

SheepMedical Co., Ltd.

Digital Transformation of Orthodontics and Preventative Care

April 2022

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SheepMedical – The Story

In the Chinese character, “未” means both “sheep” and “yet to / pre.” At SheepMedical, we operate under the symbol of the sheep.

SheepMedical is a medical technology company, promotes the digital transformation of patient-centric orthodontics and **preventive care**.

As the leading independent company in the clear aligner business in Japan, SheepMedical focuses on quality, **preventative orthodontic care** and is building health solutions for today’s challenges, and anything tomorrow brings.

The SheepMedical story began with the fastest aging yet healthiest population in the world – Japan. With our preventative care model, SheepMedical provides health services seeking to extend global life expectancy.

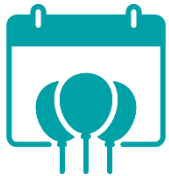


SheepMedical

SheepMedical is a Japan's Leading Orthodontics Clear Aligner Producer

Established
in

2017



Market position
(Japan) ¹

24%



Cumulative
cases

100,000



Patient
satisfaction²

87%



Award-
Winning
Rapid Growth

#3

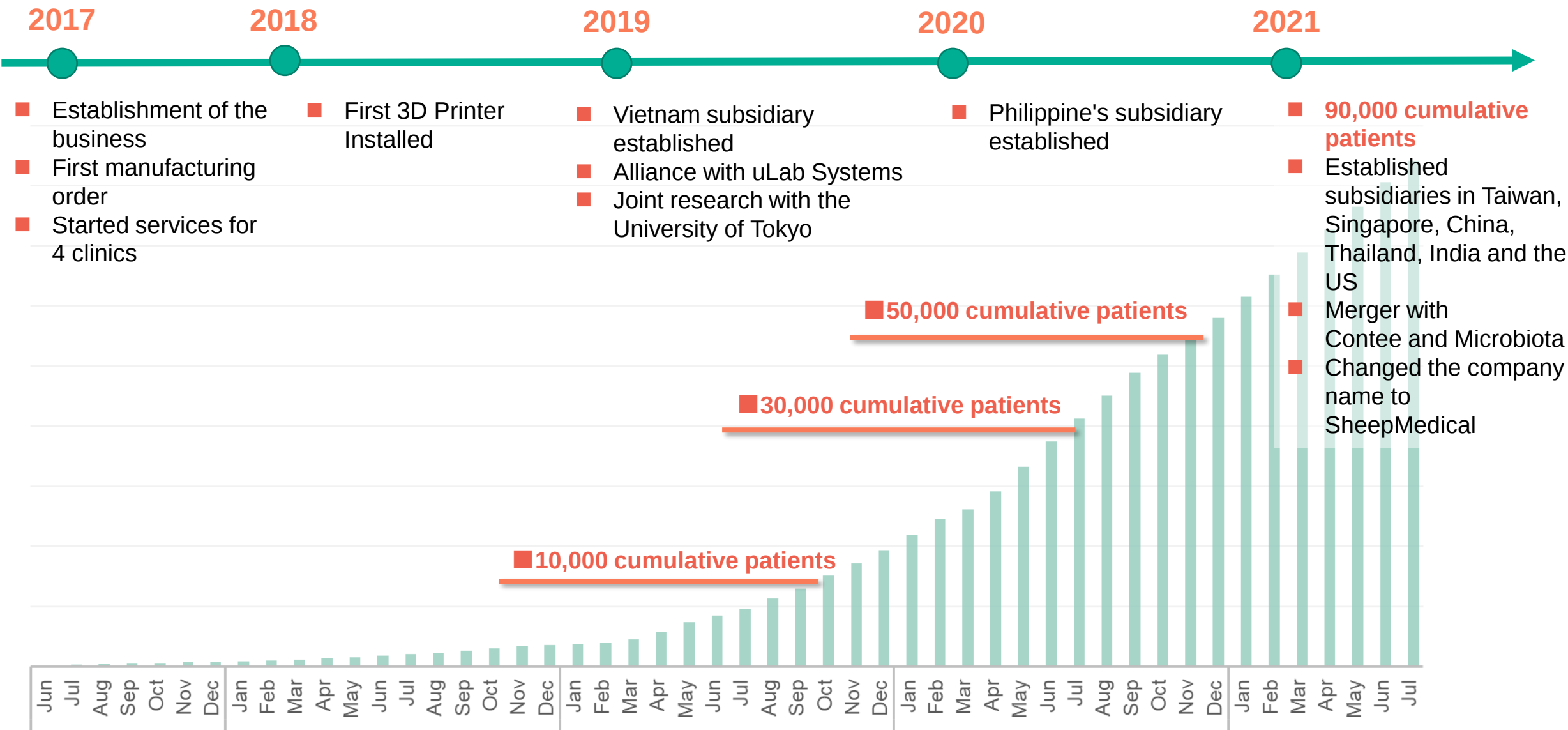
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Technology **Fast 50**
2021 Japan **WINNER**
Deloitte.

