

OPTIMAX HOLDINGS BERHAD



ONE-STOP
EYE
SPECIALIST
CENTRE

CORPORATE PRESENTATION

April 2022

AGENDA

COMPANY OVERVIEW

KEY INVESTMENT HIGHLIGHTS

FINANCIAL HIGHLIGHTS



**ONE-STOP
EYE
SPECIALIST
CENTRE**

COMPANY OVERVIEW

Company Snapshot

OPTIMAX-AT A GLANCE



Optimax Holdings Berhad is an eye specialist services provider that served over 300,000 satisfied patients since 1995. Having established itself as one of the most reputable eye care providers in Southeast Asia with a large clientele base, we have expanded to provide a full spectrum of eye care treatments including cataract, glaucoma, dry eyes and others in our 13 eye specialist centres in Malaysia.

BUSINESS SEGMENTS



Treatment of eye diseases and disorders



Refractive surgery



Consultation and dispensary services



Oculoplastic surgery



Eye examination



Vaccination

FINANCIAL HIGHLIGHTS

Compound annual growth rate ("CAGR") 2017-2021

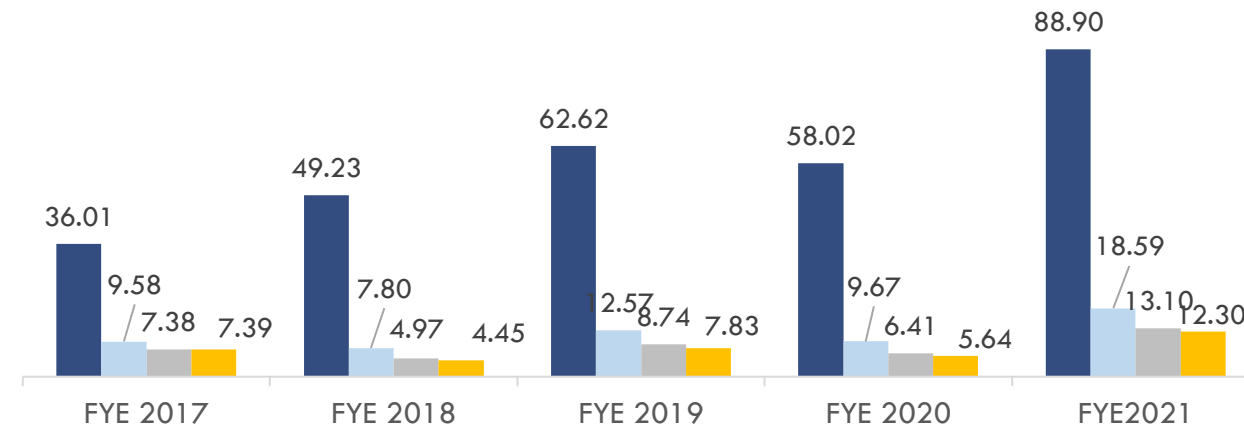
Revenue
25%

Profit Before Tax
18%

Profit After Tax
15%

PATAMI
14%

■ Revenue (RM m) ■ PBT (RM m) ■ PAT (RM m) ■ PATAMI (RM m)



COMPANY OVERVIEW

Management Team

Sandy Tan

Non-Independent Executive Director / Chief Executive Officer

Responsible for developing and implementing marketing strategies



Michelle Tan

Chief Financial Officer

Responsible for overseeing our Group's finance and accounting, treasury functions and regulatory compliance

Dr. Stephen Chung

Senior Medical Director

Responsible for providing refractive surgeries training to our doctors



Pang Woei Yaw

Group Accountant

Responsible for accounting and tax related matters of our Group



Dr. Chuah Kay Leong

Senior Medical Director

Responsible for providing technical and clinical leadership support and mentorship



Susan Cheow Poh Keong

Chief Operating Officer

Responsible for execution of business strategies and improvement plans accordance with the goals of the Group



Dr. Lam Hee Hong

Medical Director (Southern)

Responsible for monitoring the performance of specialist doctors within our Group in Southern region

