

SBC Medical Group Holdings, Inc.

Investor Presentation

May 2025

Forward-Looking Statements

Forward-Looking Statements & Legal Disclaimer This presentation contains “forward-looking statements” within the meaning of the U.S. federal securities laws. Forward-looking statements are not historical facts; they reflect our current expectations, estimates and projections about future events and operating performance. In some cases you can identify forward-looking statements by terminology such as “may,” “should,” “will,” “expects,” “intends,” “plans,” “anticipates,” “believes,” “estimates,” “projects,” “targets,” “continues,” “potential,” or the negative of these terms, or other comparable terminology. Forward-looking statements in this presentation include, without limitation, statements regarding: our future financial performance, including revenue and earnings growth; business prospects, market opportunities, strategy and competitive position; capital allocation, liquidity and other plans or objectives. These statements are subject to a variety of risks, uncertainties and assumptions that are difficult to predict and many of which are outside our control. Actual results may differ materially from those expressed or implied. Important factors that could cause actual results to differ materially are set forth under the heading “Risk Factors” and elsewhere in our filings with the U.S. Securities and Exchange Commission (the “SEC”), including our most recent Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and any subsequent filings, all of which are available on the SEC’s website (www.sec.gov). We undertake no obligation to update or revise any forward-looking statement except as required by law. You should not place undue reliance on forward-looking statements, which speak only as of the date of this presentation.



SBC Medical Group Holdings, Inc.

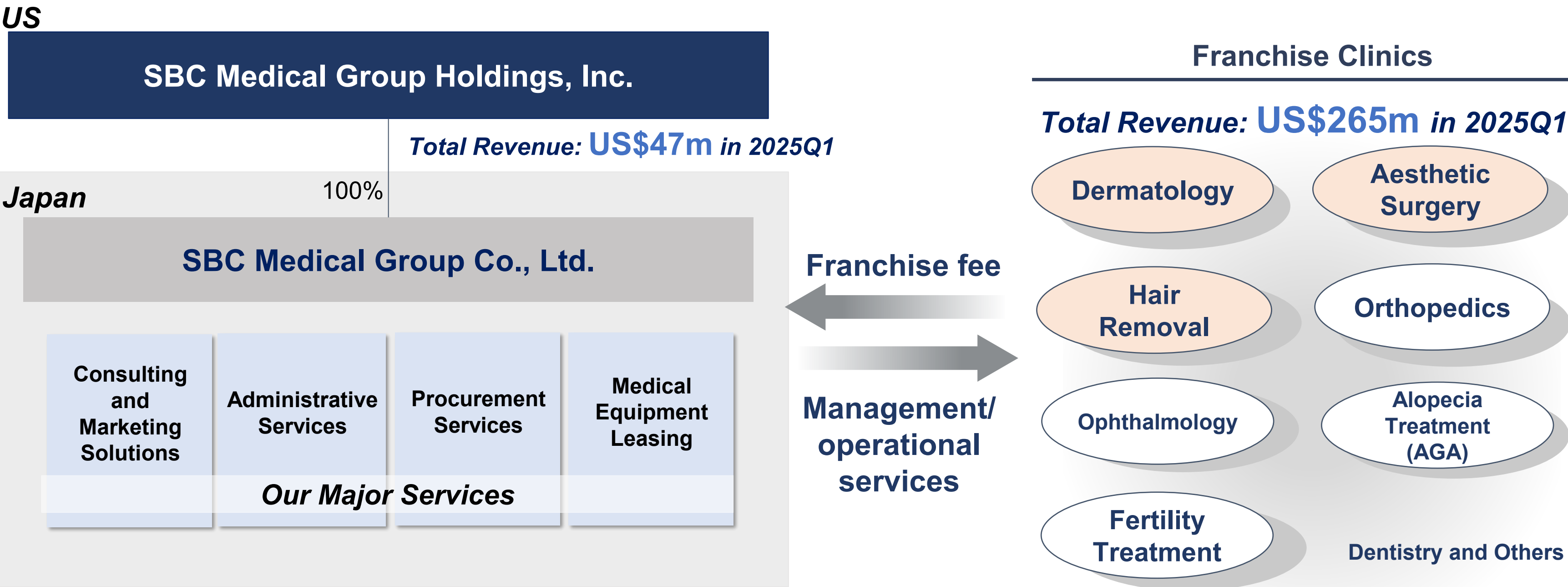
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I. Executive Summary