1. Source: "Clear Aligner (Invisible Braces) Market, Global Industry Analysis, Size, Share, Growth, Trends & Forecast, 2018-2030", Up Marketing Research

2. Source: Macromill survey

SheepMedical's Business Became 4x in 2 Years (2019 vs 2021)



Strong Management Team to Lead Business Expansion



Naozumi Matsumoto
CEO, Medical Doctor



Yasufumi Urata
COO



Takuya Kiriya
CGS



Masaki Toyoshima
CTO



Shinya Tabata
CSO



Hirotaka Higashi
CMO



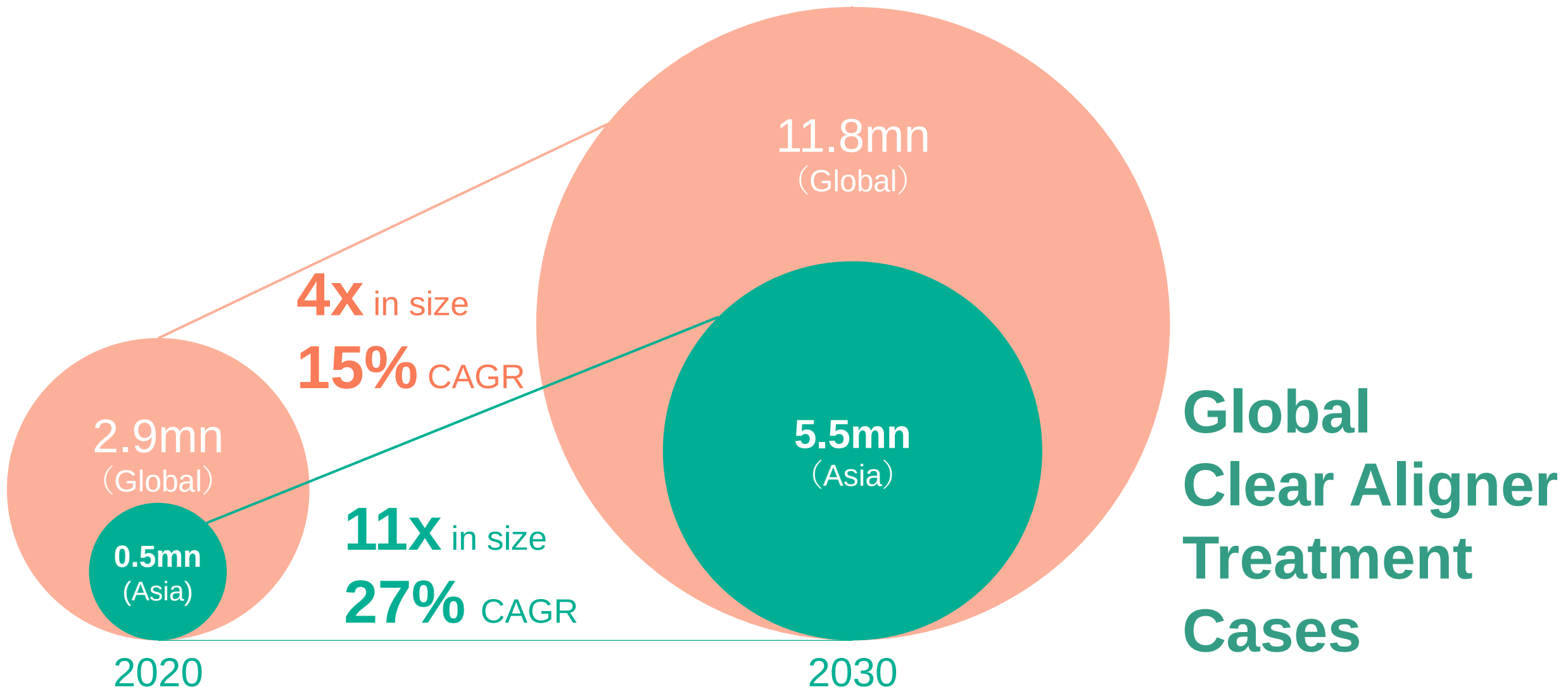
Hideki Maruyama
CFO



Tomoyo Umemoto
CAO



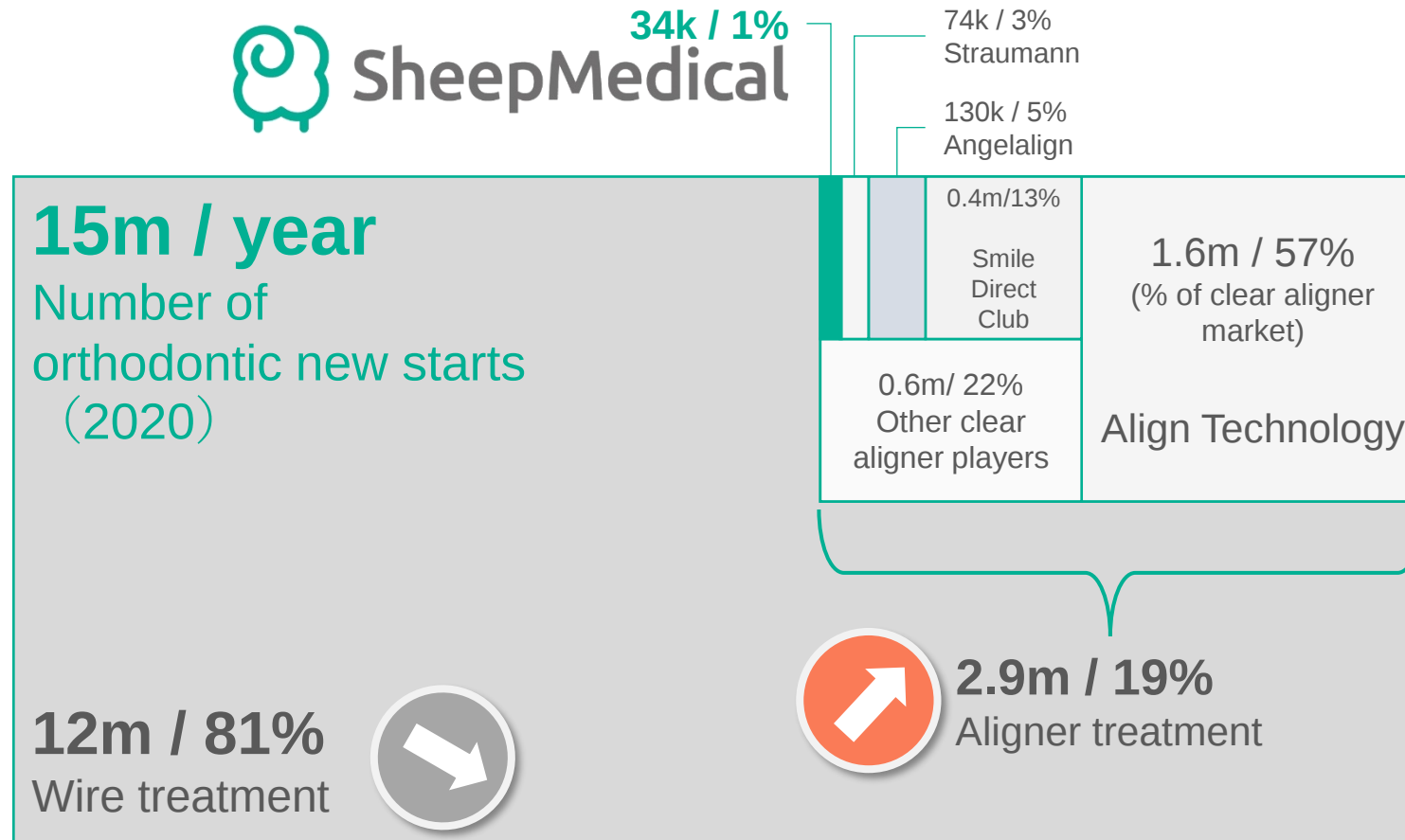
Entire Asian Market is an Untapped Frontier It will Grow by 11x for the Next Decade