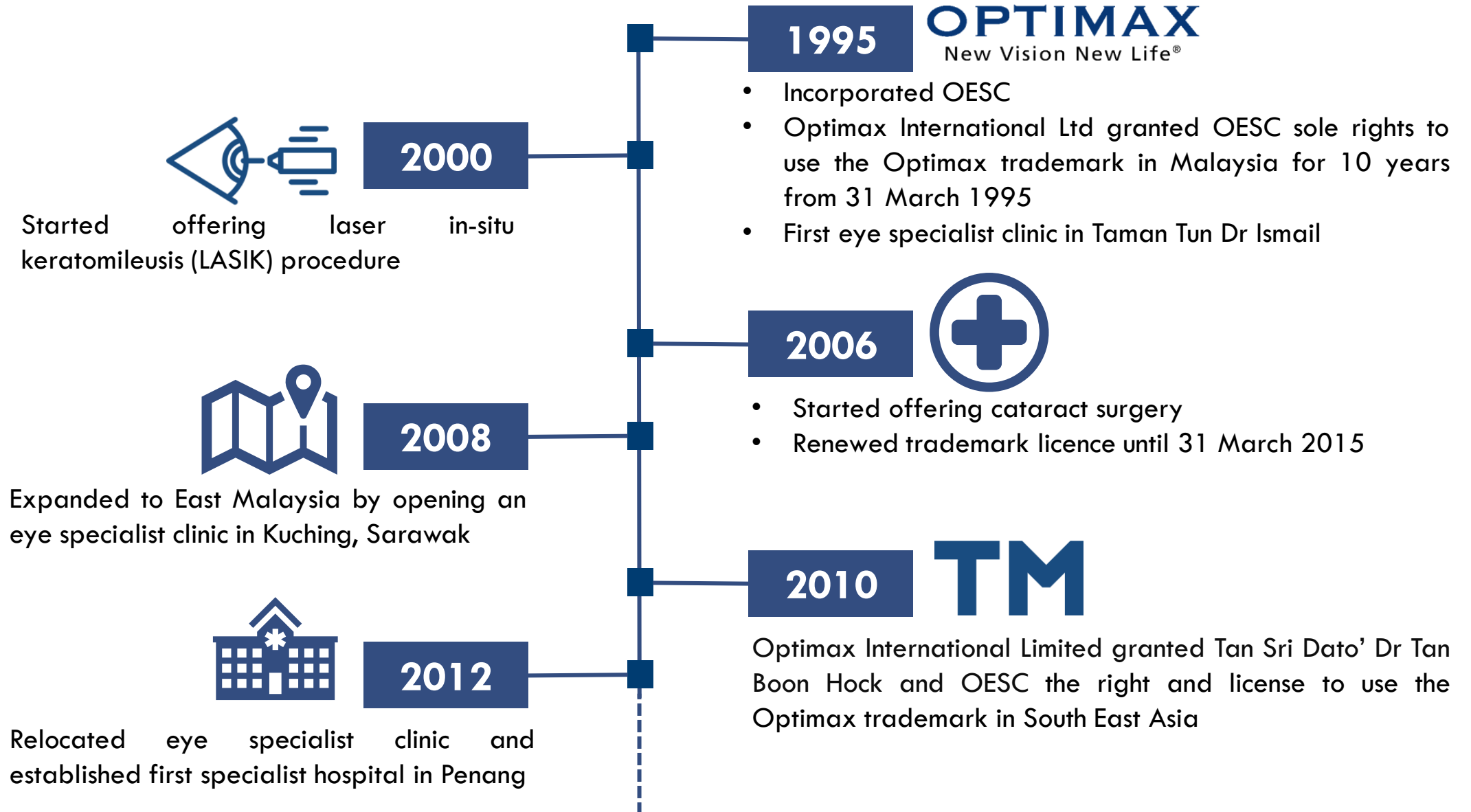
Ang Chian Yen

Operations Manager

Responsible for ensuring that all our branches, doctors and nurses hold and maintain the requisite licenses and certificates to comply with MOH's requirements and adhere to ISO standards for-clinical matters

COMPANY OVERVIEW

Corporate milestone – 26 years of experience in eye specialist service



COMPANY OVERVIEW



Corporate milestone (cont'd)



Carried out several acquisitions as part of our corporate rationalisation exercise and geographical expansion



The Optimax Trademarks are assigned and transferred to OESC

- 
- 
- Involved in the national immunization program to assist in vaccine inoculation
 - Expanded an additional ACC in Bahau, Negeri Sembilan


2017

2013



Started offering Small Incision Lenticule Extraction (SMILE®) procedure



2018



Established two ambulatory care centres namely in Kluang and Segamat, Johor

2019

2020

- 
- 
- OESC became the sole and exclusive party entitled to the use of the Optimax trademark in South East Asia
 - Listed on the ACE Market of Bursa Malaysia Securities Berhad
 - Licences obtained and completed conversion for Seremban ACC

2021

COMPANY OVERVIEW

Our Services

- ▶ We offer a range of services with in-house expertise in medical ophthalmology at our specialist centres, as below:

EYE SPECIALIST SERVICES

- 1 Treatment of eye diseases and disorders**
 - ▶ **The treatment is mainly on cataract surgeries** which is defined as the clouding of the lens in the eye, making vision hazy and cloudy.
- 2 Refractive surgery**
 - ▶ A type of **vision correction surgery** used to reduce the need for eyewear and contact lenses.
- 3 Consultation and dispensary services**
 - ▶ **Consultation services provided by our doctor.** Our doctors are also licensed to prescribe and dispense ophthalmic medications
- 4 Oculoplastic surgery**
 - ▶ **Functional and cosmetic** treatment for disorders around the eye. This primarily involves procedures on the eyelids and eyebags.

RELATED SERVICES

- 1 Eye examination**
 - ▶ To **complement our core services in eye specialist services**, we also provide related services which mainly comprise eye examinations.
- 2 Others**
 - ▶ Marketing of our **own brand of food products** under the brand name “Optixanthin”.
- 3 Vaccination**
 - ▶ Sale of Covid-19 vaccination jabs in our ACC

COMPANY OVERVIEW

Treatment of eye diseases & disorders

CATARACT SURGERY

- ▶ Cataract is defined as the clouding of the lens in the eye, making vision hazy and cloudy. In most cases, if left untreated, it could lead to a loss in vision and is the principal cause of blindness.



- ▶ For the Period under Review, the number of cataract surgeries we have performed are as follows:

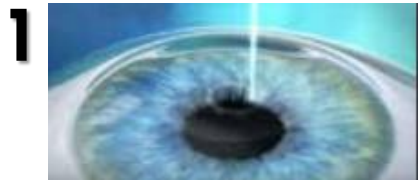
MEDICAL TREATMENT OF OTHER EYE DISEASES AND DISORDERS

- ▶ We offer medical treatment to diagnose and treat disorders and diseases affecting the eyes and/or vision.
- ▶ Typically, the patient will need to consult the surgeon and undergo the necessary eye assessment and evaluation.

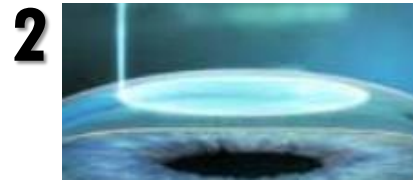
COMPANY OVERVIEW

Refractive surgery

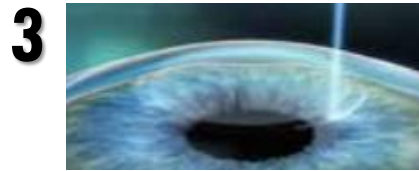
- ▶ A type of **vision correction surgery** to correct refractive error that causes **vision impairment, including short-sightedness, long-sightedness and astigmatism.**
- ▶ There are several type of refractive treatment, most commonly would be **ReLEx SMILE, Femto-LASIK, and Advance Surface Ablation.**
- ▶ Below diagram is an example of a refractive surgery procedure of ReLEx SMILE:



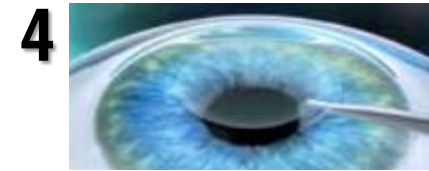
The Femtosecond laser penetrate the surface of cornea



The laser create a lenticule in the inner layers of cornea



A small micro incision (3 - 4mm) is created at the side of cornea



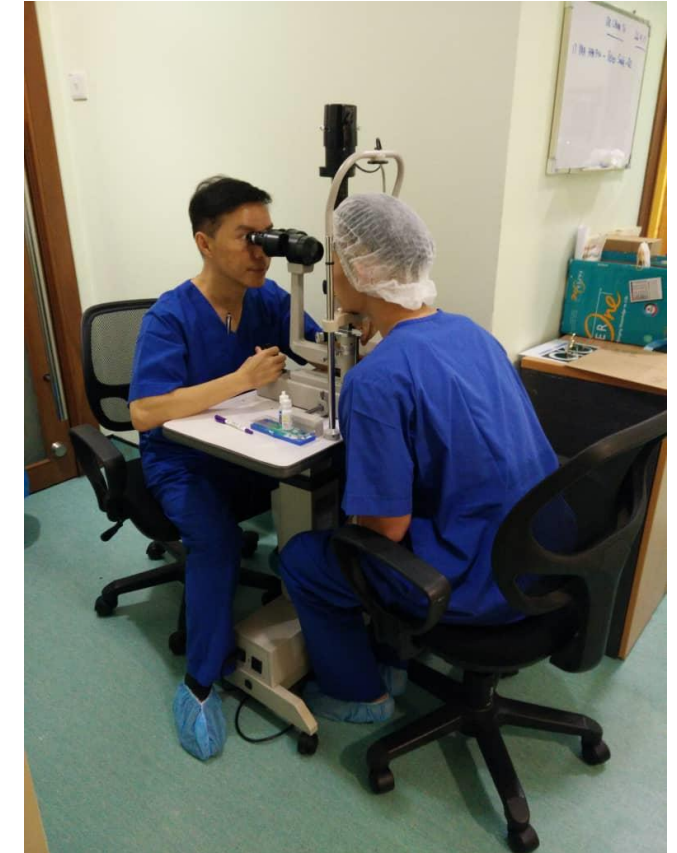
The lenticule that was created earlier is gently removed from the small incision

- ▶ We segregate our refractive surgery into the following:
 - laser vision correction** – involves reshaping the cornea using laser technology
 - implant vision correction** – involves inserting a lens into the eye to decrease the dependency on eyewear

COMPANY OVERVIEW

Consultation & dispensary services and related services

- ▶ All of our patients have to undergo consultations with our eye surgeons on their first visit.
- ▶ In addition, all of our specialist centres are licensed to prescribe and dispense ophthalmic medications on site at the respective eye specialist centres.



COMPANY OVERVIEW

Oculoplastic surgery

- ▶ Oculoplastic surgery provides both **functional** and **cosmetic** treatment for disorders around the eye. This primarily involves procedures on the eyelids and eyebags.
- ▶ **Functional oculoplastic surgery:** repairing the areas that cause visual impairment such as congenital defects and abnormal eyelid positioning.
- ▶ **Cosmetics or aesthetic surgery:** Enhances appearance by reconstructing features around the eyes such as lifting of the eyelids.

SAMPLE OF EYELIDS SURGERIES



COMPANY OVERVIEW

Related business and other business

- ▶ To complement our core services in eye specialist services, we also provide related services which mainly comprise eye examinations.
- ▶ All the eye examinations are performed by our in-house optometrists.



Sales of optical wear



Botox



Eye examination

- ▶ Our other business includes the marketing of our own brand of food products under the brand name “Optixanthin”.
- ▶ Optixanthin is marketed as food products that contain astaxanthin, a naturally occurring colour pigment referred to as carotenoid derived from microalgae, that is mixed in unrefined coconut oil.



OPTIXANTHIN



OPTI-I



OPTI-B

COMPANY OVERVIEW

Sales of Covid-19 vaccine jab

- ▶ We are involved in the national vaccination program (“PICK”), PICKids and MYMedic@Wilayah to assist in inoculation.
- ▶ Under this program, we are entitled to rebate a small sum of fee from the government for every vaccine dose administered.
- ▶ We had extended our service by providing vaccination services in our **selected ACCs**. This would provide an additional income stream to the group through the sales of the vaccine.
- ▶ Currently, the Group was assigned to Northern region for PICKids.
- ▶ As of 5 April, an approximately 37% of the total children population aged between 5 – 11 years have received the first dose.

