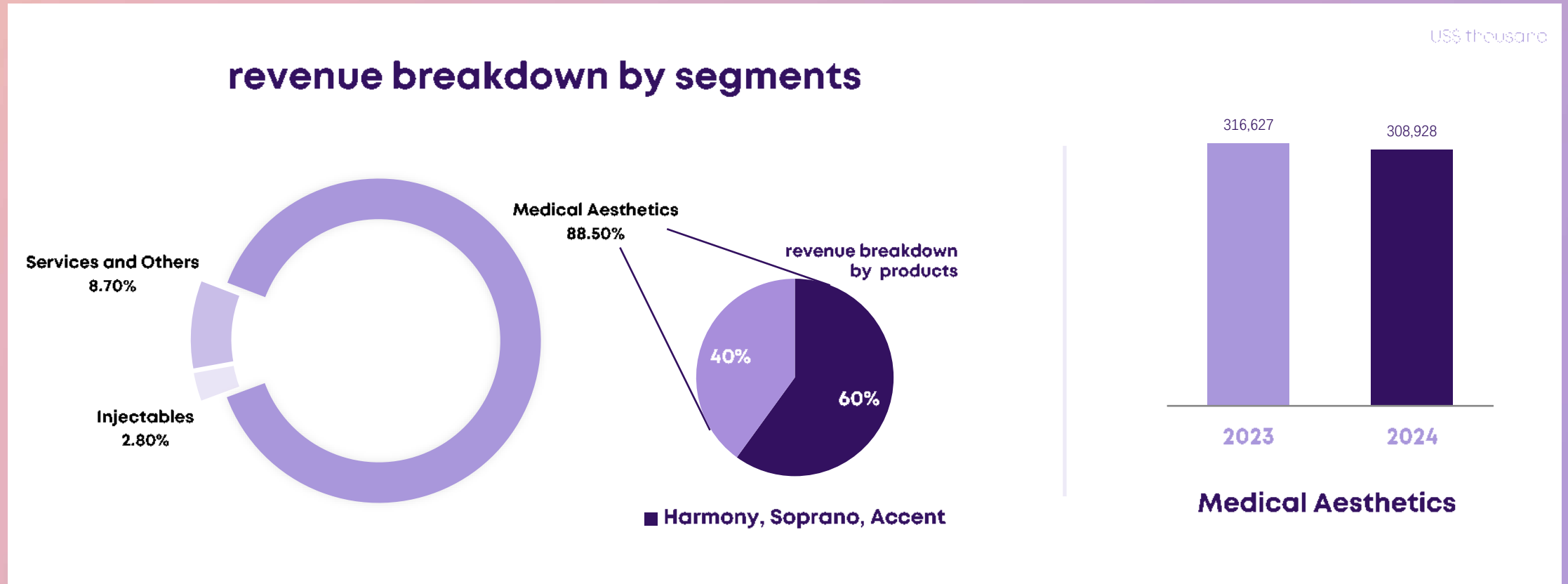
2024 Financials

- 2.8% decrease in revenue was primarily attributable to challenging economic environment in North America facing high interest rates and Latin America dealing with political instability
- 1.0 p.p increase in gross profit margin was mainly due to impact of transition to direct office operations model in leading territories in APAC and Europe, driving higher sales prices as we direct our sales effort towards end users