Sources: annual reports of listed companies; the CIC Report

Confidential

Aligner Treatment is Gaining Shares; However, it Counts for ONLY 19% of the Entire Orthodontics Treatment Today



No Clear #2 Player has Emerged After Align Technology

SheepMedical is well positioned **to be the #2 Player** in the Rapidly Growing Asian Market

Sources : Company filing documents, wall street researches

Confidential

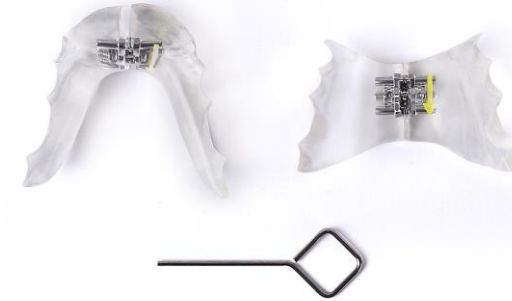
We Produce Aligners and Ancillary Orthodontic Products Supported by Technology to Deliver the Best Patient Experience

Clear Aligners



- **Unique soft/hard aligners** approach
- **More tooth movement per aligner** than the competitors. Fewer aligners required for the treatment journey
- **Utilizing digital technology** to achieve the most efficient tooth movement
- **Designed by nationally certified dental technicians** under the supervision of a doctor
- Prevents unnecessary tooth movement for **quicker treatment**

Expanders



- Create space for tooth movement
- Alternative to teeth extraction and IPRs (Interproximal Reduction) to keep natural teeth as many as possible
- Our patented product



Primary Focus:

- ✓ Young Adults (20s- 30s)
- ✓ Mild-Moderate Cases

Pricing / Treatment Period:

- ✓ Pay-as-You-Go model
- ✓ \$2,000- 3,000
- ✓ 5-15 Months

Touchpoint with Patients:

- ✓ Digitally Marketed
- ✓ Direct Booking Feature on the Brand Website

Clear Market Positioning
Supported by
Strong Digital Exposure

Export our Proven Treatment Methodology to Provide the Same High Quality Treatment Anywhere in the World

SheepMedical



- **Systematization** of treatment techniques
- Accumulation of **treatment knowledge**



- **Education** and **training** support for clinics



- Digitized, high-quality, high-volume aligner **manufacturing**



Dental Clinics



- Intraoral scan
- Implementation of treatment plan



Patients



- Aligner treatment

What Makes us Unique?

