



# **S&S Healthcare Holding Ltd.**

**(Original name : Swissray Global Healthcare Holding Ltd.)**

**(4198)**

## **Online Investor Conference**

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Alex Yeh, CEO

December 22, 2021

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# 欣大健康集團組織架構



# Basic company information

Company Name	S&S Healthcare Holding Limited (Original name : Swissray Global Healthcare Holding Limited)
Company Establishment	January 07, 2013
Chairman	Pei-Lin Lee
CEO	Alex. Yeh
COO	Peter Lee
Industry	Biotechnology and Medical Care
Company establishment address	Taipei City
Paid-in Capital	NTD\$805, 400, 000 (80, 540 thousand shares (Contains private common stock 38 million shares))

# Agenda

- Operational and Future Outlook

- Q & A

# Products —



**Shin Shin  
Healthcare**

**SOAR  
MEDICAL-  
TECH. CO., LTD**

**SRA-  
Ultrasound**

**SRA-  
X-ray Products  
Swissray**

**SRA-  
Cosmeceuticals**

**SRA-  
Bone Health Products  
Norland**

**SRA-  
Optical Care  
(Ortho-K Lens)**



# Operational and Future Outlook

# SOARMED Co., Ltd.



# SOARMED Co., Ltd..

## Veterinary Medical Device

Swissray 

SOARMED

### 1. Market Overview-Taiwan

- (1) Approximately 1,600~1,800 Veterinary Clinics °
- (2) Current business model : none specialize orientate °

### 2. Market Strategy

- (1) Existing clinics' medical devices upgrade °
- (2) Expanding sales for newly open clinics °

### 3. Future Outlook

- (1) R&D : Anesthesia device upgrade 、ICU specialize device
- (2) Group source integration 、expanding product profolic
- (3) Distribution net work intergration for Taiwan' s veterinary medical device market

# SRA Pet Supplies

# SRA – Pet Supplies BU

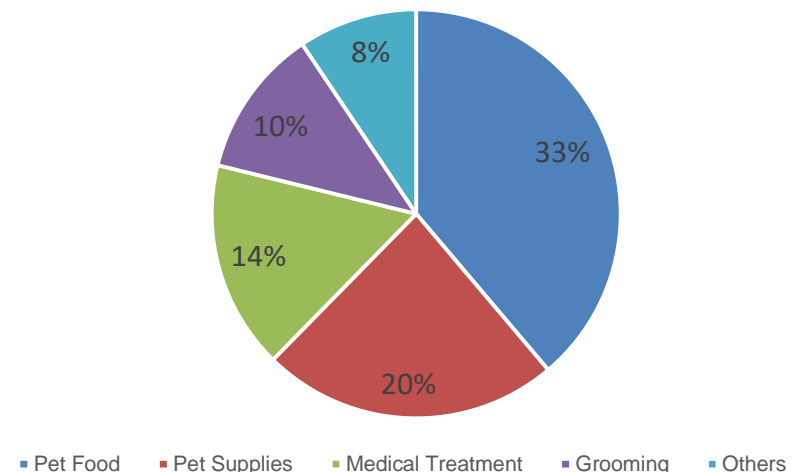
## 1. Market Overview–Taiwan

(1) Major pet supplies industry : food 、supplies 、service 。

(2) Pet supplies BU focus: Pet food > Pet supplies > Pet service

- ◆ Pet food : Dry food 、canned food 、snacks 、nutritional supplements and healthcare food 。
- ◆ Pet supplies : Costumes 、general supplies 、toys 、food and water accessories 。
- ◆ Pet service : Medical treatment 、hotel 、grooming 、training 、insurance and mortuary services 。

Pet Industry Market distribution



## 2. Market Prospect

- (1) According to marketing research, Taiwan's pet food market has CGR of 2.9% in 2021 and growing.
- (2) Market distribution of pet food : Dry food 48%, canned food 26%, snacks 11%, prescription food 9.1%, liquid food 4%, organic food 1.8%.
- (3) Local vs Import ratio; General Pet food - 3:7 、 Healthcare Pet food : 2:8
- (4) In 2022 the deployment and planning of emerging pet industry will be focused on healthcare food. The global market for pet's healthcare food is estimate to have 7.6B USD with annual CGR of 4.83%.

## 3. Future Outlook

- a. Join venture with other pet food manufacture for new pet healthcare products.
- b. Group source integration、channel and healthcare service expansion.
- c. Market preparation for SEA、China and Japan.

# Shin Shin Healthcare Ltd.

# Shin Shin Healthcare

## Target

Top 10 medical mask supplier in Taiwan”

- Certification for Taiwan medical mask
- Supply chain for top 10 hospital network
- Establish brand image

