

Sisram Medical Announces Leadership Transition at Alma; Mr. Lior Dayan Appointed Chairman of Sisram Medical Following Eight Years of Successful Leadership as CEO

Mr. Eyal Ben David Appointed CEO to Lead Company's Next Phase of Growth

Sisram Medical, a global consumer wellness group offering energy-based devices (EBD), injectables, and other complementary solutions, announced that its Board of Directors, led by Chairman Liu Yi, has approved key leadership appointments.

Chairman Liu Yi expressed deep appreciation for Mr. Lior Dayan's eight years of outstanding leadership at Sisram, noting his pivotal role in transforming Sisram from an energy-based device provider into the world's leading EBD brand, expanding its operations to more than 110 countries and 46,000 clinics.

Under Mr. Dayan's leadership, the company's revenue grew from USD 138 million to about USD 400 million, laying the foundation for Alma's next chapter as a comprehensive medical-aesthetics provider integrating diagnostics, injectables, skincare, and personalized treatment systems.

Chairman Liu emphasized that Mr. Dayan's strategic vision, direct-approach commercial model, and commitment to innovation established the foundation for Sisram's next chapter. He also highlighted the rationale behind appointing both a CEO and Co-CEO, combining global experience, operational expertise, and financial strength to accelerate Sisram's future growth. Following this transition, Mr. Eyal Ben David has been appointed as Chief Executive Officer of Sisram.

A 16-year veteran and former President of International Markets, Mr. Ben David has played a pivotal role in shaping the company's strategic direction and leading the successful global rollout of its direct-approach model across key markets.

In alignment with Sisram's structural changes, the Board also announces that Mr. Jiahong Li, Sisram's CFO, will expand his responsibility as Co-CEO. His experience across Fortune 500 companies in finance, operations, and strategic transformation is expected to further strengthen Sisram's global organization.

To ensure consistent governance across the Group, the leadership changes at Sisram will also be reflected in Alma, its wholly owned subsidiary and a global leader in medical and aesthetic energy-based technologies, with corresponding adjustments made to Alma's senior management structure.

“Lior Dayan has been an exceptional leader and visionary,” said Chairman Liu Yi. “He transformed the company into a category-defining global brand and built the foundation for long-term strategic expansion. As Chairman of Sisram, his insight and experience will be invaluable as we continue to execute our global strategy.”

Mr. Dayan added, “Leading Sisram’s transformation has been one of the most rewarding experiences of my career. I have full confidence that under Eyal and Jiahong’s leadership, the company will continue to expand its global impact, pioneer new technologies, and shape the future of medical aesthetics. As Chairman, I look forward to supporting and guiding this exceptional leadership team as it advances Sisram’s next chapter of growth.”

Chairman Liu expressed confidence that the new Board and leadership team will further strengthen Alma’s global position through innovation and strategic growth. Mr. Dayan added that he expects them to build on Alma’s strong foundation, driving collaboration, technological advancement, and long-term success.

About Sisram Medical Ltd

Sisram Medical Ltd (1696.HK) is a global leader in medical aesthetic solutions with over 25 years of expertise in Energy-Based Devices (EBD). Built on a legacy of innovation and clinical excellence, the Company's synergistic ecosystem spans EBD technologies, injectables, diagnostics, and complementary solutions. Serving customers in over 110 countries and regions, Sisram delivers award-winning products that set new standards in safety, efficacy, and personalized aesthetic care for millions of patients worldwide. Majority-owned by Fosun Pharma, Sisram has been listed on the Main Board of the Hong Kong Stock Exchange since September 2017.




About Alma

Alma is a global leader in medical aesthetic solutions, with over 25 years of innovation. The company empowers practitioners to deliver safe, effective, and transformative treatments to their patients through state-of-the-art, clinically proven solutions spanning energy-based device lasers, diagnostics, injectables, and advanced skincare. Alma’s multiple award-winning products have set new benchmarks in the medical aesthetic industry, both in terms of clinical excellence and groundbreaking innovation.

For more information about Alma and its products, visit almalasers.com.

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