

Please be sure to complete the following:

Company name: Hairstetics Website: www.hairstetics.com

CEO name: Oren Ne'eman Cell phone number: 054-4214512

Highlight the relevant session below -

1. Longevity - How to Complete the Centenarian Decathlon?
2. Do we Know Enough About the Brain to Treat Neurological Disorders?
3. Are Cancer Therapeutics Fulfilling the Promise?
4. Can we Successfully Diagnose and Guide Patients' Optimal Cancer Treatment?
5. AI Tapestry: Optimizing the Interaction of AI and Biopharma
6. Facts and Myths on Ex-Liver Drug Delivery and New Horizons to Cure Rare Disorders
7. Who Owns Health Decisions? The Changing Dynamics of Patient-Physician Relationships in the Digital Health Revolution
8. Robots Dancing with Humans in the Healthcare Systems and Homes
9. Are Medical Devices Still Relevant in the Context of New Biology?
10. Let Food be Thy Medicine and Medicine be Thy Food
11. How do we make Academic Translation Medicine replicable and relevant?
12. Bio Convergence: Everything That Rises Must Converge
13. High Pace Innovation in Dermatology & Medical Aesthetics
14. Navigating Global Collaborations in Times of Uncertainty: Can we turn challenges into growth opportunities?
15. Ophthalmology, from R&D to Commercialization

- **Title of the Presentation:** "Hairstetics- less than 30 min medical aesthetic solution for female androgenetic alopecia"
- **Executive Summary / Investment Rational**
Hairstetics developed the **Hairstetics™ Hair Implant Device** – a multiple-hair implantation device, with an anchoring system, developed to provide an unmatched non-surgical, no downtime, lunchtime procedure treatment for Alopecia and hair loss. **The global Alopecia treatments market is estimated at 11.8\$ bn in 2021. In 2019 surgical hair transplantation was estimated at \$4.56 bn with a total of 680,000 procedures out of the overall 2.08M.** Women account for only 15% of the patients of surgical hair transplantation due to the limitations associated with that procedure for women: long downtime and growth time, long procedure and limited success. Hairstetics focuses on bringing a unique solution to women's androgenetic alopecia and later to all Alopecia affected populations. To the doctors Hairstetics is offering a **user-friendly device** easily operated by a physician in a fraction of the time compared to existing solution of natural hair transplantation.

To date 16M USD were invested in the company which is backed by Peregrine Ventures VC and private investors. The company is in initial sales phase and is holding both CE and ANVISA (Brazil) certificates. The company is in initial sales phase and is looking for 5-7M USD to invest in “go to market” and in production expansion while reaching a breakeven point. In June 2021 the company won the **“innovation of the year award” from the IMCAS** - the biggest Aesthetic dermatology exhibition in Europe. Hairstetics was founded by Dvir Keren and Boaz Shenhav with vast experience in the medical industry and is led by Oren Ne’eman – CEO, former VP Global Direct Sales in medical Aesthetic world leader – Alma lasers.

- **Core Technology**
see above.
- **Product Profile/Pipeline**
See above.
- **Business Strategy**
- To become a world leader in providing Medical Aesthetic solution for female androgenetic alopecia.
- **What's Next?**
See above.