



# OUR VISION, YOUR FUTURE

Welcome to Alma's  
World of Innovation



# PEOPLE ARE LIVING LONGER. WE CAN HELP THEM LIVE BETTER!

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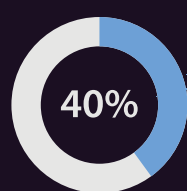
Lifetime expectancy is rising every year. People across the globe are enjoying higher available income, while increasingly embracing effective aging interventional solutions. As lives are getting longer, so is the desire for a better quality of life. Men and women want to look better, feel better – and live better lives. In a world driven by continuously improving technologies, and with an exponential growth in global customer buying power, the demand for innovative, people-focused and result-driven wellness solutions is higher than ever before. And of course, they better be outstanding.

**WE ARE ALMA LASERS  
AND THIS IS WHAT WE ARE ABOUT.**

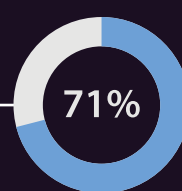
# OUR MARKET IS CONSTANTLY CHANGING. THE NEEDS ARE AS DYNAMIC AND DIVERSE AS PEOPLE ARE

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WE PROVIDE COMPREHENSIVE, WIDE-RANGING AND SPECIALIZED SOLUTIONS FOR THE DYNAMIC GLOBAL DEMANDS.



OF USA  
POPULATION  
CONCERNED WITH  
PIGMENTATION



SEEK TONE  
AND TEXTURE  
SOLUTIONS



## SKIN TONE AND TEXTURE

Skin cells start aging as early as 18 years of age. Nearly 40% of the U.S. population is susceptible to pigmentary concerns, and based on a recent survey by the ASDS, 71% of consumers are seeking tone and texture improvement. In Asia, laser toning has become the top procedure for the removal of pigmentary concerns and overall whitening.

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## SCAR TREATMENTS

The global scar treatment industry is developing rapidly, and its market value is expected to reach USD 34.5 billion by 2025. The appearance of different types of scars poses a huge negative impact on people's daily lives, with acne scars being one of the most common concerns for women in particular.

# SCAR TREATMENT MARKET: \$34.5B BY 2025

\*Technavio, Global Scar Treatment Market 2016-2020, July 2016

## FAT GRAFTING

According to the International Society of Aesthetic Plastic Surgery (ISAPS), more than 900,000 fat graft procedures were conducted in 2015. The demand for this diverse procedure is growing rapidly, from facial enhancement and body contouring to breast cancer reconstruction, there is a great demand for effective procedures with minimal side effects.

# OVER 900,000 FAT GRAFTING PROCEDURES IN 2015

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## HEMORRHOID TREATMENTS

More than half of men and women aged 50 years and older will develop hemorrhoid symptoms during their lifetime. In the U.S. three-quarter of individuals suffer from hemorrhoids at some point in their lives, and about half of them over age 50 required treatment.

# MORE THAN 50% OF OVER 50 WILL DEVELOP HEMORRHOIDS

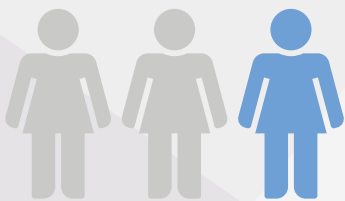


\*Rivero, S (August 2009). "Hemorrhoids: diagnosis and current management".

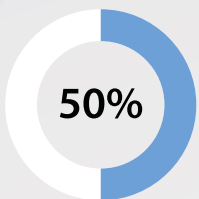
## VAGINAL REJUVENATION

In a survey conducted by OB/GYNs, more than 48% of women expressed concern about vaginal laxity—decreased sensitivity and tightness of the vagina. Lasers have gained widespread acceptance as an effective method for tissue rejuvenation and restoration in the field of plastic surgery and are now being examined in the treatment of vaginal laxity.

A new trend gaining momentum is the advent of energy-based devices for vaginal rejuvenation that apply thermal energy to the various layers of the vaginal tissue, stimulating collagen regeneration contracture of elastin fibers, neovascularization, and improved vaginal lubrication.



