


General Announcement::Corporate Presentation at INVEST Fair 2018

Issuer & Securities

Issuer/ Manager	HYPHENS PHARMA INTERNATIONAL LIMITED
Securities	HYPHENS PHARMA INTL LIMITED - SG1EE4000006 - 1J5
Stapled Security	No

Announcement Details

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Submitted By (Co./ Ind. Name)	Lim See Wah
Designation	Executive Chairman and CEO
Description (Please provide a detailed description of the event in the box below)	<p>Please refer to the attached presentation.</p> <p>This corporate presentation has been prepared by the Company and its contents have been reviewed by DBS Bank Ltd. (the "Sponsor") for compliance with the Rules of Catalist. The Sponsor has not independently verified the contents of this corporate presentation. This corporate presentation has not been examined or approved by the SGX-ST. The SGX-ST assumes no responsibility for the contents of this corporate presentation, including the correctness of any of the statements or opinions made or reports contained in this corporate presentation.</p> <p>The contact persons of the Sponsor are Ms Heng Mui Mui, Managing Director and Mr Kelvin Wong, Vice President at 12 Marina Boulevard Level 46, Marina Bay Financial Centre Tower 3, Singapore 018982, Telephone +65 6878 8888.</p>
Attachments	<p> HPI_Invest Fair 2018.pdf</p> <p>Total size =2471K</p>



Hyphens Pharma International Limited

凯帆药剂国际有限公司



A Leading Specialty Pharmaceuticals & Consumer Healthcare Group listed on



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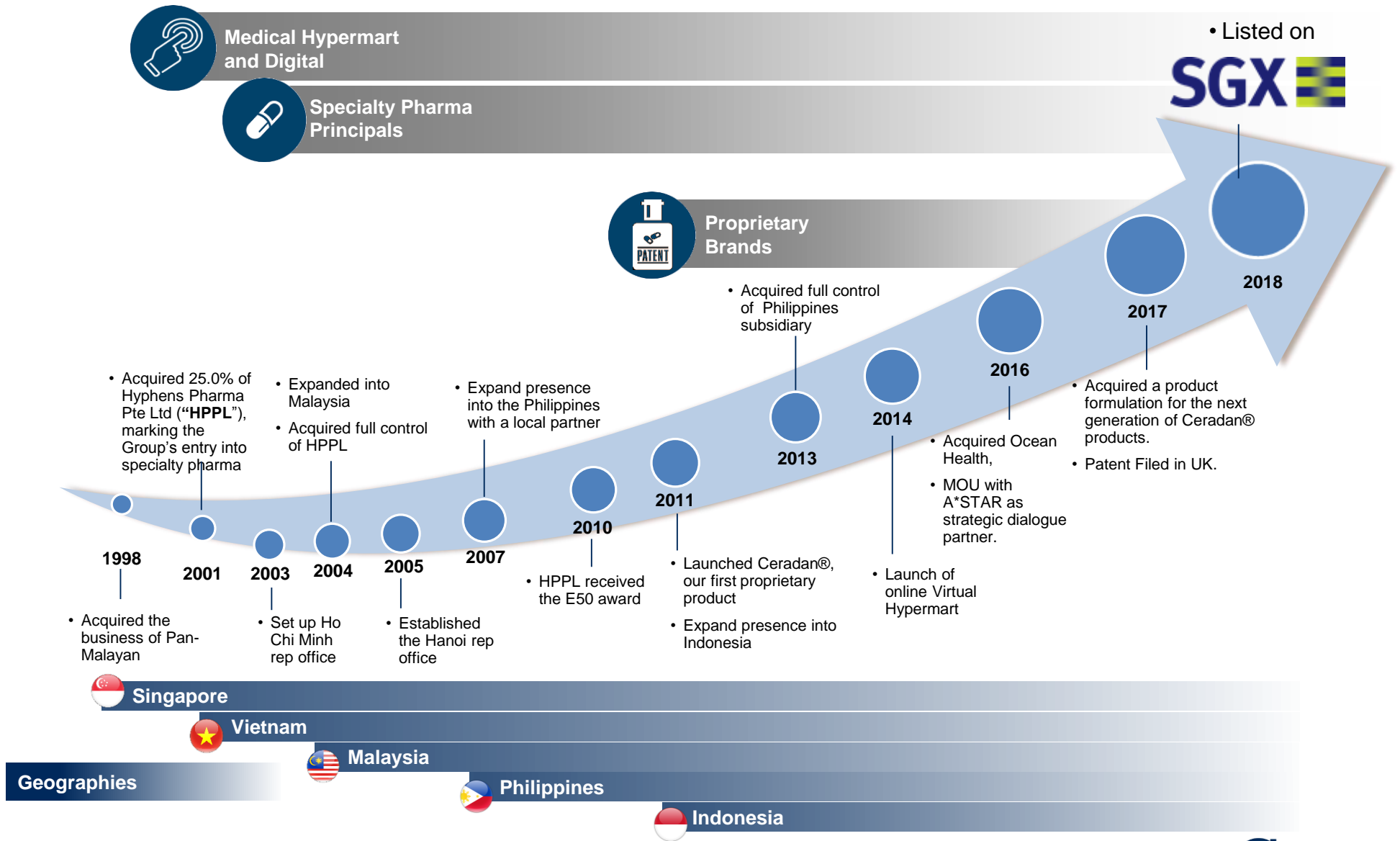
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Company Overview