● At Least 2 Doses ● At Least 1 Dose



AGENDA

COMPANY OVERVIEW

KEY INVESTMENT HIGHLIGHTS

FINANCIAL HIGHLIGHTS

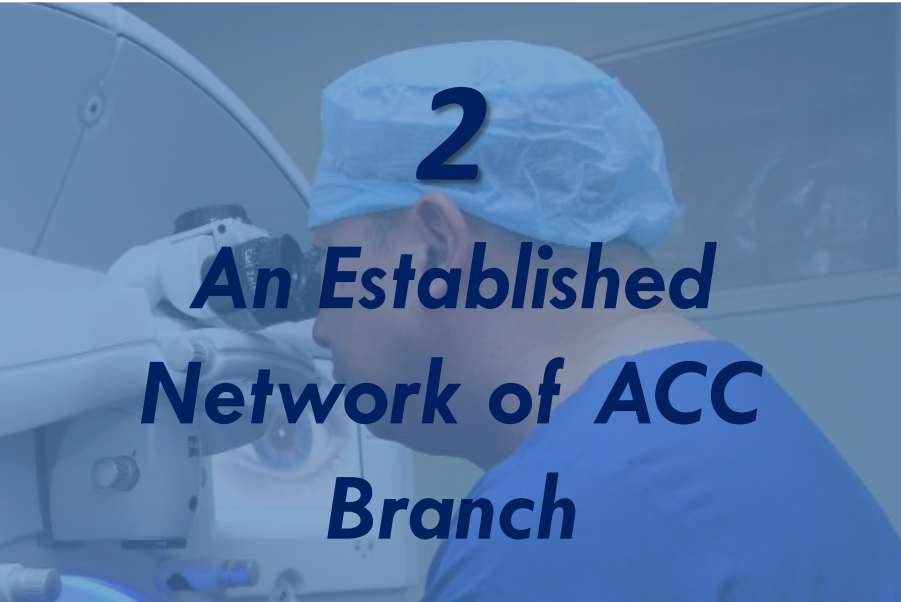


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KEY INVESTMENT HIGHLIGHTS



1
***Strategic Expansionary
Resulting in Resilient
Earnings***



2
***An Established
Network of ACC
Branch***



3
***Reputable Brand with
Long Term Track
Records***



4
***Riding on a Growing
Demand***

KEY INVESTMENT HIGHLIGHTS

Strategic ACC Expansionary — Bahau, Negeri Sembilan

1

Strategic

- ▶ We consistently expand our presence in captive market locations, resulting in better footing and market position
- ▶ Part of our **consideration** for our ACC **expansion** depends on the **location, population, demographic** and **availability of skilled doctors**
- ▶ We had identified a new ACC expansion location at Bahau, Negeri Sembilan. The ACC is currently undergoing renovation works and target to be completed by Q2FY22
- ▶ We expect Bahau ACC to have one resident doctor, similar to our other smaller ACC branch



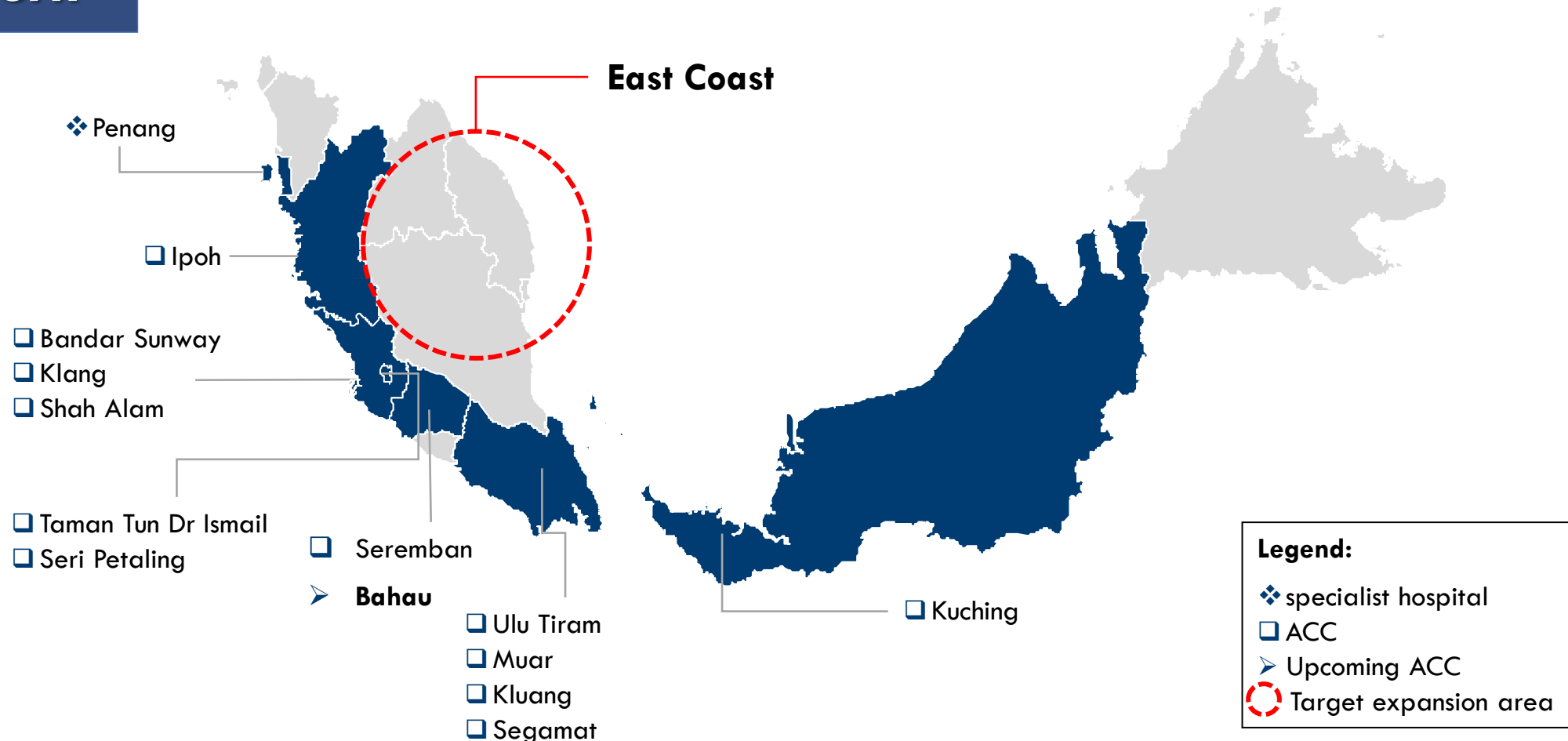
KEY INVESTMENT HIGHLIGHTS

An extended network of eye specialist centres which strengthen our reach and market presence

2

Network

- ▶ As a result of our strategic expansion, we currently have **12 ACCs** and **1 specialist hospital**.
- ▶ Moving forward, we are eyeing for potential expansion towards **East Coast** to further expand our geographical footprint while forming an **ACC network** connecting major states in the nation.