1/3 OF WOMEN OVER  
THE AGE OF 40 YEARS  
SUFFER FROM FEMININE ISSUES



OF MENOPAUSAL  
WOMEN FACE GSM  
PROBLEMS

## TATTOO REMOVAL

The popularity of tattoos worldwide has grown by more than 15% since 2007. The trend of getting tattooed is very common in developed countries such as the US, the UK, Australia and Canada. The rise in the number of people getting tattooed has consequently increased the demand for tattoo removal procedures. The global tattoo removal market is expected to grow to USD 2.85 billion by 2021, achieving a CAGR of nearly 16%.

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# TATTOO REMOVAL MARKET TO REACH \$2.85B





**ALMA IS ONE OF THE TOP 5  
GLOBAL INDUSTRY LEADERS  
AND № 1 IN THE PEOPLE'S  
REPUBLIC OF CHINA!**

## **ABOUT US**

**WE ARE A WORLD-LEADING PROVIDER OF ENERGY-BASED SOLUTIONS FOR THE SURGICAL, MEDICAL AESTHETICS AND BEAUTY MARKETS, WITH SOLID TRACK RECORD DATING BACK TO OCTOBER 1999.**

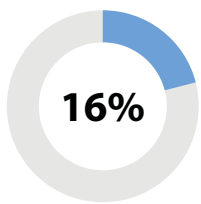
We at Alma, are firm believers in the power of progress, and are dedicated to redefining the industry through cutting edge technologies, meticulous attention to details and our desire to drive the global industry forward.



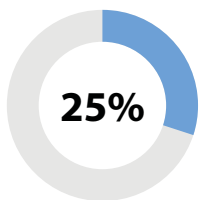
## LEADING IN EMERGING MARKETS WITH UNIQUE PATENTS

Alma is also one of few companies in the industry with organic patents that were not acquired through M&A processes, including 38 registered patents and 10 patents applications. Throughout 18 years of operation, our products and technologies have become globally recognized brand names, and are considered the gold standard around the world. As one of the top five global leaders in the industry and number one in the People's Republic of China, we proudly feature an organic growth based on our in-house (genuine) innovative core:

- 50 different product platforms.
- Over 100 different applicators.
- Worldwide recognized technologies and brand names: **UniPolar, SHR, ClearLift, FemiLift, Soprano.**



**OF ALMA EMPLOYEES  
ARE R&D SPECIALISTS**



**OF WHICH HOLDS PhDs  
& ADVANCED DEGREES**

## R&D – SOLID PILLARS FOR OUR SUCCESS

Research and Development have always been our core base and DNA. 16% of our employees are R&D specialists, 25% of which holds PhD and advanced degrees. This approach has served as a solid base from which we lead the industry with the shortest time to market: 1-2 years vs. the 3-4 year industry standard.



**OUR VISION:**

**"TO CHALLENGE HUMAN  
AGING AND INSPIRE A  
BETTER QUALITY OF LIFE  
USING CUTTING-EDGE  
INNOVATIVE ENERGY-  
BASED SOLUTIONS"**

**OUR VALUES:**

**DRIVING OUR DECISIONS, GUIDING OUR CHOICES**

**PEOPLE | INNOVATION |**

**SAFETY | RESULTS | WELLBEING**

## PEOPLE

We are here because of the people we serve and engage with. Every product or solution, any feature or function is created with human lives in mind. We start out by understanding what people need, how they are different from each other, and what can make their lives better. Our people are also our employees and global teams, each of whom participates in bringing forth the best that we can, for the improvement of people lives worldwide.

## INNOVATION

For us, innovation means stretching the human mind in order to challenge what exists create what comes next and propel the market forward. At Alma, we harness innovation and inspiration to develop new, groundbreaking solutions for the needs of consumers today, and the wishes of consumers tomorrow. After 18 years of constant technological leadership, Alma maintains a solid position as a pioneer, paving the way with unparalleled innovation and ingenuity.

