LASERS SALES IN ECONOMIC CRISIS SITUATIONS AND OTHER ADVERSITIES
Backgrounds
The market in 2008

- Spain has a population of 46.000.000 of people
- Ophthalmologists: 4.000
- Private Doctors: 2.900
- Nº of Lasers: about 230
- Nº of Annual Surgeries: 220.000
  \((LASIK/ PRK/ LASEK)\)
Market distribution in 2008

- Schwind = 75
- Ladar Vision = 18
- Allegretto = 21
- VisX S3 & S4 = 16
- Meditec MEL 70 & MEL 80 = 20
- B & L = 80
- VisX S3 & S4 = 16
- Meditec MEL 70 & MEL 80 = 20
- B & L = 80
2008 : Financial Bubble Explosion
## Market facts

<table>
<thead>
<tr>
<th>NUMBER OF LASERS</th>
<th>2008</th>
<th>2013</th>
<th>LOSSES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>230</td>
<td>140</td>
<td>-90</td>
</tr>
</tbody>
</table>
Market distribution in 2013

- Allegretto (Alcon) = 43
- Schwind = 40
- Meditec MEL 70 & MEL 80 = 14
- VisX S3 & S4 = 9
- B & L = 34
<table>
<thead>
<tr>
<th></th>
<th>Product</th>
<th>2008</th>
<th></th>
<th>Product</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>B &amp; L</td>
<td>34,7%</td>
<td>#1</td>
<td>Allegretto (ALCON)</td>
<td>31,4%</td>
</tr>
<tr>
<td>#2</td>
<td>SCHWIND</td>
<td>32,6%</td>
<td>#2</td>
<td>SCHWIND</td>
<td>27,8%</td>
</tr>
<tr>
<td>#3</td>
<td>LadarVison (ALCON)</td>
<td>12%</td>
<td>#3</td>
<td>B &amp; L</td>
<td>24,2%</td>
</tr>
</tbody>
</table>
How the Market faces the economical crisis moments

1. Number of surgeries has been reduced ➞ 60%

2. Clinics Closure: from 230 to 140 ➞ -90 lasers

3. Average price/eye from 1.600€ to 900€ ➞ -700€

4. PRK treatments increase ➞ Cost saving of Blades
Why OftalTech continues selling lasers in crisis times
Customer Service

- Closely linked to the Sale Operation, OftalTech offers a qualified and experienced Customer Service: operational, 24 hours a day, during 365 days a year.

- Our strategy in Refractive Surgery is to show the Doctor that we are useful to him when he faces a problem with a patient.

- Customers see us as a discrete support (it is not the same consulting a colleague than consulting us).
Customer Service

- We receive topographies to create an ablation profile
  
  It’s better if we do it instead of doing it wrong

- We analyse how and when to perform an aspheric profile and PresbyMAX

  We improve the visual and functional quality

- We analyse how and when to re-treat a patient and what to re-treat

  Patient’s satisfaction due to the solution of the problem
AMARIS : A safe bet

- HIGH TECNOLOGY
- EVOLUTION IN FUTURE
- GLOBAL CREDIBILITY
- GREAT RESULTS
- HIGH REPUTATION
SCHWIND eye-tech-solutions is the only Company in the world exclusively focused 100% in the manufacture of the excimer laser.

SCHWIND eye-tech-solutions markets 3 different technology platforms, depending on the customer.

SCHWIND eye-tech-solutions is the worldwide leader in the development of the excimer laser technology.

✓ Recognized as best laser in the world, even for competition.
Oftaltech 2008-2014: Evolution in Sales

ECONOMIC CRISIS CONTEXT

AGRESIVE STRATEGY VS ZEISS - ALCON

8 LASERS SOLD:
- 6 AMARIS 500 Hrz
- 2 AMARIS 750 Hrz
Groupo Baviera has incorporated an AMARIS 500-E in Clinica Baviera, Alicante
Baviera Group

BAVIERA GROUP is a network of clinics around Europe, with more than 70 centers.

BAVIERA GROUP has already incorporated the AMARIS TECHNOLOGY
OftalTech
Un futuro con vista

MANY THANKS FOR YOUR ATTENTION

mmorros@oftaltech.com