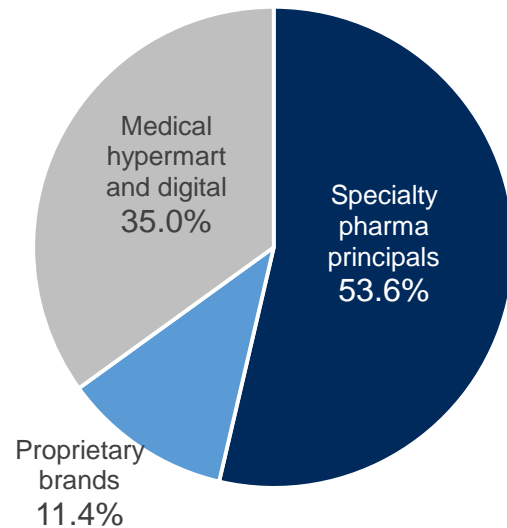
Evolution of our Business



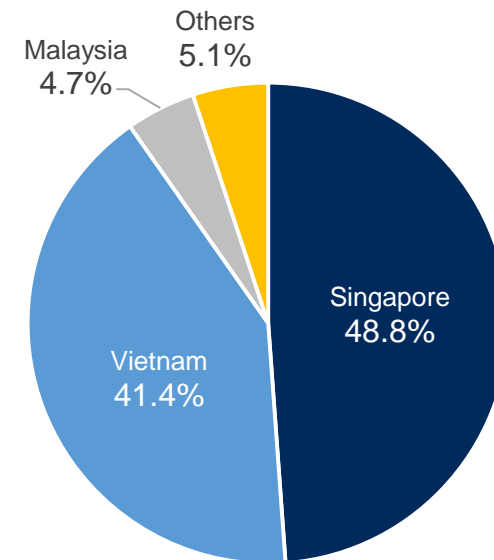
Who We Are Today

One of Singapore's leading specialty pharmaceutical and consumer healthcare groups with an established presence in ASEAN

FY17 Revenue Breakdown by Business Segments



FY17 Revenue Breakdown by Geography





Key Strengths

Key Strengths

1

One of Singapore's leading specialty pharmaceutical and consumer healthcare groups with an established presence in ASEAN

2

Strong regulatory capabilities with high barriers to entry

3

International portfolio of specialty pharmaceutical products, with strong principal relationships

4

Strong sales and marketing capabilities

5

Ownership of a range of proprietary products and brands

6

Highly experienced and committed management team supported by a strong and stable employee base



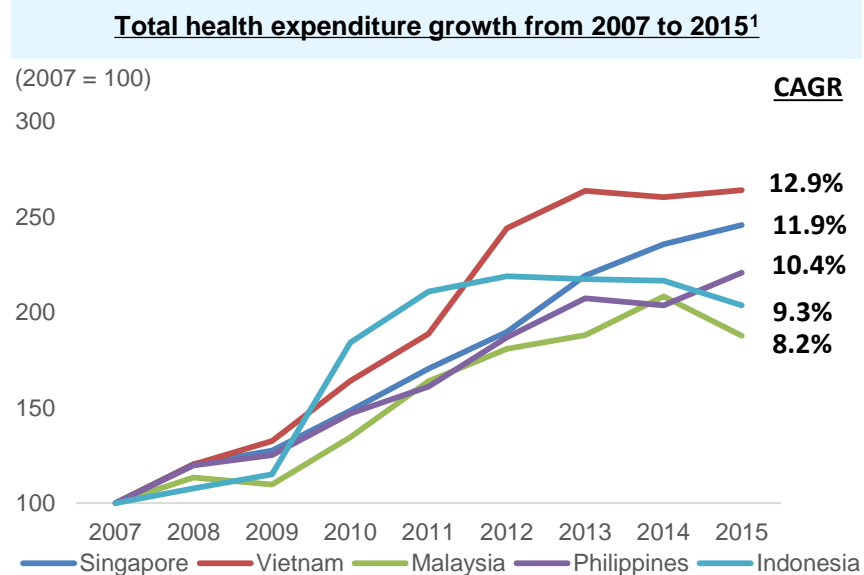
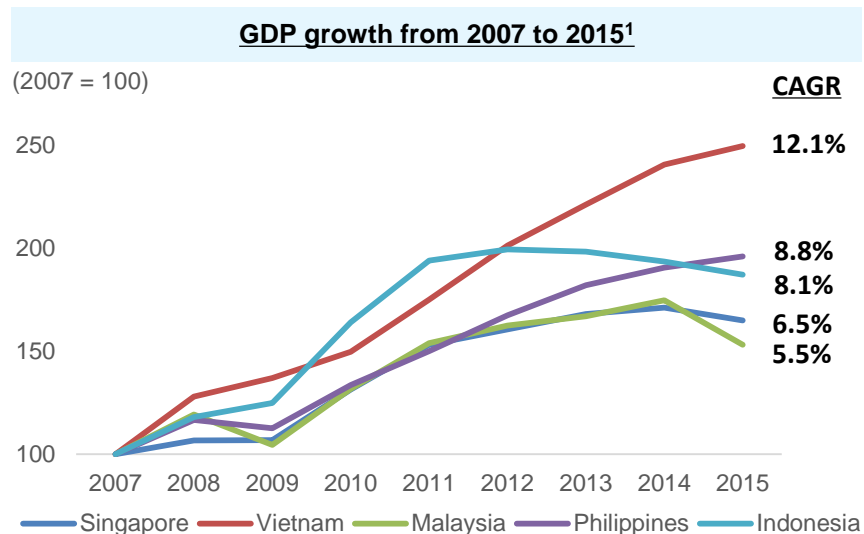
1