1

Turnkey Solution for Dentists

- Our service provides treatment package as well as marketing support

2

Original Treatment Protocol

- Developed by seasoned orthodontists
- Strive for “Naturally Perfect”

3

Less in Chair Time

- More tooth movement per aligner to reduce aligner stages
- Sheep provided patient care hotline

4

Mass-Production with Quality

- Highly skilled in-house dental technicians
- Mass-production in Japan and Vietnam

**Systematization
of treatment
know-how**

**Digitalization of
Treatment**

- Automation of consultation and diagnosis
- Strengthening the doctor's education system
- Highly automated production system

**Visualization
of treatment**

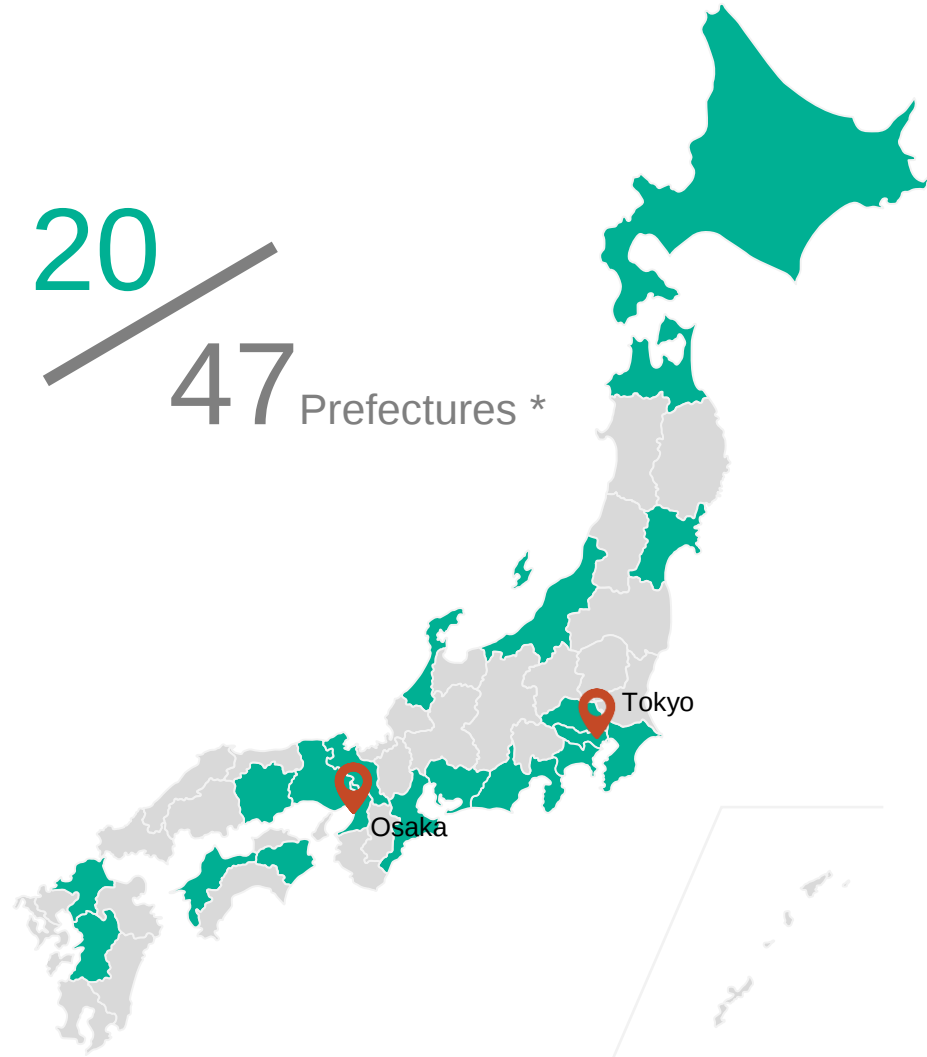
Apps for Patients

- Visualizing the treatment process for a seamless experience
- Providing tools for clinics to improve management capabilities

**Deliver
the Best Patient
Experience
through
Technology**

There Remains Large Untapped Areas and Enormous Room for Growth in Japan

Area Coverage



* As of December, 2021

We Started Global Expansion in 2021



Strong International Leaders are Onboard



Takuya Kiriya, MBA
Chief Global Strategist

- Former Senior Manager, Bain & Company



Xiaoxing Liu, MBA
China

- Head of China Business startup at M3
- Formerly with Deloitte Consulting



Lea Ellermeier, MBA
USA

- Serial entrepreneur
- Experience as CEO / co-founder in various med-tech / dental field businesses