Group Structure and Business Model

- SBC provides comprehensive consulting and management services to the medical corporations and their clinics through a franchise model



2025Q1 Franchise Clinics Performance Highlights

- We believe Strategic pricing management is driving strong customer growth, particularly in aesthetic dermatology

Franchise Clinics Key Figures (25Q1)

<div>Number of Franchise clinics¹ at the end of Mar 25</div> <div>251 clinics</div> <div>(vs Mar 24 +36 clinics / +17%)</div>	<div>Repeat Rate^{2 3 4}</div> <div>71 %</div>	<div>Total Revenue ^{1 5 7 8}</div> <div>\$265 M (YoY (3)%)</div> <div>from Existing Clinics : \$258M (YoY (6)%)</div> <div>from New Clinics : \$7M</div>
<div>Number of Customers ^{2 3 6} /Unique Number (Annually)</div> <div>6.10 M / 1.94 M</div> <div>(YoY +14%) (YoY +10%)</div>	<div>Revenue per Customer ^{2 6 7 8}</div> <div>\$181 (YoY (13)%)</div> <div>SBC Clinics : \$206 (YoY (14)%)</div> <div>Rize Gorilla Clinics : \$103 (YoY (10)%)</div>	<div>Revenue Distribution (YoY)^{1 7 8}</div> <div><div>Overseas +1%</div><div>Medical +1pt</div><div>Aesthetic Surgery (5)pt</div><div>Aesthetic Dermatology +3pt</div><div>1%</div><div>12%</div><div>29%</div><div>58%</div></div>

¹ The figure takes into account of the franchising of SBC brand clinics, Rize Clinic, Gorilla Clinic and AHH Clinics

² The figure takes into account franchising of SBC brand clinics, Rize Clinic and Gorilla Clinic