One of Singapore's leading specialty pharmaceutical and consumer healthcare groups with an established presence in ASEAN



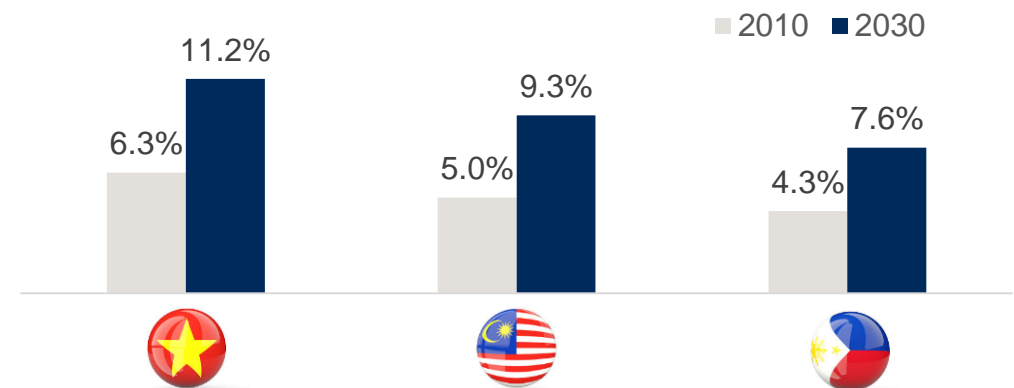
- + One of Singapore's most established companies in the pharmaceutical and consumer healthcare space
- + Heritage Pan-Malayan brand with a history of more than 70 years
- + Established presence in ASEAN
 - ❖ Direct presence in Singapore, Vietnam, Indonesia, Malaysia and the Philippines
 - ❖ Supplemented by a marketing and distribution network in Hong Kong, Myanmar, Brunei, Cambodia and Oman

1 Well-positioned to benefit from increased healthcare expenditure



- + ASEAN combined GDP increased from US\$0.58 trillion to US\$2.55 trillion from 1999 to 2016
- + GDP per capita increased from US\$1,135 to US\$4,021 over the same period
- + In tandem with economic growth, there has been an increase in total health expenditure
- + Aging population profile is expected to result in increased health expenditures
 - ❖ Life expectancy in ASEAN increased significantly
 - ❖ Median age of Singapore population rose from 34 to 40.5 between 2000 and 2017
 - ❖ % of population 65 years and above will increase significantly in our key markets of Vietnam, Malaysia and the Philippines

Percentage of population 65 years and above





Strong regulatory capabilities with high barriers to entry



We possess more than 300 product registrations and notifications over our products

3 International portfolio with strong principal relationships



Regional Presence

Strong Regulatory Capabilities

Established marketing and distribution network

- + Strong relationships with principals, some for more than 20 years
- + Internationally known portfolio of products with leading pharmaceutical companies

Our principals



BAUSCH + LOMB

and more...

