Refresh Laser Clinic

Appendix C

Background



- Refresh laser clinic (RLC) is a chain of MOH registered medical clinic that provides evidence-based medical aesthetic treatments in Singapore. Started Dec 2013.
- Services are provided by qualified medical doctors who have deep understanding/interest in medical skin care modalities and are trained to perform highly sought after, minimally invasive aesthetic procedures
- Equipment deployed are state-of-the-art, FDA approved and clinically proven solutions that produces highly reliable treatment efficacy.
- Products: Market proven, clinically proven + in house brand
- RLC currently operates 4 outlets in shopping malls with high footfalls: conveniently located at Bedok Mall, Lot 1 shopping mall, Toa Payoh Central and SingPost Centre.
- One of the leading players in Singapore's fast-growing aesthetic services industry as we capture the growing market of consumers seeking youthful skin surfaces, improved appearance and self-confidence.



Skin Correction Services

- Pigmentation
- Acne and acne related issues scarring, blemishes and pigmentation
- Pores
- Skin Tags
- Wrinkles



Skin and Features Enhancement Services

- Injectables: Botox, Fillers, Skin Booster & Threads
- Skin Tightening
- Skin Rejuvenation
- Chemical Peel



Team of doctors

- Dr. Jim Wong, MBBS (Singapore) 1999
  - Medical Consultant/Trainer Refresh Laser Clinic
  - Shareholder of Refresh Laser Clinic
  - More than 15 years of experience
  - Dip Dermatology (Wales, UK) 2006, Certificate Aesthetic Medicine (AAAM, USA) 2005, Diploma Aesthetic Medicine (AAAM, USA) 2006



Team of doctors

- Dr. Char Li Sing MBBS (Singapore) 1992
  - Shareholder and Resident doctor Refresh Laser Clinic
  - More than 5 years of experience in aesthetic treatment
  - Certificate in aesthetic medicine, American academy of aesthetic medicine. Certificate of competency in filler injection, lasers for treating skin pigmentation, skin rejuvenation and lasers for skin resurfacing, aesthetic dermatology educational group



Team of doctors

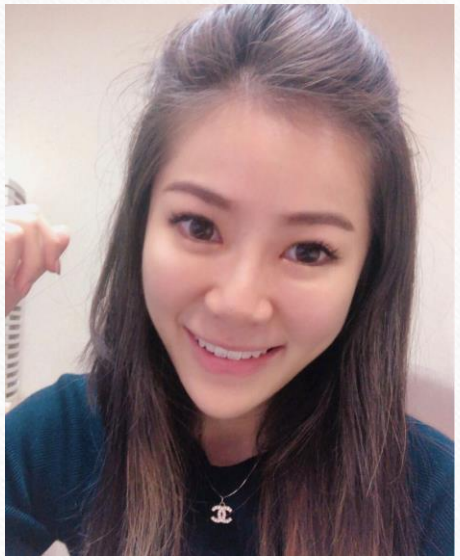
- Dr. Mark Lim, MBBS 2009
  - Full time resident doctor of Refresh Laser Clinic
  - More than 3 years of experience in Aesthetic Treatment
  - American Academy of Aesthetic Medicine, Level 2 Diploma Course in Aesthetic Medicine, March 2017. DSS-NSC Certificate of Competence Courses in Derm Fillers, Botulinum Toxin, Chemical Peels and Laser Hair Removal, 2016
  - Medical Officer, National Skin Centre, Dermatology, 2016