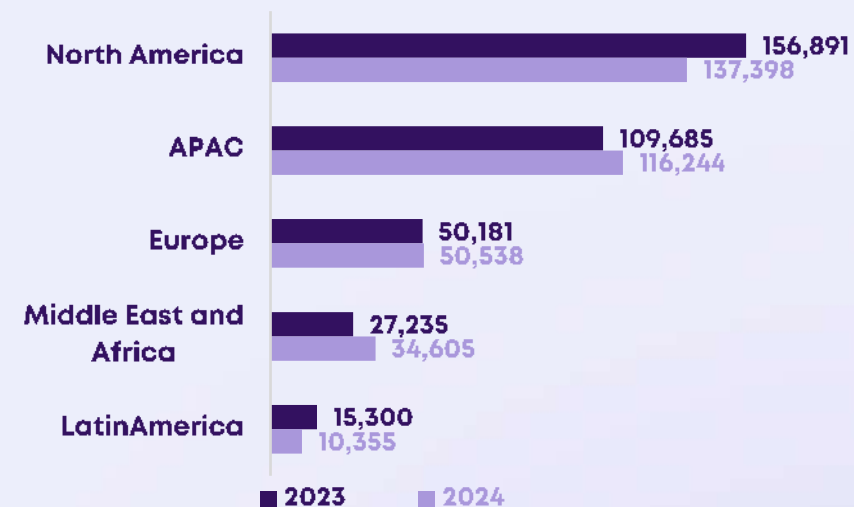
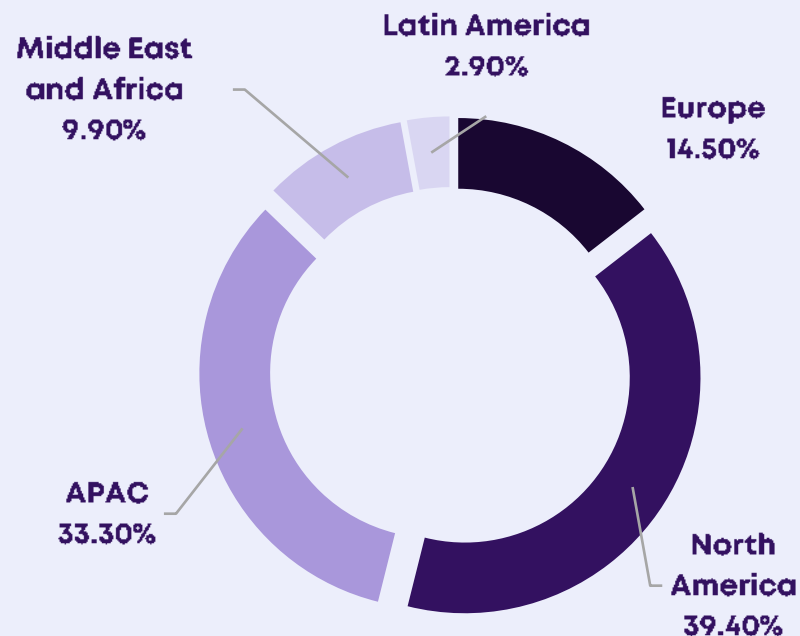
2024 Financials

- 88.5% of total revenue contributed from the Medical Aesthetics product line, included our traditional leading platforms such as “Soprano”, “Harmony”, “Opus”, “Accent” and “Hybrid” platforms
- Core EBD segment continued to delivered solid results and generated more than 10% net profit margin



2024 Financials

revenue breakdown by geography



US\$ thousand

▼ North America

-12.4% revenue decrease in North America – the challenging economic conditions, mainly due to high interest rates, impacting the financing cost of our customers

▲ APAC

+6.0 revenue increase in APAC – successful implementation of “Go-Direct” strategy in the territory

▲ Europe

+0.7% revenue increase in Europe – successful implementation of “Go-Direct” strategy in UK

▲ Middle East and Africa

+27.1% revenue increase in Middle East and Africa – mainly due to continues leadership and success of the multi-platform product line supported by Alma Harmony market introduction

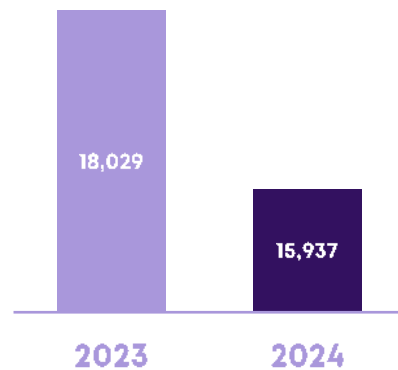
2024 Financials

OPEX Analysis

- **Cost control in 2024 to improve efficiency in mature direct offices**
- **The YoY increase of \$3.5 million in OPEX was mainly due to costs associated with our new established subsidiaries**