Our products



Ophthalmology



Otorhinolaryngology



Allergy

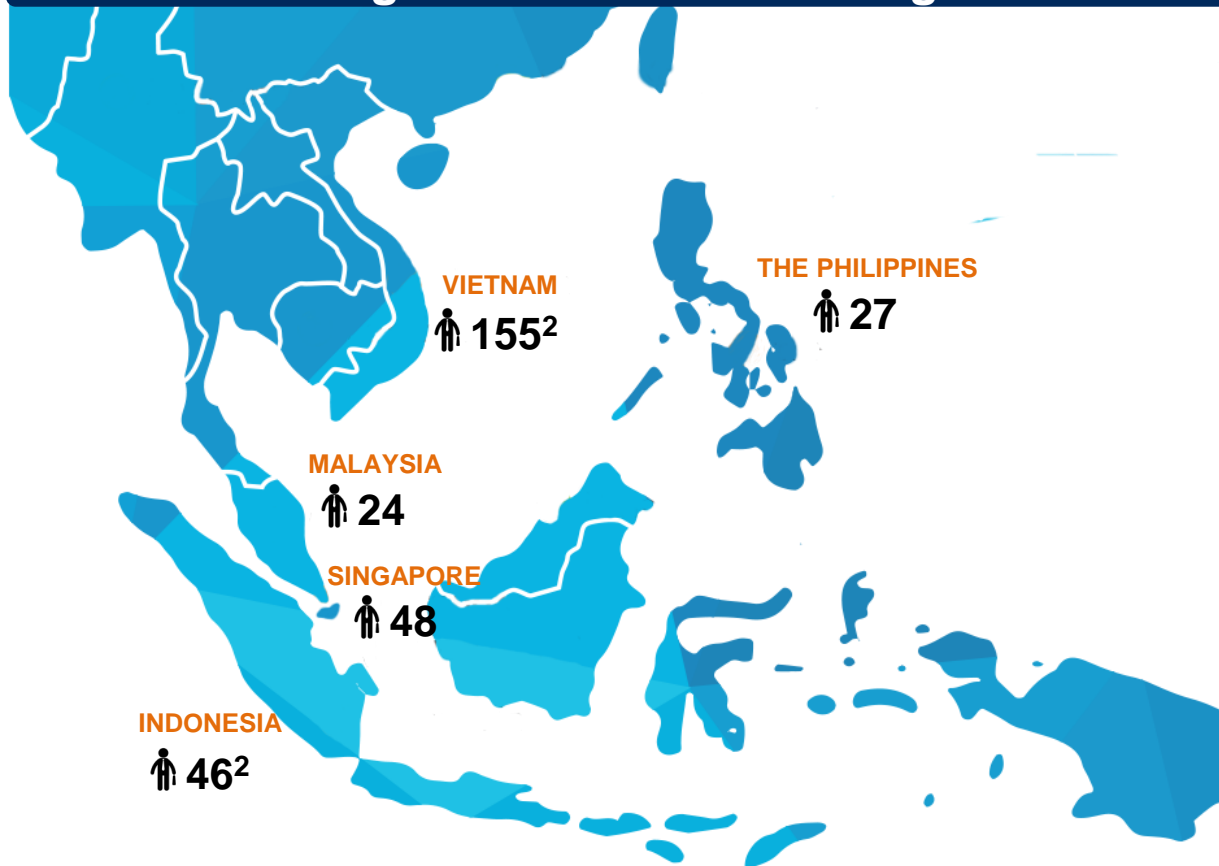


Gastroenterology

and more...

4 Strong sales and marketing capabilities

Our Regional Sales & Marketing Team



1. As at 31 Dec 2017

2. Based in representative offices and distributors

Specialty Pharma Principals

- + Dedicated sales and marketing team
- + Requires significant domain knowledge and understanding the needs of the doctors to ensure the dissemination of accurate product information
- + Participation in Continuing Medical Education events to support the community
- + Strong trust relationships with physicians as a valuable intangible asset, allowing us to scale up as the number of products we market increase

4 Strong sales and marketing capabilities

Medical Hypermart and Digital

- + Dedicated sales and marketing team
- + New digital initiative of the Virtual Hypermart
 - ❖ Allows customers to place orders at their convenience
 - ❖ Improves productivity and scalable model
 - ❖ Customer base of difficult-to-access physicians
 - ✓ New revenue channel with advertising from principals
 - ✓ Avenue for direct interaction between our brand principals and medical professionals



Ownership of a range of proprietary products and brands

Dermatology

- + Marketed primarily through medical professionals, including general practitioners, dermatologists, paediatricians and pharmacists



Ownership of a range of proprietary products and brands

Health Supplements

+ Marketed directly to consumers in Singapore via retail channels, including major retail pharmacies



Our proprietary products allows us to:

- + Determine the commercialisation strategy;
- + Access retail distribution channels via acquisition of Ocean Health, through which our proprietary products can be distributed to facilitate the growth of our entire portfolio;
- + Leverage on our existing local and regional distribution channels to market and sell our proprietary products; and
- + Expand our proprietary range by engaging in R&D, achieved through partnerships or research collaborations

6 Highly experienced and committed management team



Mr. Lim See Wah
Chairman, Executive Director & CEO

- + With more than 25 years of experience in the pharmaceutical industry, Mr. Lim was instrumental in establishing our Group with the acquisition, from Pan-Malayan Pharmacy Pte. Ltd., of the business of wholesale supply of pharmaceutical products and medical supplies in Singapore in 1998, Hyphens Singapore between 2001 and 2004 and Ocean Health Singapore, DAC Pharmed and Ocean Health Malaysia in 2016, having seen the growth and synergistic opportunities in each of these acquisitions.
- + Graduated from the National University of Singapore with a B.Sc (Pharm) Hons in 1992. He also has a Graduate Diploma in Business Administration.



Mr. Tan Chwee Choon
Executive Director

- + Responsible for our Indochina operations
- + With over 35 years of experience in the pharmaceutical and consumer healthcare industries, he was most recently the international business development manager of Vita Health Asia Pacific (S) Pte Ltd. Prior to that, he was the marketing company president (Singapore, Vietnam and Indochina) for AstraZeneca Singapore Pte Ltd. He also gleaned extensive working experience at Boehringer Ingelheim and Eli Lilly.
- + Graduated from Curtin University of Technology with a Bachelor of Business (with Distinction) in 1988.



Ms. Fang Lee Wei
Chief Financial Officer



Mr. John Leong
*General Manager (Malaysia, Indonesia, the Philippines)
Hyphens Pharma*



Mr. Jason Yeo
*General Manager (Singapore)
Hyphens Pharma*



Mr. David Lim
*General Manager
Pan-Malayan Pharmaceuticals*



Growth Strategies

Growth Strategies

1

Expand and strengthen product range

2

Maintain our growth momentum through scaling our presence in markets that we operate in and expansion to new geographical markets

3

Enhance our online platform and further leverage on it to increase revenue and manage costs

4

Expand through acquisitions, joint ventures or strategic alliances

5

Enhance our infrastructure to support business growth

1

Expand and strengthen product range

Strategy

Proprietary Brands

- + Expand product range
- + Launch another 5 products in 2018

Specialty Pharmaceuticals

- + Add to product portfolio for existing principals
- + Explore commercial opportunities with new principals