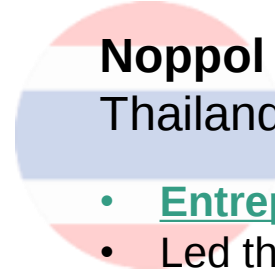
Paul Kao, Taiwan

- Served as country/regional head for several European companies (last managed several thousand employees)



Jason Tee, MBA
Singapore

- Former ASEAN head in global competitor (Straumann)



Noppol Toochinda, MBA
Thailand

- Entrepreneur
- Led the launch of a Chinese startup's business in Thailand



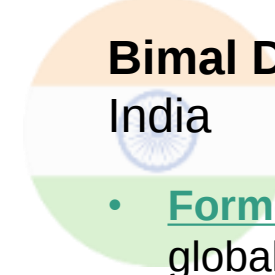
Mao Nguyen Trong,
Vietnam

- Entrepreneur
- Former Vietnam business start-up member of a Japanese company



Timotius Djapri,
Indonesia

- Led the business launch of a major medical device distributor



Bimal Desai,
India

- Former head of India in a global competitor (Straumann)

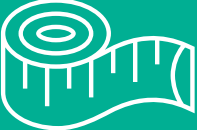
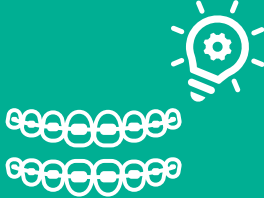
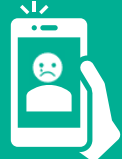
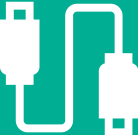
Our Key Initiatives 1

Treatment Systematization for the Quality Improvement

[Aligner Business]



Providing the Same Standard of Orthodontic Treatment Worldwide by Promoting Systematization

Quantify Patient Progress 	Scientific Patient Communications 	24/7 Dentists On Call to Provide Support 	Treatment Monitoring 
Manufacturing Automation 	Standardized treatment Communication Consent Process 	Treatment Visualization with Apps 	World Class Educational Content 
Automated Patient Data Transfer 	Deliver Accurate Treatment Information 	Raise Awareness of Dental Health 	Messaging Through Social Media Channels 