³ Excluding Free Counseling

⁴ The percentage of customers who visited our franchisee's clinics twice or more

⁵ Clinics opened on or after April 1, 2024, are classified as new clinics

⁶ The applicable periods are from April 1, 2024 to March 31, 2025

⁷ Calculated at JPY 152.5 / USD, JPY 113.1 / SGD, JPY 0.006 / VND

⁸ After Point/Ticket Discount

Business Segment Overview

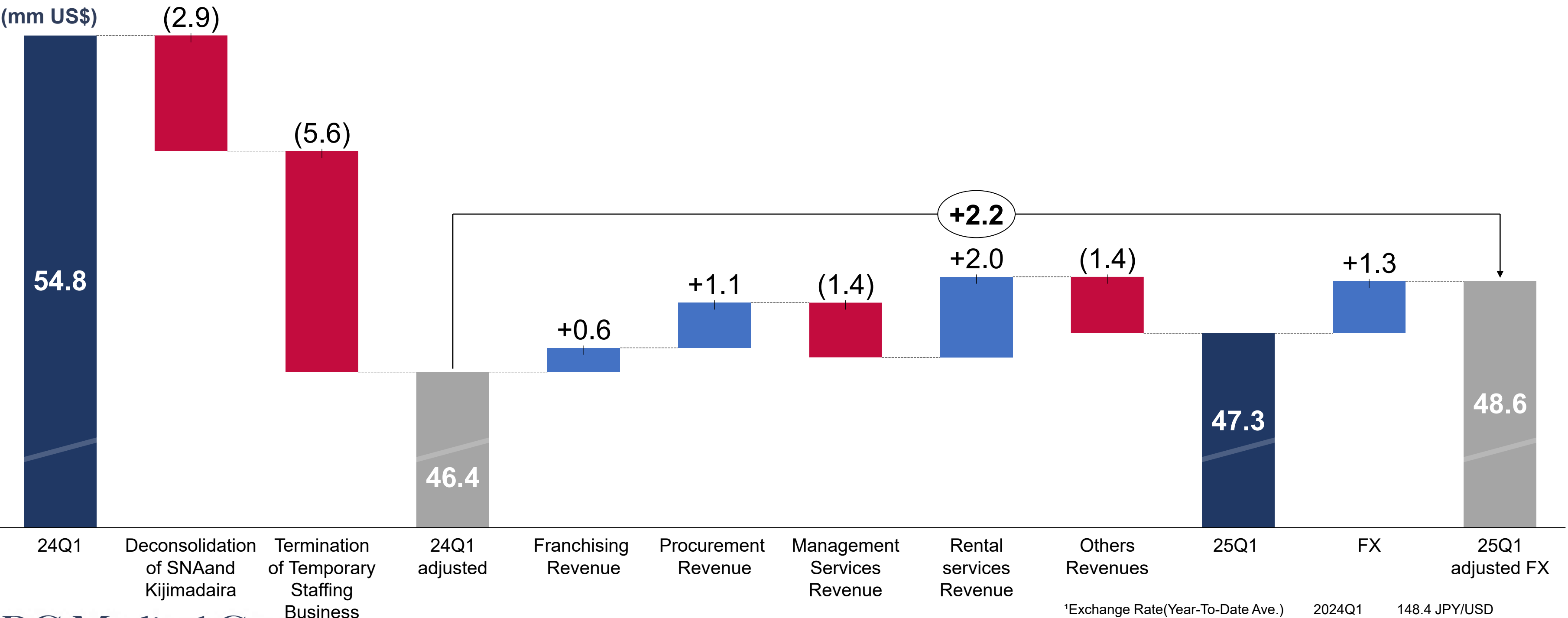
- SBC offers a diverse range of brands and is expanding beyond Aesthetic Medical Business into Medical Business, Overseas Business, and platform businesses.



Revenue Grew

After Adjusting for One-time Business Impact

- Revenue¹ grew YoY after adjusting for the impact of the termination of the staffing business termination and the deconsolidation of SNA and Kijimadaira



2025Q1 Financial Performance Highlights

- SBC demonstrated impressive bottom-line growth

SBC Medical Group Holdings Key Financials (25Q1)

<div>Total Revenues</div> <div>\$47 M</div> <div>(YoY (14)%)</div>	<div>EBITDA¹</div> <div>\$25 M</div> <div>(YoY (3)%)</div>	<div>EBITDA Margin²</div> <div>52 %</div> <div>(YoY +6pt)</div>
<div>Net Income</div> <div>attributable to SBC Medical Group Holdings Incorporated</div> <div>\$22 M</div> <div>(YoY +15%)</div>	<div>ROE³ (Annualized)</div> <div>41 %</div> <div>(YoY (10)pt)</div>	<div>Basic EPS⁴</div> <div>\$0.21</div> <div>(YoY +5%)</div>

¹ EBITDA = Income from operations + Depreciation and amortization expense

² EBITDA Margin (%) = EBITDA / Total revenues

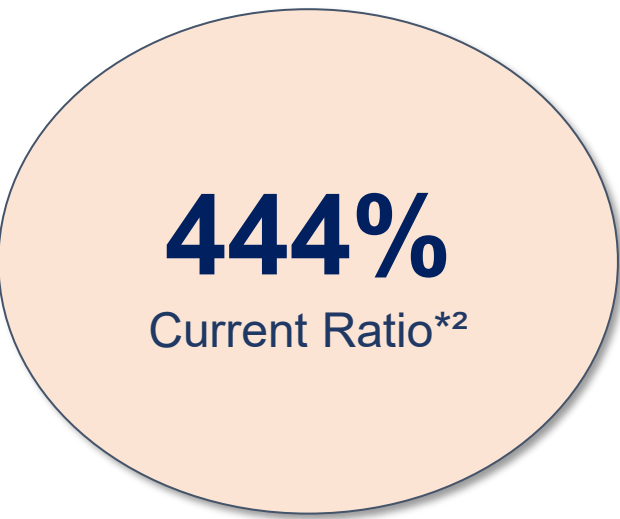
³ ROE = Net income attributable to SBC Medical Group Holdings Incorporated / Average of SBC Medical Group Holdings Incorporated's stockholder's equity (beginning of the period and end of the period)