Pipeline

- + Patent-pending next generation line of Ceradan® products
- + Atopic dermatitis drug through technology transfer
- + Steroid drug for treatment of skin inflammatory conditions
- + Ocean Health clinical series

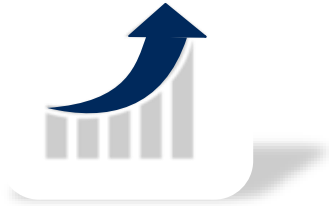
- + Rupafin® solution for children
- + D-Cure, a high dosage vitamin D

Developments

- + Continue to build in-house development capabilities
- + Continue to engage in R&D through partnerships or research collaborations
 - ❖ Lower risk and cost

- + 5 products undergoing product registration

2 Maintain our growth momentum



- + Scale up presence in existing markets such as Vietnam, Malaysia, Indonesia and the Philippines

- ❖ Expand marketing and distribution network and/or leverage on existing channels



- + Expand into new markets

- ❖ Registration of dermocosmetic products in ASEAN, as well as the Middle East and Australia

- ❖ Ocean Health to expand overseas:

- Vietnam / Malaysia: Distributed through existing marketing and distribution channels of the specialty pharma principals business
- China: JD Worldwide and ICBC Mall
- Myanmar: Local distributor to distribute and sell
- Brunei / Indonesia: Exploring the appointment of distributors

3

Enhance our online platform and further leverage on it to increase revenue and manage costs