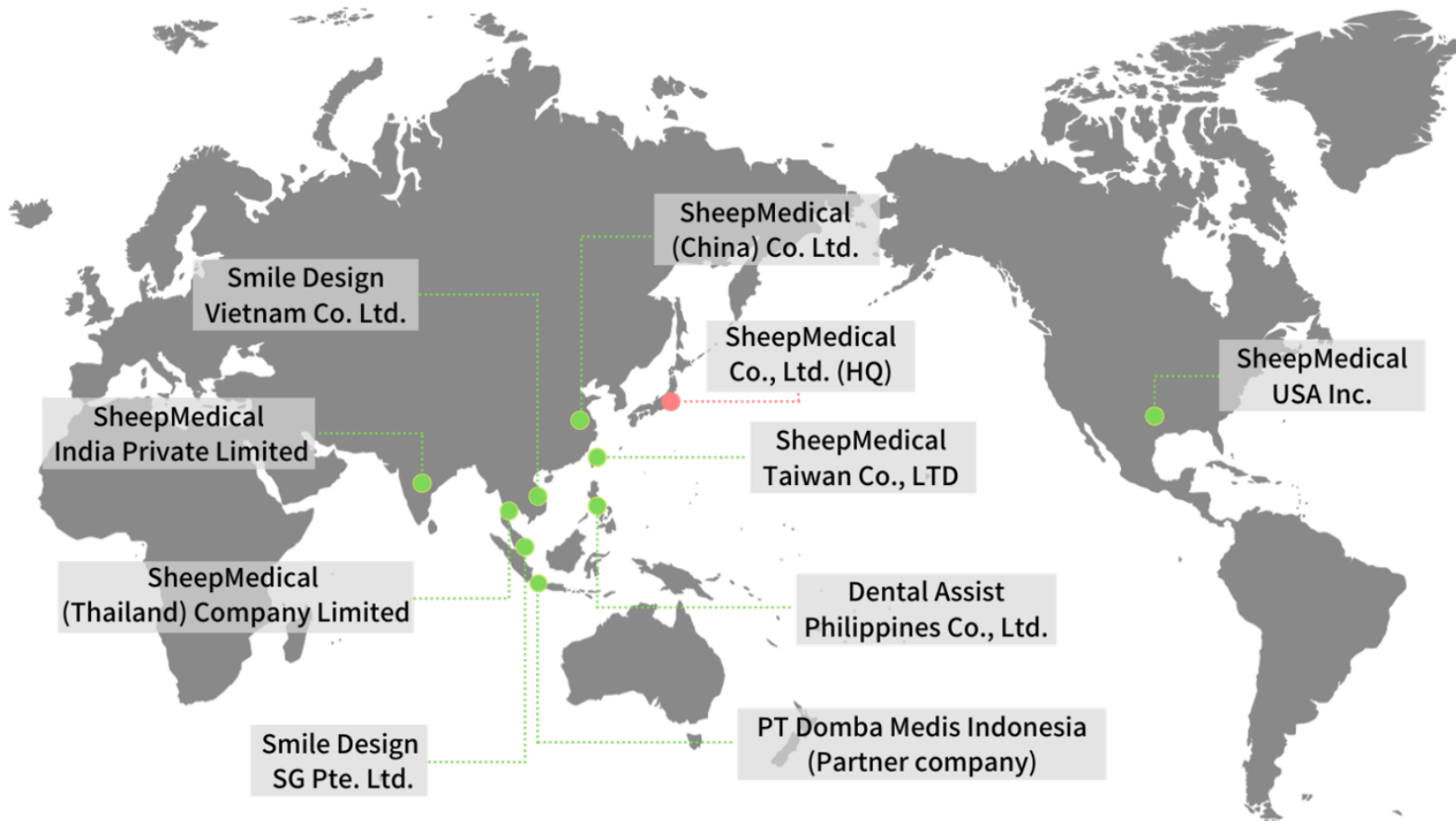


National Roll-out

to cover the entire
Japanese market

[Japan Business]