⁴ EPS (basic) = Net income attributable to SBC Medical Group Holdings Incorporated / Weighted average shares outstanding

Robust Balance Sheet Positioned for Growth

- SBC’s balance sheet is strong with ample cash and borrowing capacity

Key Balance Sheet Figures (as of March 31, 2025)



Selected items from Balance Sheet

(mm US\$)	Mar 31, 2025	Change	Dec 31, 2024
Total assets	285	+19	266
Total current assets	215	+31	184
Cash and cash equivalent	132	+7	125
Property and equipment, net	9	(0)	9
Intangible assets, net	2	(0)	2
Total liabilities	58	(13)	71
Current liabilities	48	(13)	61
Total Stockholder’s equity	226	31	195
SBC Medical Group Holdings Incorporated’s stockholders’ equity	226	31	195

*1 D/E Ratio = Total Debt / Total Stockholders’ equity
*2 Current Ratio = Total current assets / Total current liabilities
*3 Capital Ratio = SBC Medical Group Holdings Incorporated's stockholder's equity / Total assets

II. Business Environment and Response

Strategic Action for 2025 (Franchisee)

- Supporting flexible pricing strategies for franchise clinics in response to industry changes

Price Revisions in Dermatological Treatments



- ✓ Due to frequent discount campaigns at some clinic brands, actual prices have diverged from list prices, making the official pricing appear less competitive
- ✓ **Strategic price revisions to maintain price competitiveness for select clinic brands (March 2025)**
- ✓ Meanwhile, based on the highest-ever number of patient visits, spending on promotional activities is being reduced

Upward Revision of Medical Hair Removal Prices¹

Approximately 20% price increase in response to supply and demand changes in the hair removal market (April 2025)

Sessions	Current Price	New Price	Rate of price increase
1	¥20,000	¥25,000	+ 25%
3	¥45,000	¥49,500	+ 10%
5	N/A	¥53,800	+ 19% ²
6	¥54,200	Discontinued	

¹Comparison of current and new prices for the full-body + VIO course (excluding some franchise clinics)

²Plan change from 6 sessions to 5 sessions, ratio calculation per session

Strategic Response for 2025 (Franchisor)

- In light of the challenging competition, we are revising franchise fees as part of our long-term growth strategy to support franchisees open new clinics, in order to expand and stabilize our business foundation