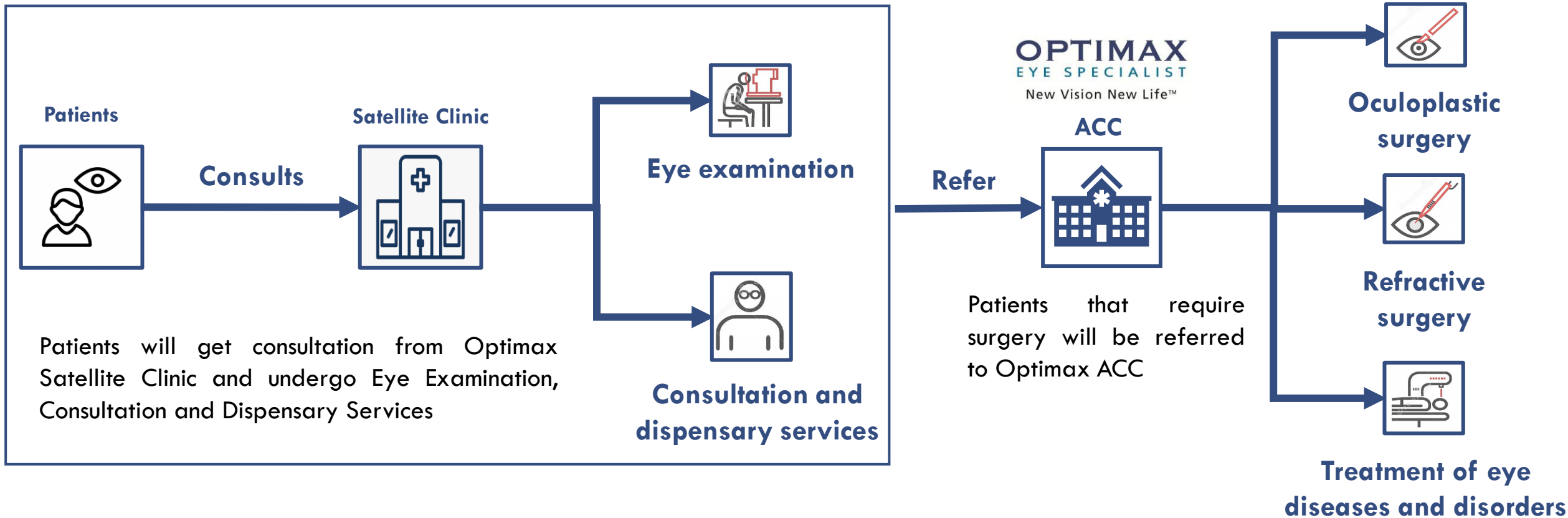
KEY INVESTMENT HIGHLIGHTS

Additional satellite clinic to connect remote areas

2

Network

- ▶ To further improve our reach, we intend to set up **several satellite clinics** to provide eye examination and consultation services. Patients that require surgery will be referred to our surgeons at the nearest available ACC. This allow us to have more **geographical coverage including the remote area**.
- ▶ We expect **low CAPEX and short gestation** for setting up satellite clinics.
- ▶ To date, we managed to identified our first satellite clinic in Sutura, Johor. It is currently under renovation and expect to be operational by Q1FY22



KEY INVESTMENT HIGHLIGHTS

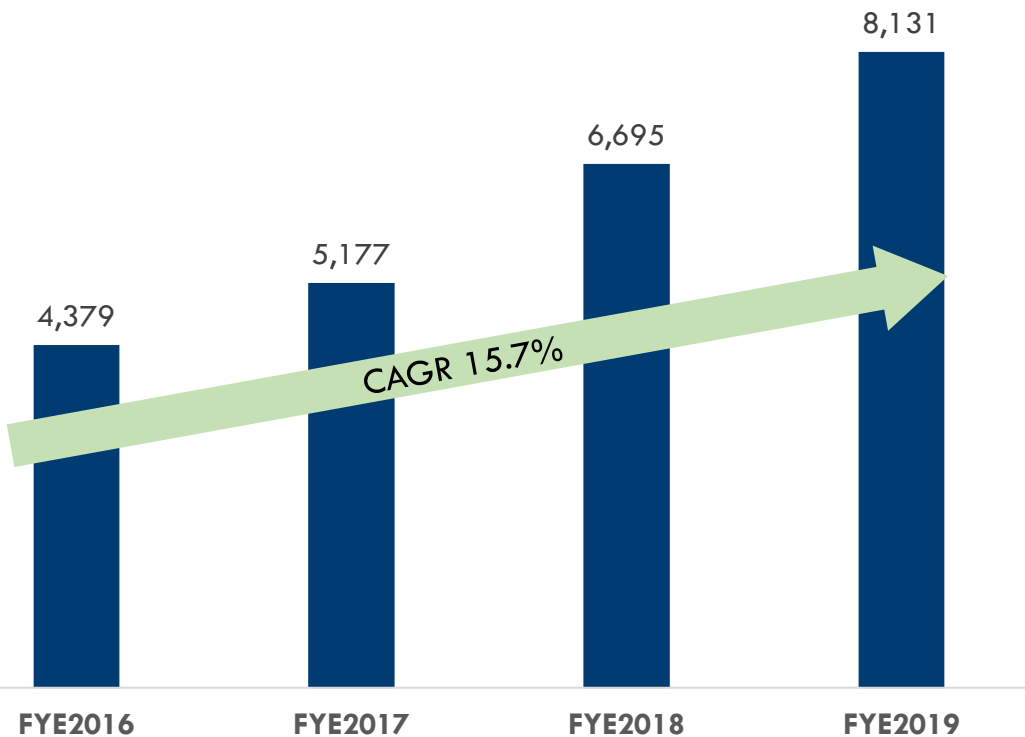
Long established brand creating customer loyalty and trustworthiness

3

Reputable

- ▶ Throughout the years, we had developed an established brand under “Optimax” where we operated since 1995 with the first specialist clinic in TTDI
- ▶ Since then, our branding has continued to grow and embedded trust among the community
- ▶ As a result of our strong branding, our surgery count has increased over the years at a healthy pace
- ▶ A total of 24,382 surgeries were conducted from **2016 – 2019**, representing a **CAGR of 22%**