Our Key Initiatives 2



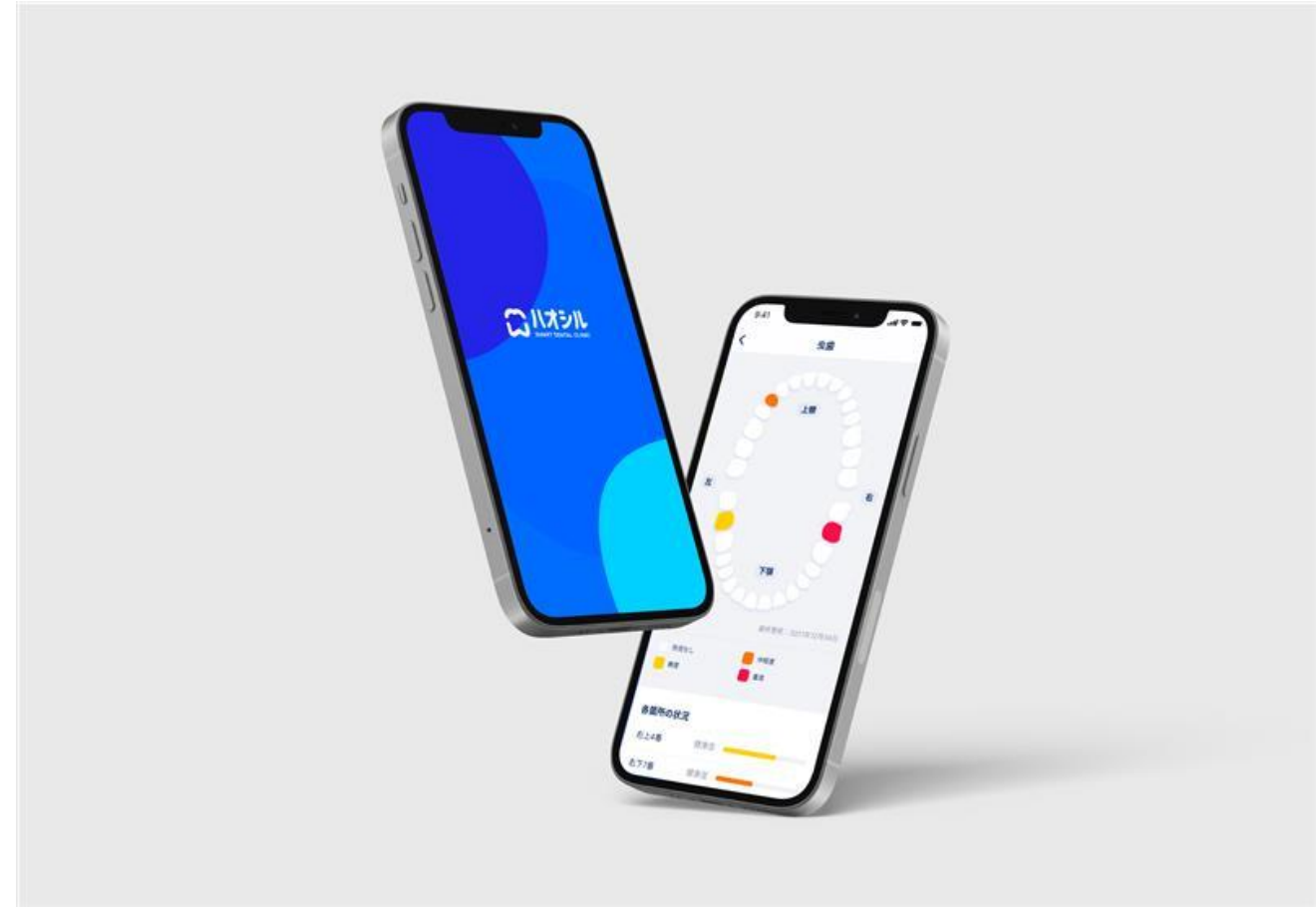
Full-Scale Launch
of the business in the
international markets
[International Business]

Our Key Initiatives 3

[Dental x Digitalization / New Business]

**Visualize Oral
Conditions** to generate
incremental revenue for dental
clinics

Our Key Initiatives 4



Japan / Global Reach / Technology / Manufacturing will be Our Key Strategic Investment Area to Accelerate the Growth



- Clinics expansions
- Introducing new products / services



- Launching in Asian markets
- Additional expansion into the non-Asian markets



- System platform upgrade
- Automation of diagnosis
- R&D for the game changing technologies



- Equipment upgrades
- Automation
- Production expansion

Aiming to Become a Global Major Player in Aligners, and Further Developing Preventive Care services

Aligners

To be a **Global Major in Aligners / Strong #2 Player in Key Asian Markets**

Product improvement with technology
+
R&D for game-changing technology

Oral x Preventive Care

Oral Condition
Visualization
Periodontitis
Oral bacteria

Preventive Care

Preventive Care products starts from Oral

- Oral and Gut Bacteria
- Create new businesses in preventative care

Long Term Vision

SheepMedical – The Story

100 Years of Joyful Living Starts with New Daily Habits



Key Takeaways



27%

CAGR

(in Asia, till 2030)

**Booming Clear
Aligner Market¹**



24%

Market Share

**2nd Largest in
Japan²**



50% / 30%

Growth / EBITDA

**Rapid Growth,
Solid Profitability**



10

**Markets
in 2021**

**International
Expansion is
Ongoing**

1. Sources: Annual reports of listed companies; the CIC Report

2. Source: "Clear Aligner (Invisible Braces) Market, Global Industry Analysis, Size, Share, Growth, Trends & Forecast, 2018-2030", Up Marketing Research



SheepMedical

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