2022 Outlook:

2022 estimate revenue distribution: 70% local, 30% international

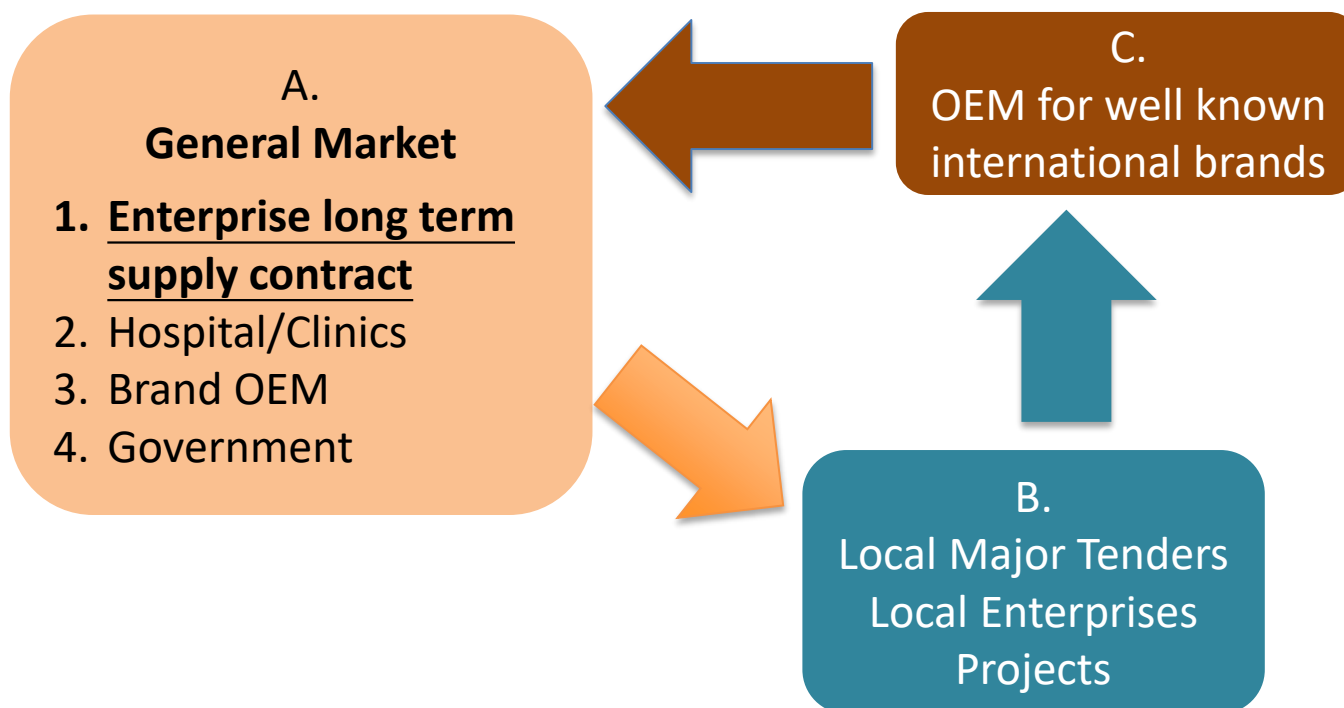
- Group source intergration
- CE & FDA certification
- Production optimization and implementation of ERP and e-commerce platform.
- Local and international trade show awareness
- Long term sale' contracts

## Target Strategy:

### Long term and stable supply contracts

- **Functional** over short term popularity
- Realization of Market Strategy
- Expand product portfolio and optimize production equipments
- Innovation, Creativity, Creation

# Market Strategy



# Swissray Asia Ltd. Cosmeceuticals



## Market Channels

1. Cosmed-Face mask
2. Watsons
3. Poya-Medical masks
4. Chain convenience store –seasonal products

## Products Deployment

1. Create need of perfume and fragrance product
2. Fulfill the gap of market with seasonal and cosmetic products
3. Own brand-personal care products
4. Healthcare food- Weight loss and beauty drinks

## Strategy

1. Exclusive right to maintain pricing right for max product margin
2. Multiple brands/products with exclusive contract for physical chain store to minimize channel expenses
3. Market and channel demand orientate

## Sale Strategy

1. Marketing and promoting with well known care product brand
2. Brand distribution-Virtual channel authorization
3. Sales Consultation-Rapid channel distribution



# Swissray Asia Ltd. Ultrasound

# SRA-Ultrasound

## Product Strategy

- New Model
  - uREzpocus Cardio for TFDA approval
  - uREzpocus 710 Series 510k update
- Market Differentiation
  - uREzpocus Thermal printer solution
  - uREzpocus Off-site inspection
  - uREzpocus Focus treatment
  - uREzpocus Telemedicine solution

## Channel Strategy

- **Channel Type(physical and virtual):**
  - Virtual: Amazon 、 e-com
  - Distributor:  
Northen/central/Southen regional distributor
  - Niche Channel:
    - Cardiology Surgical
    - ER 、 ICU 、 Surgery
    - Veterinary Clinics
- **Channel Structure**
  - Flat : minimum layers
  - Niche: minimum competitors
  - Service orientate : Collaboration with professional academia and users

# Swissray Asia Ltd.

## Optical Care & BoneHealth

# SRA-Optical Care BU

- 1) Product approval for Taiwan
  - ◆ Completion of clinical trail ◦
  - ◆ Estimate by Q2 2022 ◦
- 2) Sales channel for Taiwan
  - ◆ Establish Hospital and clinics network ◦
  - ◆ Collaboration with current major ophthalmology distributors for market penetration ◦
  - ◆ Optimize sale margin by direct sale though ophthalmology clinics groups ◦
- 3) Product portfolio
  - ◆ Portfolio expansion by collaboration/OEM with current contact lens designer such as RGP and scleral contact lens ◦
  - ◆ Industry and academia collaboration for next generation product ◦
- 4) China Market
  - ◆ Preparation for China's production registration ◦

# SRA– Bone Health Norland BU



- 1) Relocation of manufacture facility
  - ◆ Transfer inventory and stock from US to Taiwan in 2022 ◦
  - ◆ Complete production set up in Taiwan ◦
- 2) Establish supply chain net work in Taiwan
  - ◆ Minimize cost to increase sales margin ◦
- 3) Certification for new manufacture facility
  - ◆ ISO 13485 and GMP certification ◦
  - ◆ 510k transfer to facility in Taiwan ◦
- 4) Improving sales channels
  - ◆ Strengthen distribution channels for Asia market ◦
  - ◆ Increase price competitiveness for Asia market ◦
  - ◆ Continuation marketing for US sport market and maintain service revenue ◦

# Q & A



Thank you for your time.