TOTAL SURGERIES CONDUCTED



AWARDS



CERTIFICATE



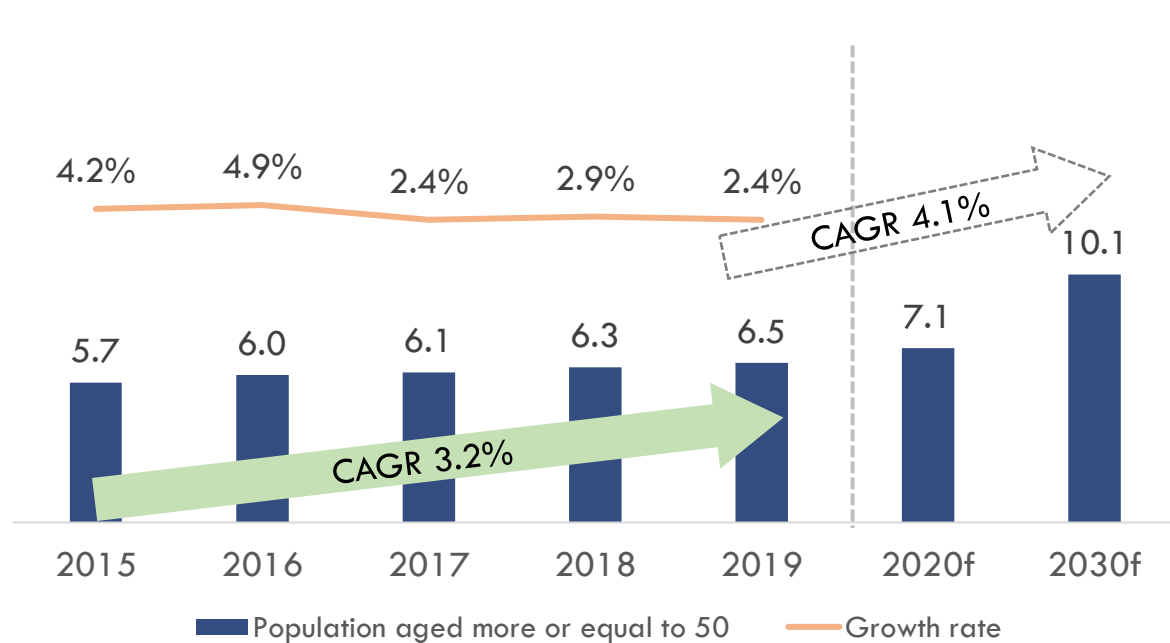
KEY INVESTMENT HIGHLIGHTS

Conducive demographic in Malaysia

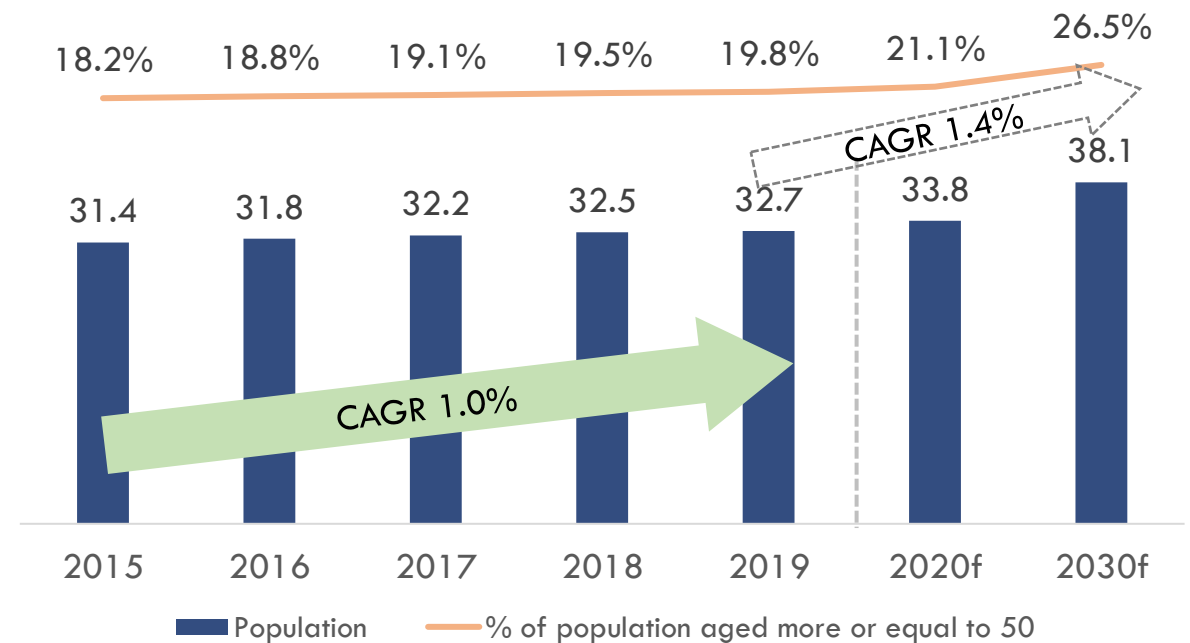
4 Outlook

- ▶ The population of Malaysians aged 50 and above grew at a CAGR of 3.2% from 5.7million in 2015 to 6.5million in 2019.
- ▶ Between 2019, and 2030, the forecasted CAGR of 4.1% for Malaysians aged 50 and above is higher compared to the CAGR of 1.4% for the general population.
- ▶ **This highlights the potential increase in the demand for age related eye specialist services**

Population aged 50 and above ('million persons)



Population of Malaysia ('million persons)