## SAFETY

When it comes to people's lives and wellbeing, their bodies and health, safety always comes first. We maintain the highest standards of safety in all our practices and products, through stringent clinical testing, protocol optimizations and uncompromising safety standards. These are required to ensure that all our partners, customers and end users can rest assured that they are always safe.

## RESULTS

It's the bottom line that makes the difference. Our activities are focused on quality results that people can rely on. We are committed to delivering products and solutions that will enable reliable and optimal results for a diverse global audience, cutting across borders of geography, ethnicity and culture.

## WELLBEING

Alma is dedicated to making people's lives better, wherever they are in the world. The quality of their lives is what fuels our decisions and highlights our innovative spirit – igniting our creativity and motivating our best minds. We also base all of our business endeavors on long term commitments, building strong relationships with our customers and partners. From business partners and distributors and to professional customers and end users who benefit from our solutions – we are dedicated to promoting a better quality of life for all.

# EXTENSIVE GLOBAL PRESENCE

Alma's global positioning is characterized by an efficient mix of global sales and distribution channels across approximately 80 countries and jurisdictions. With operation facilities all over the world, the company presents an unparalleled global footprint.

## OPERATION FACILITIES AND SUBSIDIARIES



**HEADQUARTERS**

# GLOBAL POSITIONING ACROSS **80 COUNTRIES WORLDWIDE**



**USA**



**INDIA**



**GERMANY**





**OUR THREE DIVISION - SURGICAL,  
MEDICAL AESTHETIC AND BEAUTY  
SOLUTIONS, FORM THE FOUNDATIONS  
FOR OUR ORGANIZATION.**

**WE ARE FOCUSED ON DELIVERING  
BREAKTHROUGH PRODUCTS  
CONSIDERED THE GOLD STANDARD IN  
MARKETS AROUND THE WORLD, FOR  
THE BENEFIT OF ALL.**

