# China iMyth

## FROM METAL TRADING TO MEDICAL AESTHETICS

Albedo Limited's proposed diversification through purchase of 51% of China iMyth

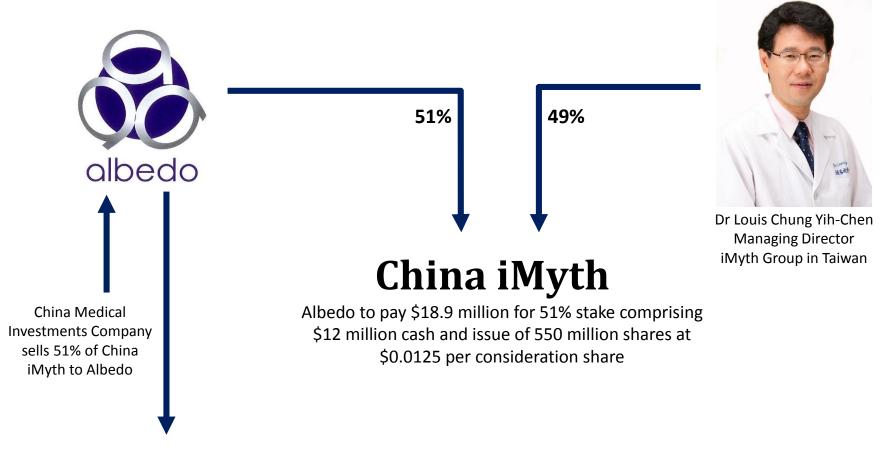
> Media Briefing 14 August 2015

# Disclaimer

This presentation may contain may contain forward-looking statements that involve risks and uncertainties. Actual future performance, outcomes and results may differ materially from those expressed in forward-looking statements as a result of a number of risks, uncertainties and assumptions.

Representative examples of these factors include (without limitation) general industry and economic conditions, interest rate trends, cost of capital and capital availability, competition from similar developments, changes in operating expenses, including employee wages, benefits and training, shifts in customer demands, customers and partners and governmental and public policy changes and the continued availability of financing in the amounts and the terms necessary to support future business. Shareholders and investors are cautioned not to place undue reliance on these forward looking statements, which are based on current view of management on future events.

# **The Proposed Transaction**



Albedo will issue 275 million consideration shares each to Dato' Dr Choo Yeow Ming and Ms Qiang Lin Mei

China iMyth will focus primarily on the China market and its service offerings will comprise:

### • Medical aesthetics and Anti-ageing

- Consultation on aesthetic and cosmetology improvements to beauty, health and wellness
- Medical detection, diagnosis, restoration and the prevention of ageing related and physiological dysfunctions

### Non-surgical aesthetic treatments

- Anti-ageing stem cell treatments and positive preventive medicine with minimal or no incisions
- Phototherapy and laser treatments for wrinkles, excess hair, pigmentation, blemishes and acne scars

### • Surgical aesthetic treatments

 double-eye lid surgery, rhinoplasty, breast augmentation, liposuction, facelifts, and wrinkle removal

#### • Beauty and wellness services

- Plans to operate a beauty and wellness complex in China to provide a one-stop shop for clients seeking medical aesthetic advice and a plush environment to rest and recuperate
- Sale of medical equipment and products

### • Stem cell storage

 Establish a stem cell storage bank comprising collection, processing, testing, cryopreservation and storage of the stem cells

### Detoxification

- Diagnosis: Development and sale of medical kits to screen, diagnose and detect toxicity and toxic substances in human bodies
- Treatment: Removal of toxic substances from the human body and the treatment of diseases which are caused by toxic substances

### • Medical education and training and academic collaborations

- Setting up of education centres to provide aesthetic medical training
- Send doctors for further studies to obtain specified professional qualifications, attach them to the Group's medical institutions to provide aesthetic medical education and training for students
- Promote international exchanges of doctors and specialists from overseas to China and vice versa
- Investments and distribution of medical equipment and products
  - Invest in the R&D of medical equipment and products to provide comprehensive solutions with a view of commercialising them

#### • Engage in extensive stem cell R&D

 R&D on stem cells to introduce advanced aesthetic stem cell treatment technologies. This will enable the Group to leverage on first mover advantage in terms of medical expertise to attract a wide clientele and boost the brand within the medical aesthetic industry

### • Explore other potential markets in Asia

 Tap market opportunities outside China based on available resources and other factors such as availability of financing, feasibility and suitability of the project for the Group, the population density, demographics and the level of economic development of the region.