Marketing to convert existing customers to transact online

Active promotion

- + Promotional rates
- + Loyalty programme

Capitalise on first mover advantage to establish an online platform

Addition of online resources that may be of interest to doctors

Increase online traffic and time spent through additional digital services

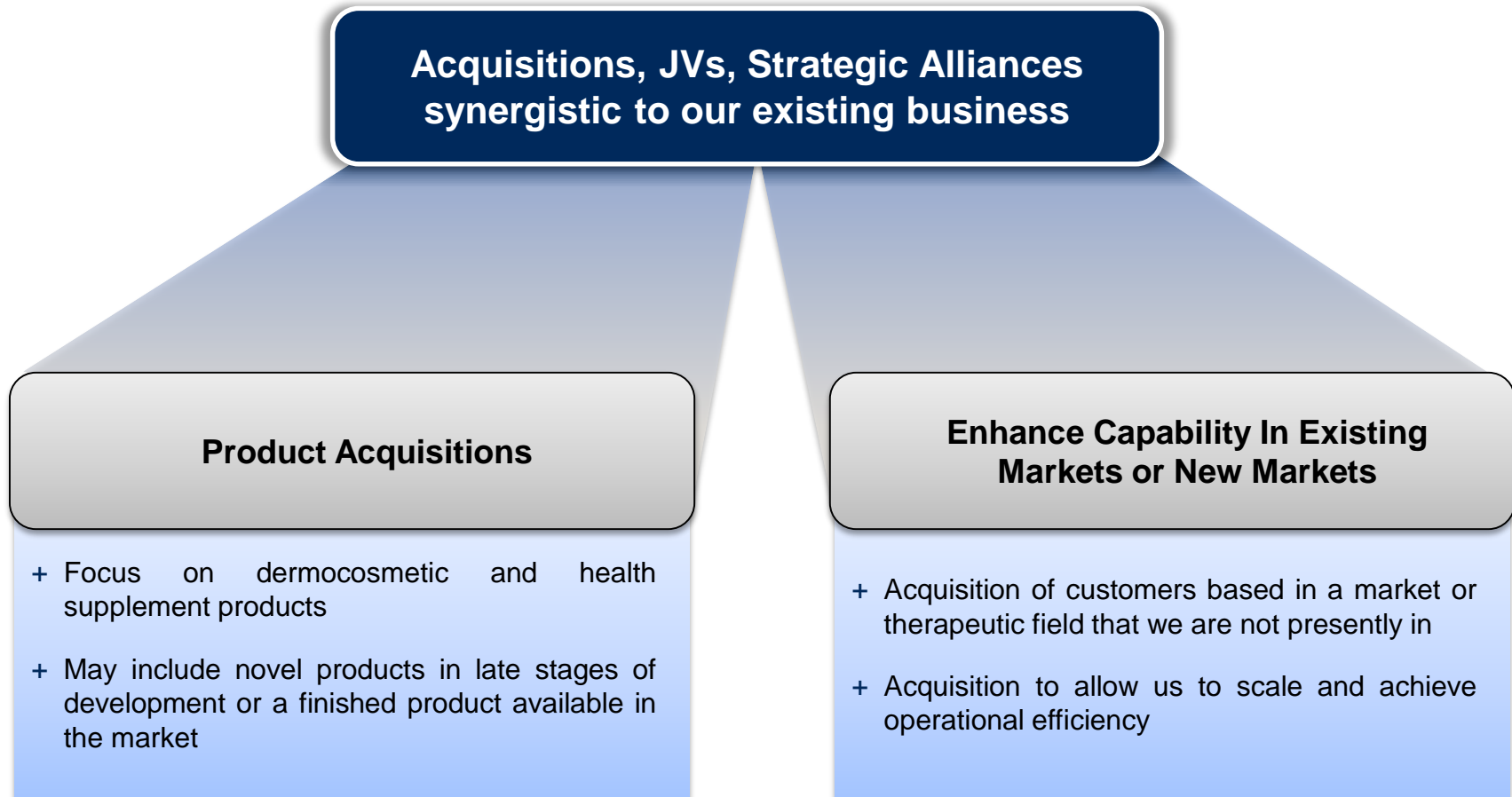


**Virtual
Hypermart**



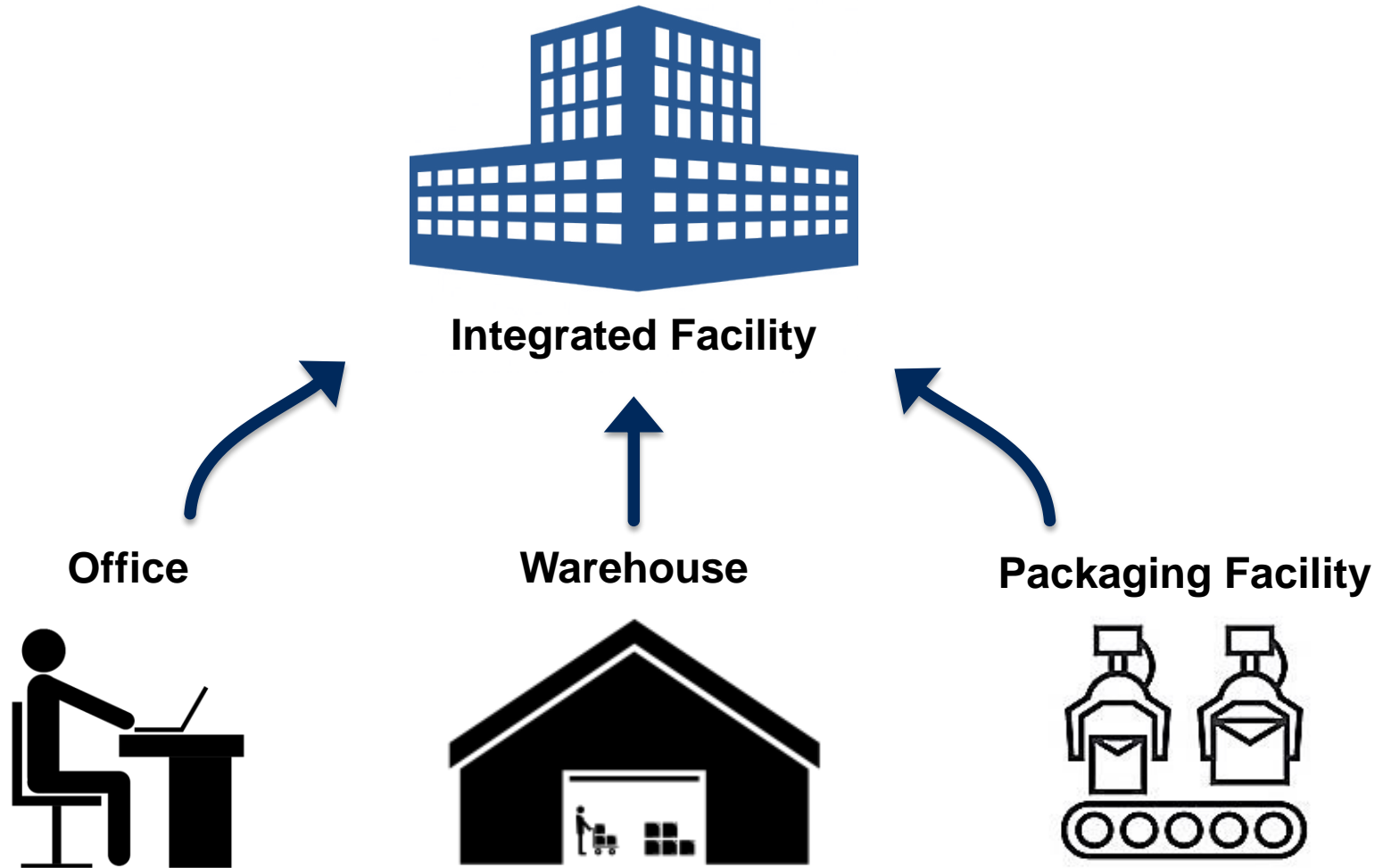
A total of 1,343 clinics¹ have registered an online profile on the Virtual Hypermart, representing approximately 65.0% of our total clinic customer base