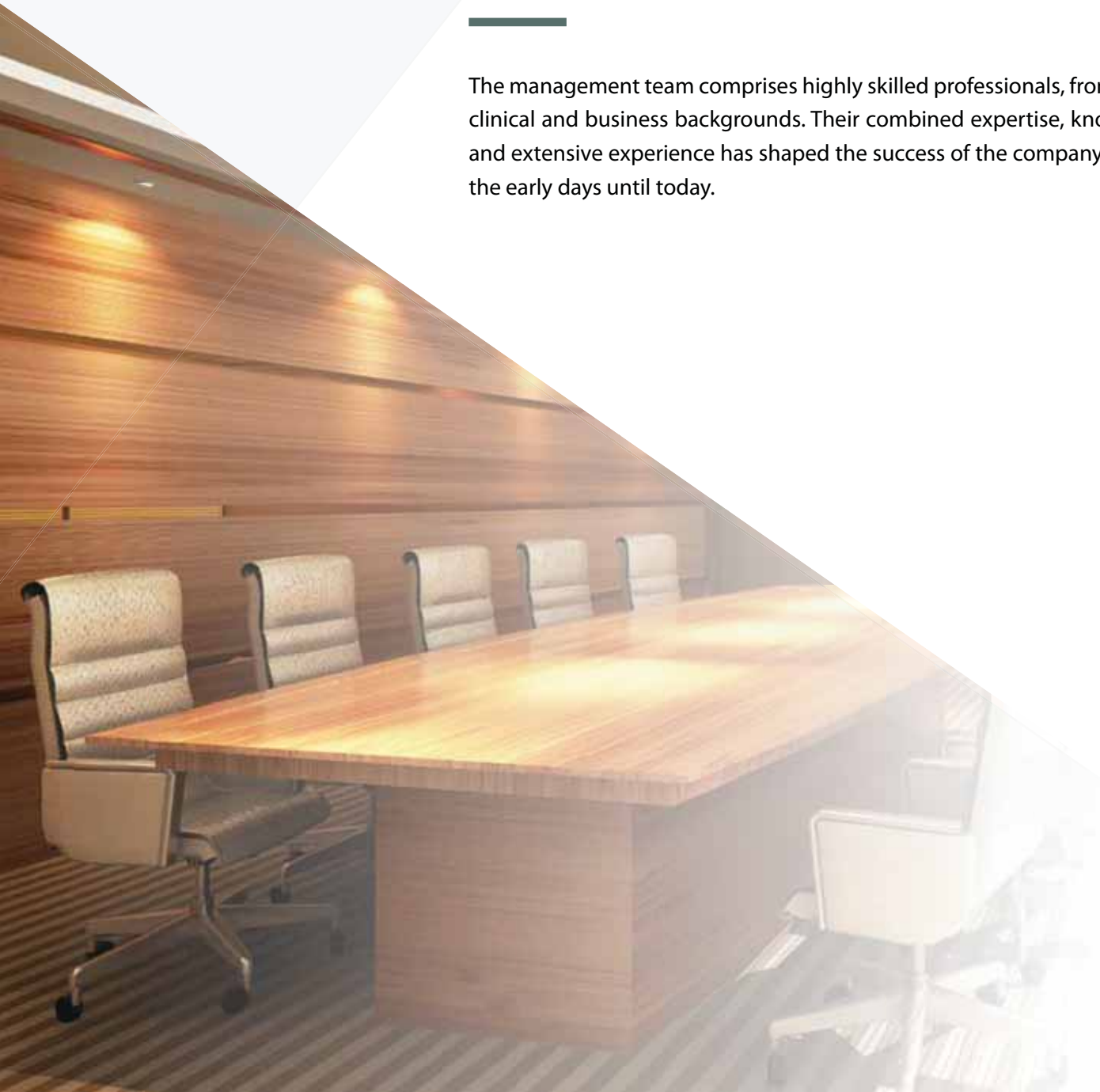




# MEET OUR MANAGEMENT TEAM

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The management team comprises highly skilled professionals, from both clinical and business backgrounds. Their combined expertise, knowhow and extensive experience has shaped the success of the company - from the early days until today.





**Lior Dayan**  
CEO



**Ronen Lazarovich**  
Chief Operating Officer



**Jianping Hua**  
Chief Financial Officer



**Nadav Bayer**  
Vice President of  
Research, Development  
& Engineering



**Alexander Britva**  
Vice President of  
Research &  
Development



**Avraham Farbstein**  
Chief Executive Officer  
of North America  
Operation

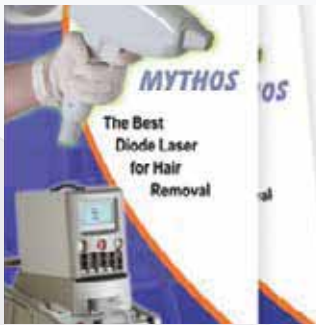


**Doron Yannai**  
Vice President of  
Finance & Human  
Resource

# A JOURNEY OF INGENUITY AND

Over 18 years, we have become a game-changing global leader. With operations offices, R&D centers and manufacturing facilities spanning three different continents, and delivering products and solutions through numerous distributors across the globe, our journey has been one of integrity, innovation and inspiration.

2002



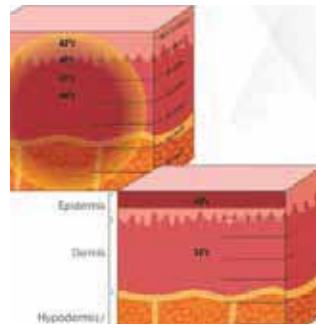
Launch of the first diode laser hair removal platform, Mythos 500

2003



Introduction of a first-of-its kind, multi-application aesthetic treatment platform based on Alma's patented AFP technology

2004



Alma is the second company in the world to harness radio frequency technology for aesthetic treatment with our innovative Unipolar Technology

2005



Launch of Accent and Aria products

2012



Offering an expanded portfolio of high quality stand-alone laser and UVB applications