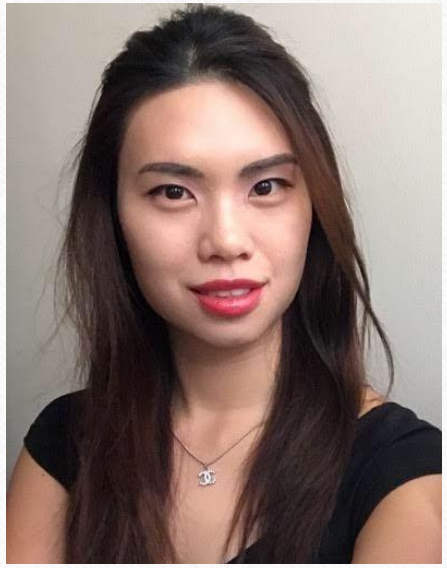
Team of doctors

- Dr. Samantha P. Rajarathnee MBBS December 2005
  - Resident Doctor Refresh Laser Clinic
  - Experience as an anaesthethist in ICU.
  - Stints at Alexandra Hospital, Khoo Teck Puat Hospital and Ng Teng Fong Hospital.
  - Obtained certificates in Laser for treating vascular lesion, competency in devices for skin tightening, Botulinum Toxin injection and Filler Injection.

Regular Locums



Dr Samantha Tay, MBBS 2011
Toa Payoh Clinic & Lot 1 Clinic



Dr Michelle, MBBS 2010
Bedok Clinic



Dr Desmond, MBBS 2010
Toa Payoh Clinic









How do we keep and attract doctors?

- Learning curve is very steep
- Regular Training sessions by Dr Jim
- Monthly doctor meeting
- Shares options



Equipment – FDA approved and state of the art technology that produce great results

Equipment listing

- Revlite Q switch Laser x 3
- Fotona Q Switch Laser x 1
- Sharplight IPL x 5
- Edge fractional Laser x 1
- Hyfrecator electrical surgical machine x 2
- HydraFacial x 4
- Venus Viva – RF for Face x 2
- Venus Freeze Plus – RF for Body x 1
- Hydraplus x 2
- Intraceutical Oxygen x 1









Products – Market proven / Category Winners

Products listing



- More than 60 types of products and drugs
- High margin and sell through rate
- In house brand









Major Partners













Refresh Laser Clinic Brand

- **C**onveniently located
- **A**ffordable and functional
- **R**eliable and effective
- **E**asy and fuss free

Industry Prospects

- According to statistics MRC (Stratistics Market Research Consultancy) , global aesthetics laser market alone accounted for US$580.6m in 2016; to reach US$1.29b by 2022 – CAGR growth of 14.3%
- Separate research shows global medical aesthetics market worth US$13.29b by 2021 – CAGR growth of 10.3% (marketsandmarkets.com)
- Singapore-based Novena Global Lifecare Group, with revenue of $67.8m is aiming for listing in Taiwan by raising funds of $150m
- Novena Global is holding company of Novu Medical Aesthetics (formerly known as PPP Laser Clinic), which currently runs 6 clinics

Industry Prospects

- Growing acceptance of medical aesthetics by society as a whole
- Rise in aging population
- Rise in female labour force and acceptance by male of aesthetic treatments
- Growing affluent of Singapore population
- Discerning customers demanding effective and efficient aesthetic solutions
- Growing medical tourism in Singapore (worth $900m in 2016)
- Singapore ranks highly when it comes to strict regulations and safety standards compared to other countries that promote medical aesthetic tourism
- Impossible to be disrupted or displaced by onslaught of digital economy (brick and mortar business)

Growth Plans

- Announcement had been made on the proposed acquisition of Refresh to be part of WE Crowdfunding (MAS approved). The proposed acquisition also constitutes a diversification of business for the Group which is subject to Shareholders' approval.
- Upon completion, we have plans to aggressively grow the medical aesthetic business. Funds will be raised through WE Crowdfunding platform to support our growth plans.
- Opening up to 12 Refresh branded outlets by FY2020 (March-ending) and also planning to acquire competitors to gain market share.
- With our strong knowledge of the business, new outlets are expected to be earnings accretive in first year of operation.
- We aim to be biggest market player in Singapore.

Elson Lee

- Graduated in 1999 Honors Degree in Economics NUS
- Served in a Statutory Board 2000-2003
- Founder and Owner of Refresh Group
- In Services Retail industry Since 2003