Expand through acquisitions, joint ventures or strategic alliances



5

Enhance our infrastructure to support business growth



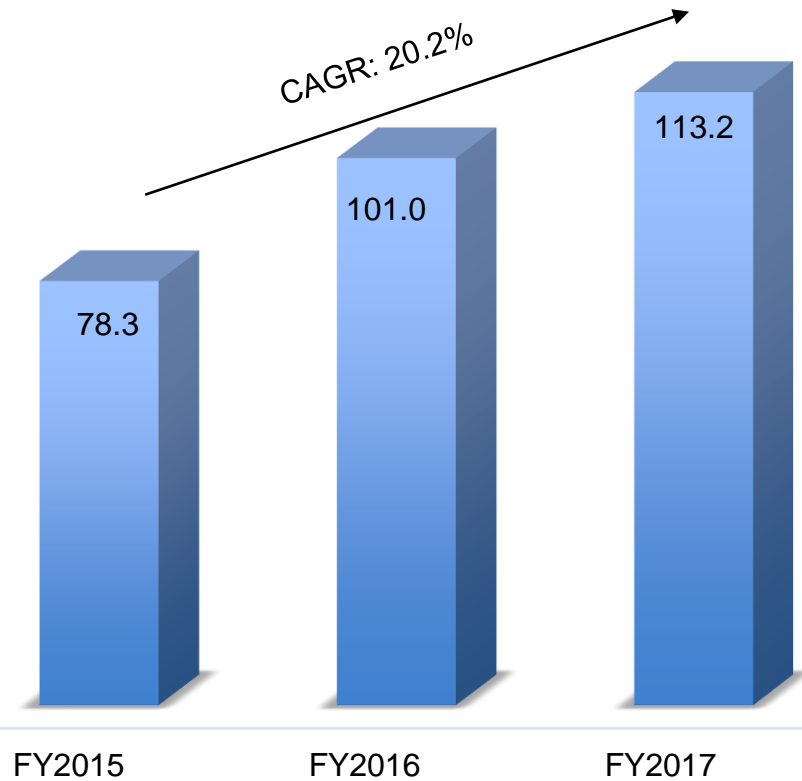


FINANCIAL HIGHLIGHTS

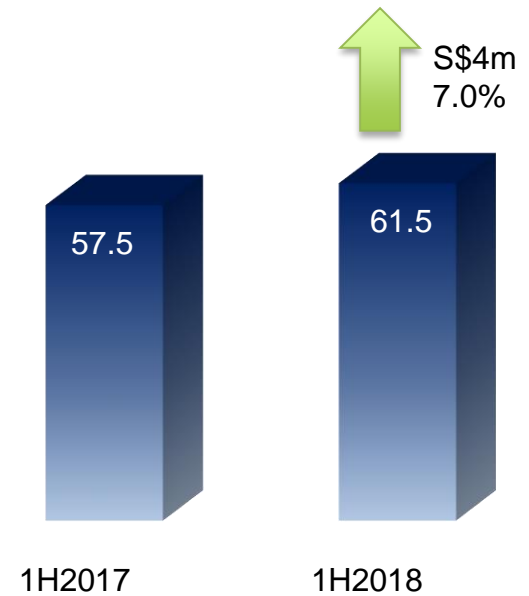


1 Revenue (S\$m)

3-year audited

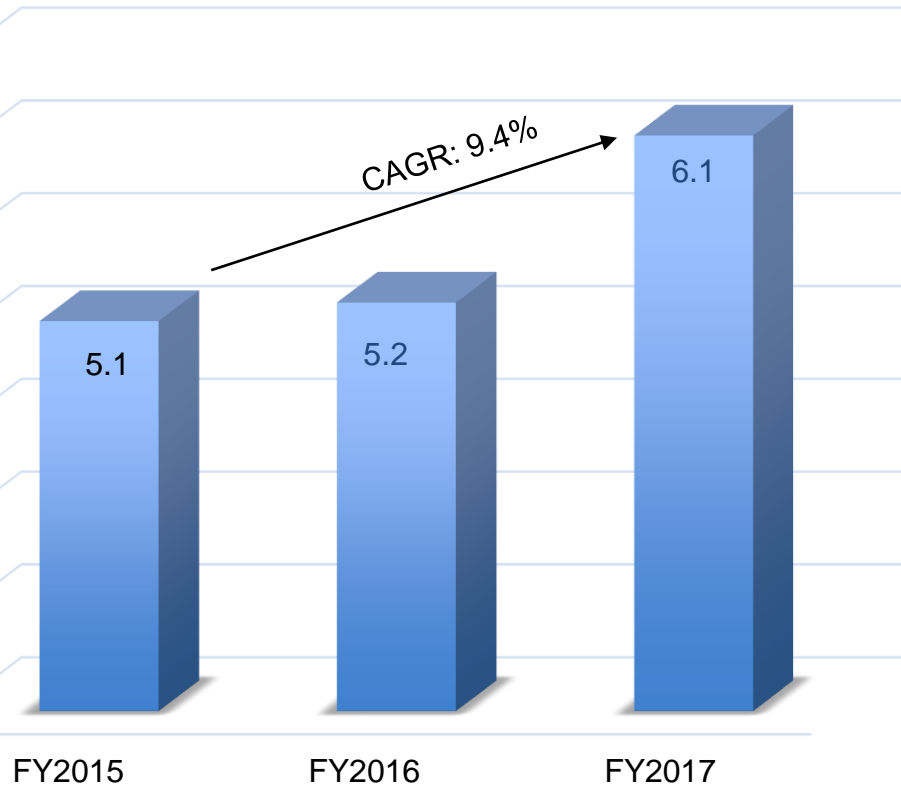


Half-year unaudited

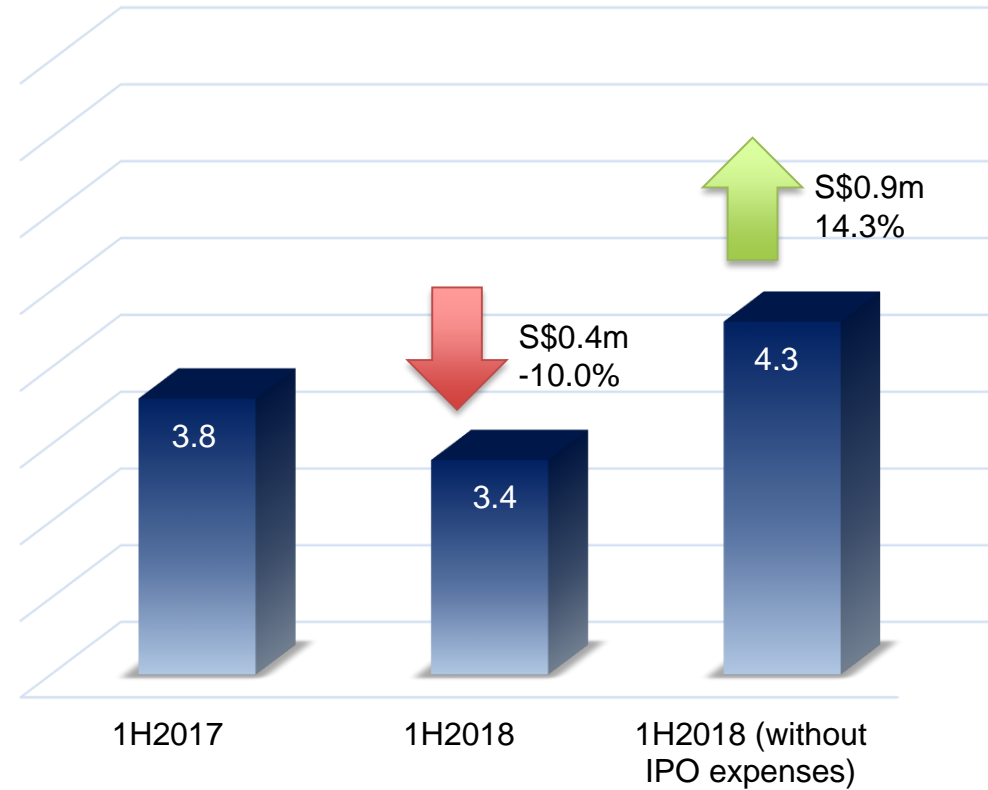


2 Profit after tax (S\$m)

3-year audited

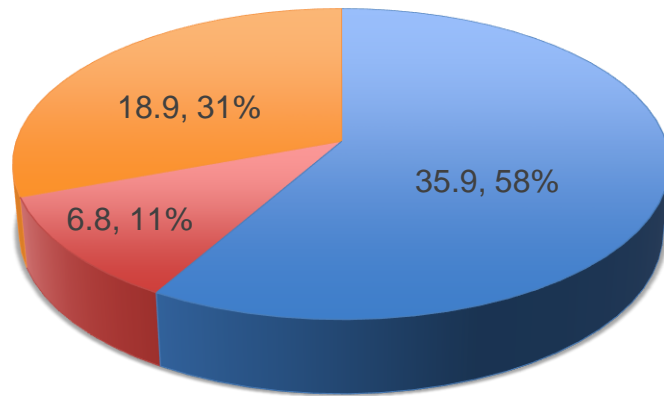


Half-year unaudited

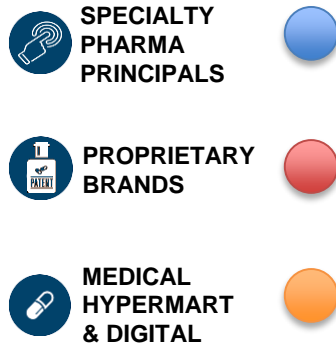
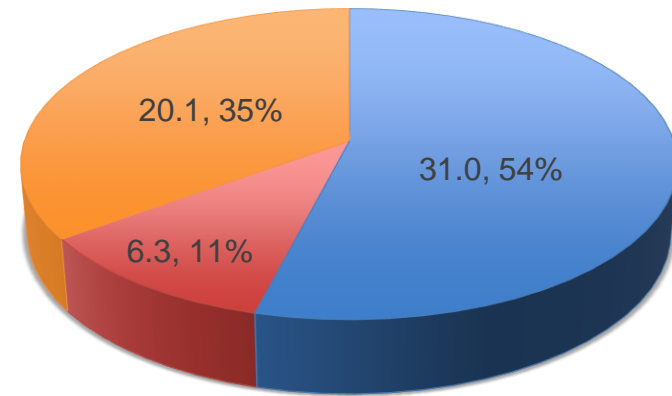


3 Revenue by Business Segment (S\$m)

1H2018



1H2017



4 Group Financial Half Year Overview

S\$'mil	1H2018	1H2017	Change %
Revenue	61.5m	57.5m	7.0%
EBITDA	4.8m	5.1m	-5.1%
Profit before tax	4.4m	4.6m	-4.4%
Profit after tax	3.4m	3.8m	-10.0%
EPS (cents)	1.14	1.26	-9.5%
NAV per share (cents)	12.40	6.28	97.5%

S\$'000	1H2018	1H2017	Change %
<u>Without IPO expenses of S\$920k in 1H2018</u>			
EBITDA	5.7m	5.1m	13.0%
Profit before tax	5.3m	4.6m	15.7%
Profit after tax	4.3m	3.8m	14.3%



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