2013



Launch of Diode Alex and ClearLift 4D for remodeling

2014



Launch of ClearSkin, an innovative, results-proven solution for acne

2016



Clustered diode laser and flexural wave ultrasound technologies are developed

# EXCELLENCE

2006



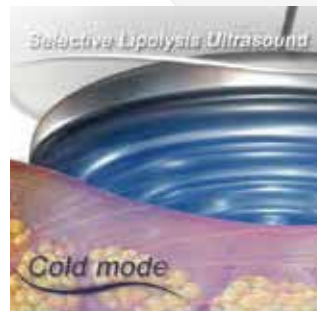
Launch of the first-in-the-world Fractional Ablative laser with the Erbium Pixel 2006

2006



Launch of our groundbreaking In-Motion SHR technology

2007



Launch of our patented cold ultrasound shear wave technology for body contouring treatments

2011



Development of the first truly effective method of Trans Epidermal Delivery

2018



*More to come...*

# LISTEN TO THE EXPERTS



Accent*Prime*  
Love Your Shape

"Facial Contouring is a key antiaging procedure. By combining unique cold US with RF technology, Alma Accent delivers excellent results for treating both fat deposition and skin laxity within the same procedure allowing clients to recover a more youthful face"

Dr. Maria Claudia, Almeida Issa, Brazil



Soprano*ice*  
PLATINUM

"The revolutionary Soprano Platinum Trio handpiece offers coverage and efficacy levels that have never before been achieved. Having the three most effective wavelengths operating simultaneously is groundbreaking for the laser hair removal industry."

Prof. Dr. Uwe Paasch  
University Clinic of Leipzig, Germany



Clear*Skin*<sup>TM</sup>

"Treating patients with acne vulgaris using the unique Er:Glass 1540 laser supported with vacuum and cooling, proved to be effective - showing significant improvement with no side effects."

Prof. Moshe Lapidoth, Dermatologist Head of the Laser Unit,  
Dermatology Dep., Rabin Medical Center





"FemiLift represents a novel approach for outpatient medical treatments, with excellent treatment results, paving the way for new, safe and efficacious outpatient surgical treatment options that are free from side effects and completely asymptomatic."

Prof. Paolo Scollo, President S.I.G.O. Rome, Italy



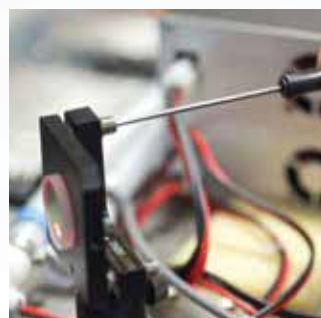
"LipoLife allows us to obtain high quality, viable fat cells quickly and easily for immediate grafting. Its seamless integration with liposuction procedures makes it a convenient and highly effective solution for successful total body contouring."

Dr. Gerhard Sattler, Dermatologist  
Rosenpark Klinik, Darmstadt, Germany



"Alma ClearLift, as the first fractional Q-Switched laser, is highly effective for treating various degrees and depths of pigmented lesions resulting in lighter and unblemished skin."

Michael H. Gold, M.D., Medical Director, Gold Skin Care  
Center, Nashville TN, USA





# ANYWHERE, ANYTIME

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As a global company, we recognize the fact that different people need and want different solutions. Diversity and geography play a significant role in the definition and implementation of our solutions, and we are committed to providing top level products for the widest range of audiences worldwide. Each of our solutions is defined and designed to answer the needs of different genders, age groups, skin tones and specific indication. Our extensive product base addresses a wide range of matters, including skin rejuvenation, scars, acne, tattoo removal, hair removal, vascular lesions, pigmented lesions, vaginal rejuvenation and fat grafting, amongst others. We offer modular and comprehensive solutions for our professional customers, including gynecologists, plastic surgeons, ENT doctors, dermatologists, and cosmeticians, to name a few. We offer everything for all – cutting across borders, specific needs, professional practitioners and end users - providing a synergetic portfolio of products and solutions to meet a boundless array of requirements, anywhere and anytime.



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Alma Lasers is a global innovator of laser, light-based, radiofrequency and ultrasound solutions for the aesthetic and surgical markets. We enable practitioners to offer safe and effective procedures while allowing patients to benefit from state-of-the-art, clinically proven technologies and treatments.

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CONNECT WITH  
ALMA LASERS



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