AGENDA

COMPANY OVERVIEW

KEY INVESTMENT HIGHLIGHTS

FINANCIAL HIGHLIGHTS

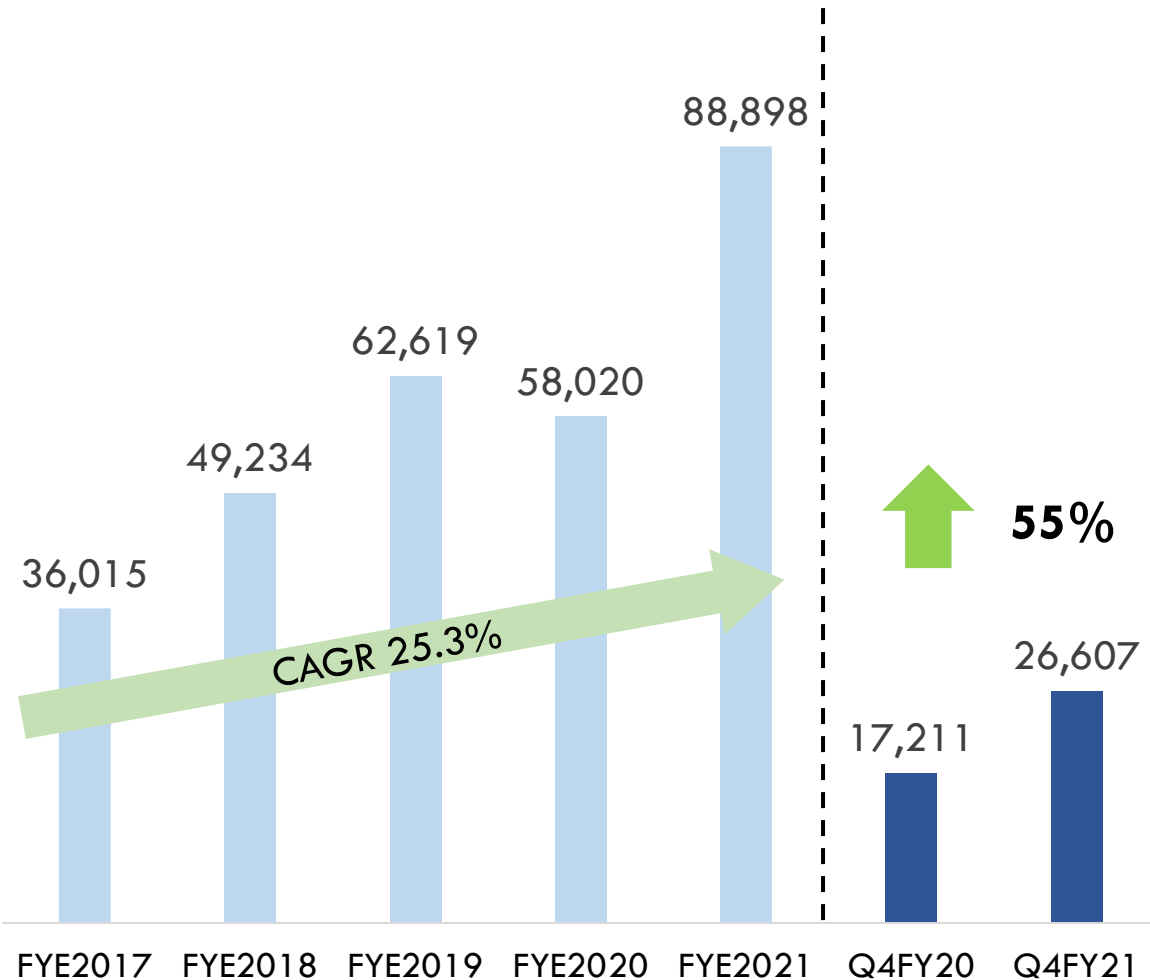


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FINANCIAL

An overall improved in revenue due to easing of restrictions and new revenue stream from vaccination services

Revenue (RM'000)



Revenue (Q4FY21 vs Q4FY20)

- The Group's revenue for current financial period increased by 55%, mainly due to:
 - Easing and relaxation of certain restrictions under National Recovery Plan (NRP)
 - Returning patients who postponed appointment previously
 - New revenue stream from provision of vaccination services

Revenue (FYE21 vs FYE20)

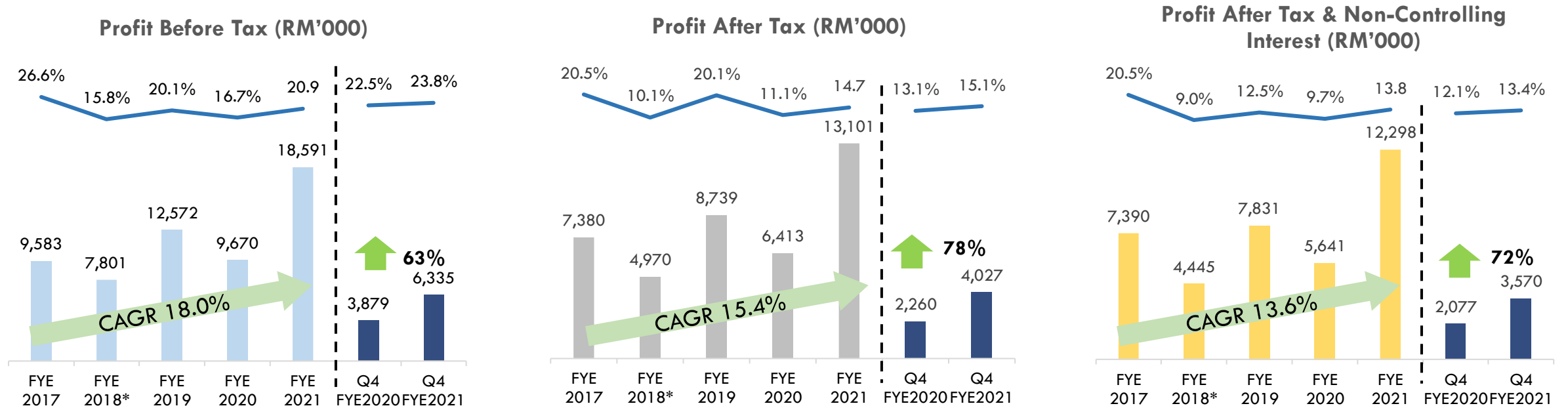
Group has posted an increase in revenue of approximately 53% mainly due to:

- Easing and relaxation of certain restrictions under the NRP
- New revenue stream from the provision of vaccination services

On 15th June 2021, the Government of Malaysia announced the NRP which eased and relaxed certain restriction, and the Group has seen a gradual recovery in the number of patients

FINANCIAL

Profitability improved as a result of economy recovery and additional revenue stream



Note: *FYE2018 - Overall profit were lower mainly due to (i) increase in staff cost as the commencement of two new ACC (Segamat and Kluang) (ii) IPO expense and (iii) depreciation expenses

Profit Before Tax (Q4FY21 vs Q4FY20)

Group PBT has increased by more than 63% mainly due to:

- Increase in revenue as elaborated in the previous slide
- Effective marketing effort with ongoing promotions through online platforms
- Better control of operating costs

Profit Before Tax (FYE21 vs FYE20)

Group PBT has increased by more than 92% mainly due to:

- Increase in revenue as elaborated in the previous slide
- Easing and relaxation of rules as compared to implementation of MCO in FYE20 while a portion of the costs continued to accrued
- Non recurrence expenses such as donation made to the Ministry of Health of Malaysia and IPO expenses

FINANCIAL

Sharing our returns with our shareholders

- ▶ The Group declared a total dividend of approximately 3.8 sen per ordinary share totaling RM10,260,000 in respect of the financial year ending 31 December 2021, which translates to a dividend payout of approximately 78.3%.