# **Types of Treatments**



### Phototherapy

- Colorful IPL, removal of stains
- Laser treatments
- Radio waves and light waves



### **Micro Plastic Surgery**

- Botox
- Hyaluronic acid and sculptra injection



### **Plastic Surgery**

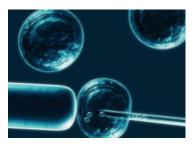
- Breast and nose augmentation
  - Lipoplastic surgery

# **Types of Treatments**



### **Detoxification and Anti-Ageing**

- Resistance to oxidation and free radicals treatments: A.C.E vitamins, minerals, selenium, and vitamin P
- Detox and blood cleansing: intestinal probiotics and EDTA therapy



### **Other treatments**

- Hormone replacement therapy: human growth hormone, DHEA, melatonin, sexual hormones
- Autologous stem cell regeneration therapy



### **Product sales**

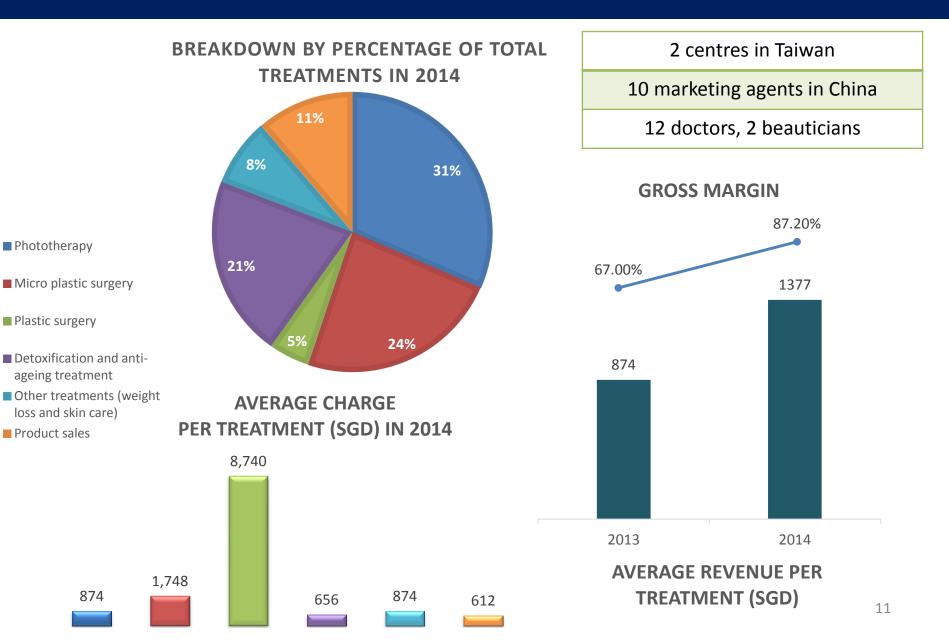
 Vitamins and all kinds of whitening and moisturising products import

# **Profile of Medical Aesthetics Customers**

- About 95% of customers are females
- Majority are 30-50 years old



# iMyth Group



# **China iMyth Management Team**



- Dr Louis Chung Yih-Chen, Managing Director and Chief Executive Officer
- Specialises in using stem cells and the autologous fat transfer method in breast enhancement procedures
- Known as the "King of breast enhancement" within Asia, he has been a guest on several variety shows as an expert in aesthetic medicine and plastic surgery
- M.D. Ph.D. Kaohsiung Medical University, Taiwan



- Ms Zhang Xiaonan, Deputy Managing Director
- Significant expertise in the field of biotechnology research in China
- Founded Beijing Yulong Shengshi Biotechnology Ltd which focuses on the R&D of biotechnology and network technology
- Harbin Institute of Technology, Faculty of computer science and technology



#### Dr Wang Huimin, Chief Operating Officer

- M.D. National Taiwan University, Taiwan
- M.S. National Yang-Ming University, Taiwan



#### Dr Shane Chou Chun-Shan, Chief Technical Officer

- M.D. China Medical University, Taiwan
- Ph.D. University of British Columbia, Canada

#### Dr Ng Choon Kwan, Chief Doctor

- M.D. Kaohsiung Medical University, Taiwan
- M.B.A. University of South Australia, Australia
- M.S. Anhui Medical University, China

# **Rationale for Proposed Transaction**

### • The proposed new business gives Albedo a stake in a growth industry in China

- According to Mckinsey & Co, total expenditure in medical services in China is expected to grow from US\$357 billion in 2011 to US\$1 trillion by 2020, driven by rapid urbanisation, growing affluence, favourable regulatory changes and ageing population
- Total revenue of aesthetic medical procedures in China grew from US\$2.8 billion in 2008 to US\$4.7 billion in 2013, according to a study by Frost & Sullivan in 2014
- Aesthetic market in China expected to grow at CAGR of 13.8% for the next three years to reach US\$9.1 billion by 2018, according to a study by Frost & Sullivan in 2014

# **Rationale for Proposed Transaction**

### • The proposed new business can provide a longer period of revenue stream

- Non-surgical aesthetic treatment services typically require patients to undergo sequential treatments and regular administration by a medical practitioner.
- The potential of recurring income for aesthetic patients is high as they have to revisit for regular treatments. For example, botox treatments used to improve youthful facial appearance require regular administration
- The growing social acceptance of aesthetic medical treatments
  - This trend is expected to grow as a result of consumerism and popular culture influences including South Korean popular and celebrity culture. The growth is also supported by rising disposable income in China.

# Thank You