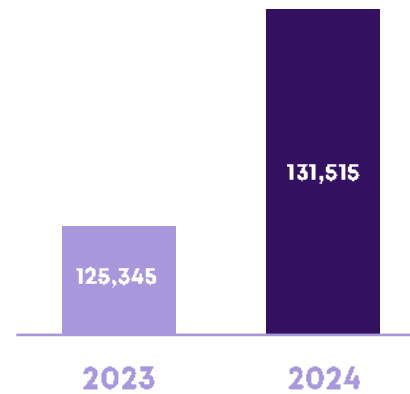
US\$ thousand

Research and development expenses



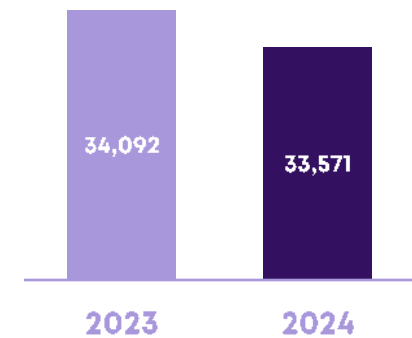
- Clinically and regulatory supported development of new generations of Sisram leading products
- Innovative research of new applications, to keep our competitive edge as leading innovator

Selling and distribution expenses



- Higher expenses from direct operations and new office openings, partially offset by variable cost savings corresponding to top line performance

Administrative expenses



- Headcount cost and other cost attributed to our newly established direct offices

Outlook & Strategies

04

Five Pillars of Our Success



Diversified Portfolio

Innovative, integrative solution beyond BED



Sophisticated Operation

Efficient and agile internal and customer-facing operations



Premium EBD

Portfolio of best-in-class BEDs for medical aesthetics



Direct-approach

Strengthen our distribution channels and direct operations, closer to customers



Brand Equity

Translating our vision & strategy into a tangible, recognizable and engaged brand

Key Drivers In Future

APAC Market



EBD

- Accelerate post M&A integration of Chinese market and empower the brand and channels
- Regional launch of EBD products and accelerate the promotion in direct market
- Localization of the products in Chinese market

Injectables

- Successful commercial launch of DAXXIFY® in Chinese market
- Expand the injectable portfolio in APAC markets
- Build the solid infrastructure for consumables- oriented business to excel the revenue to next stage by offering integrative solutions



Key Drivers In Future

North America Market

- Strengthen revenue-driven product sales such as Alma Harmony
- Improve penetration through diversified solutions under the challenge of high interests
- Differentiated, personalized and combined protocols



- Establishing complementary portfolio of offerings beyond devices – Skin analysis and consultation solutions and skincare
- Enhance customer loyalty and lifetime value through unique customer success



BUILDING Sisram Wellness Ecosystem

Operating within the Greater Wellness Market

Vision of “Enhancing Quality of Life”

Long-term partnership with professional
aesthetic providers

Unique Business to Everyone (B2E)
industry-disrupting approach

First-of-its-kind synergistic ecosystem of business
building blocks and **consumer-focused** branding



Growth Engines

Direct channels

- Expand global footprint through a direct-sales approach

Innovation

- Leading the industry with game-changing EBD platform launches

M&A opportunities

- Enrich the wellness ecosystem by strategic investments

Expanding Ecosystem offering

- Expanding the injectables and personal care with high-end products
- Combined therapy of EBD, injectable, home-use devices and skincare solutions

Increase brand awareness

- Enhance customer experience and create customer journeys based built trust and loyalty

Non-Organic
Growth

Organic
Growth



Appendix

05



Sisram
medical

**Fosun
Pharma**
2196.HK
600196.SH
71.42%

**Public
Shareholders**
28.58%

**Sisram
Medical**
—————
1696.HK
100%

Body

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



Accent Prime



Alma PrimeX

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%



Skin

Alma Harmony

- 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



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 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



ALMA Q



Pixel CO



Derma Clear



REJUVE

Hair

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



Soprano SE
+20% power.★

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



Sexual Wellness

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)



FemiLift

A state-of-the-art, minimally-invasive outpatient gynecological solution, FemiLift incorporates Pixel CO₂ technology to provide optimal feminine wellness to patients of any age. A single solution with a variety of applicators treating a wide range of feminine indications, FemiLift delivers quick and effective results, with no pain and minimal downtime