RM10.26million

Total payout dividend

78.3%

Payout ratio

3.8sen

Dividend per share

3.2%

Dividend Yield

Note:

All figures are based on FYE2021 figures

**Based on RM1.19 share price @ 24th February 2022*



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Q&A

OPTIMAX

New Vision New Life®



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THANK YOU

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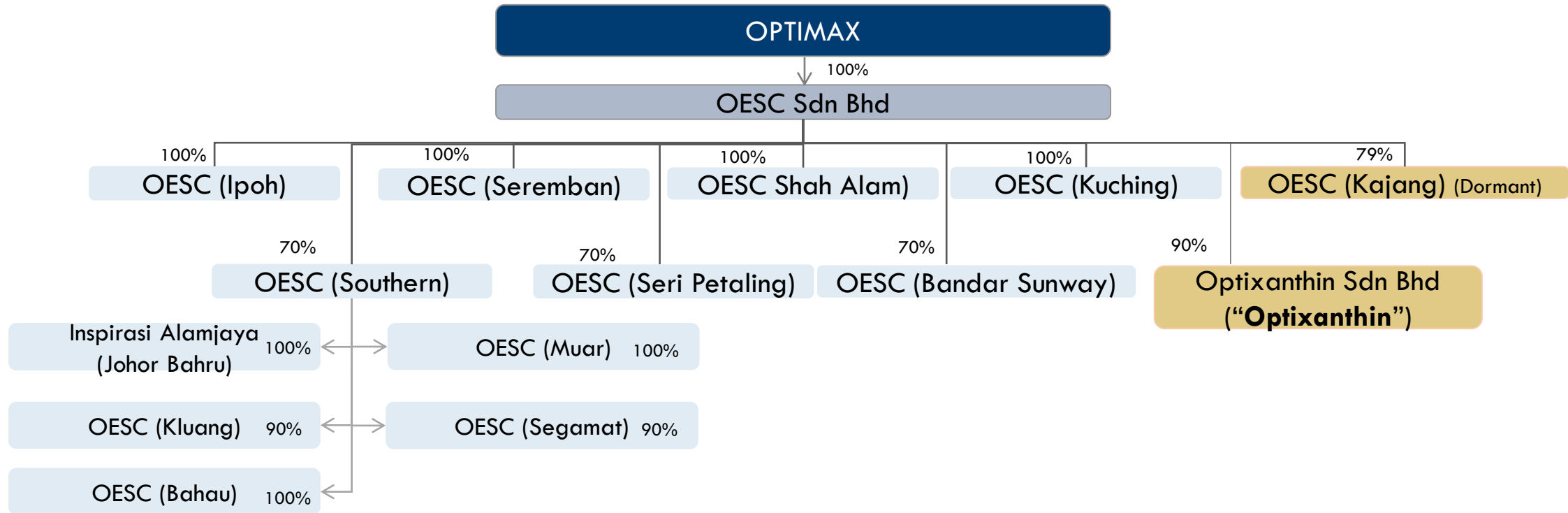
cassidy@esente.com.my

ashley@esente.com.my

COMPANY OVERVIEW

Quick overview of the Company

- ✔ **More than 25 years of experience** in eye specialist service.
- ✔ Provider of eye specialist services with a chain of **13 eye specialist centres in Malaysia**.
- ✔ **Listed** on the **ACE Market** of Bursa Malaysia on the 18th August 2020.



- Notes:**
- *Optimax Eye Specialist Centre ("OESC")*
 - *OESC Sdn Bhd fully owns one (1) specialist hospital (George Town) and two (2) ambulatory care center (ACC) TTDI and Klang*

BUSINESS OVERVIEW

Future plans – Increase marketing efforts to entice healthcare travellers

- ▶ We have a team of 12 sales and marketing personnel focusing on sales and marketing functions which includes covering healthcare tourism.
- ▶ Healthcare tourism involves foreigners travelling to Malaysia for the main purpose of seeking medical treatment, procedure or services.

MARKETING STRATEGY

- ▶ Generally, our marketing strategy involves promoting our “Optimax” brand and services to reach a wider network of customers through the following marketing efforts:



Digital marketing strategy

Using geo-location for the searches



Exhibitions

participate in exhibitions and conventions to secure new customers



Proactive Roadshows

Setting up pop-up stores or sales booths in conjunction with events

BUSINESS OVERVIEW

Future plans – Key considerations for expansion

1) Market Size



Location



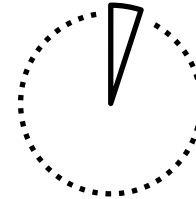
Population and demographic
within the location

2) Centre Size



Fully owned centres where we will hire employee doctors to be our resident doctors

or



Majority owned centres where our resident doctors will have equity participation and be minority shareholders

3) Asset investment strategy:

LEASE

Adopt **long term lease arrangements** with minimum leasing periods of say 3 years with option to extend the tenancy period for new premises.

This will reduce the capital investment required, and channel asset investment into renovation and fit-out works, and purchase of ophthalmological equipment.



or



PURCHASE

If **long term lease arrangements are not available** at suitable locations, we will consider purchase of buildings subject to justifiable potential market demand of the catchment area, taking into consideration, population size, demographic profiles and the competition, to support the envisaged level of capital investment.