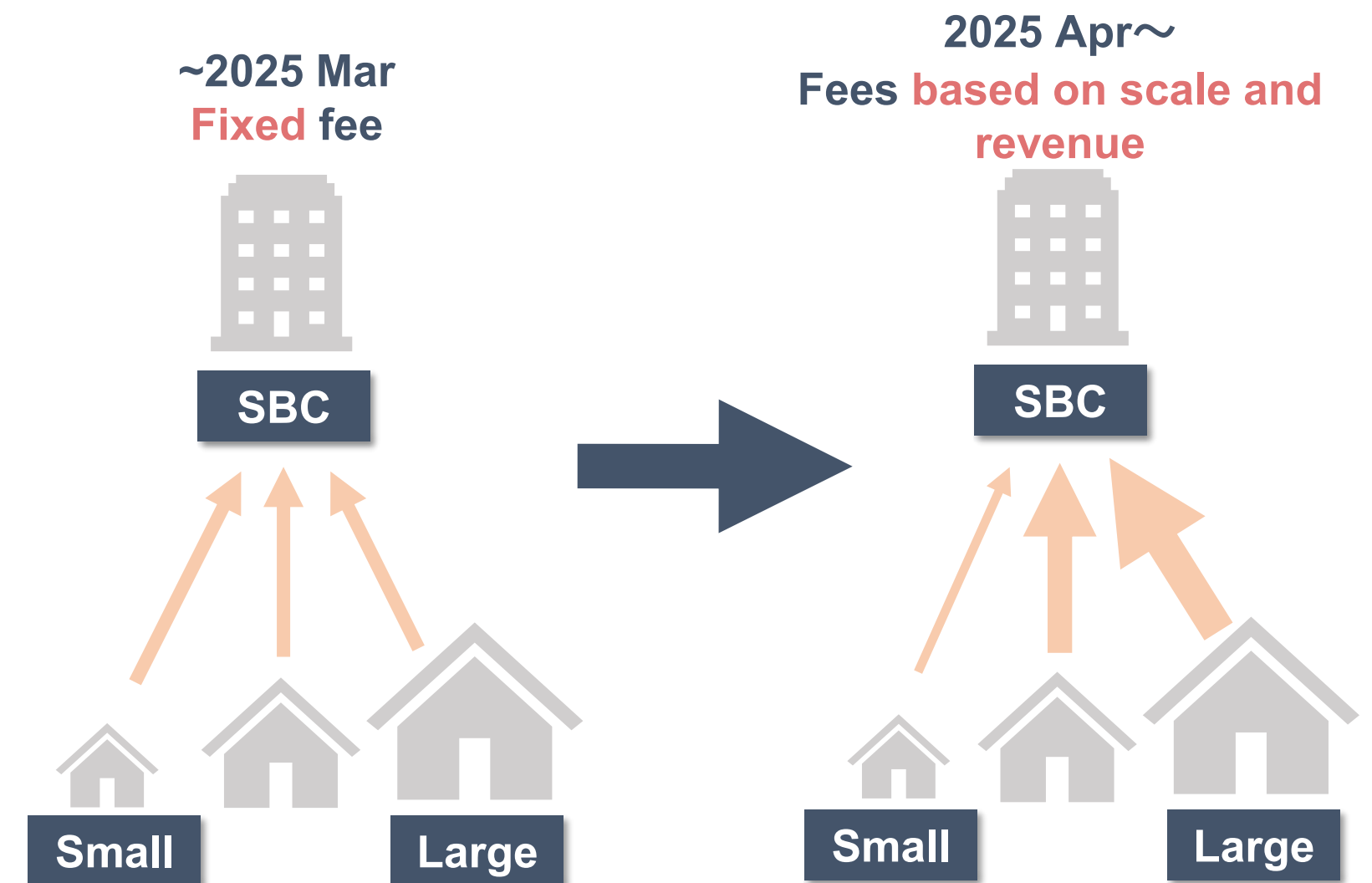
Major Revisions to the Franchise Fee

- **Fee reductions in the first year of opening**
→ Saving initial cost for new clinics with an underdeveloped customer base
- **Fees based on service scale**
→ Adjusting fees according to the scale of SBC's consulting services and the clinic's business size

Estimated Impact

- The revision will be implemented starting from April 2025
- If this revision had been applied starting in April 2024, the estimated negative impact on total revenues would have been c.10%
- The impact for the fiscal year 2025 on total revenues and income from operations remains uncertain

Optimization of Franchise Fees Concept



III. Business Strategies by Segments

Aspiration Towards 2027

Aspiration

- Become a medical service company responding to various customer needs globally, centered on aesthetic medical
- Develop a strong business foundation for overseas business areas which will accelerate our growth going forward

Priority Business Areas

Aesthetic Medical Business

Medical Business

Overseas Business

Continued Market Expansion and #1 Market Leadership Positioning

- Market growth the increasing penetration Aesthetic Medical
- Accelerate multi-brand strategy

Growth and Diversification of Revenue Sources

- Orthopedics, Infertility Treatment / Gynecology, Ophthalmology, Alopecia (AGA) etc...

Accelerating SBC's growth & Foundation building

- Overseas: US and SE Asia

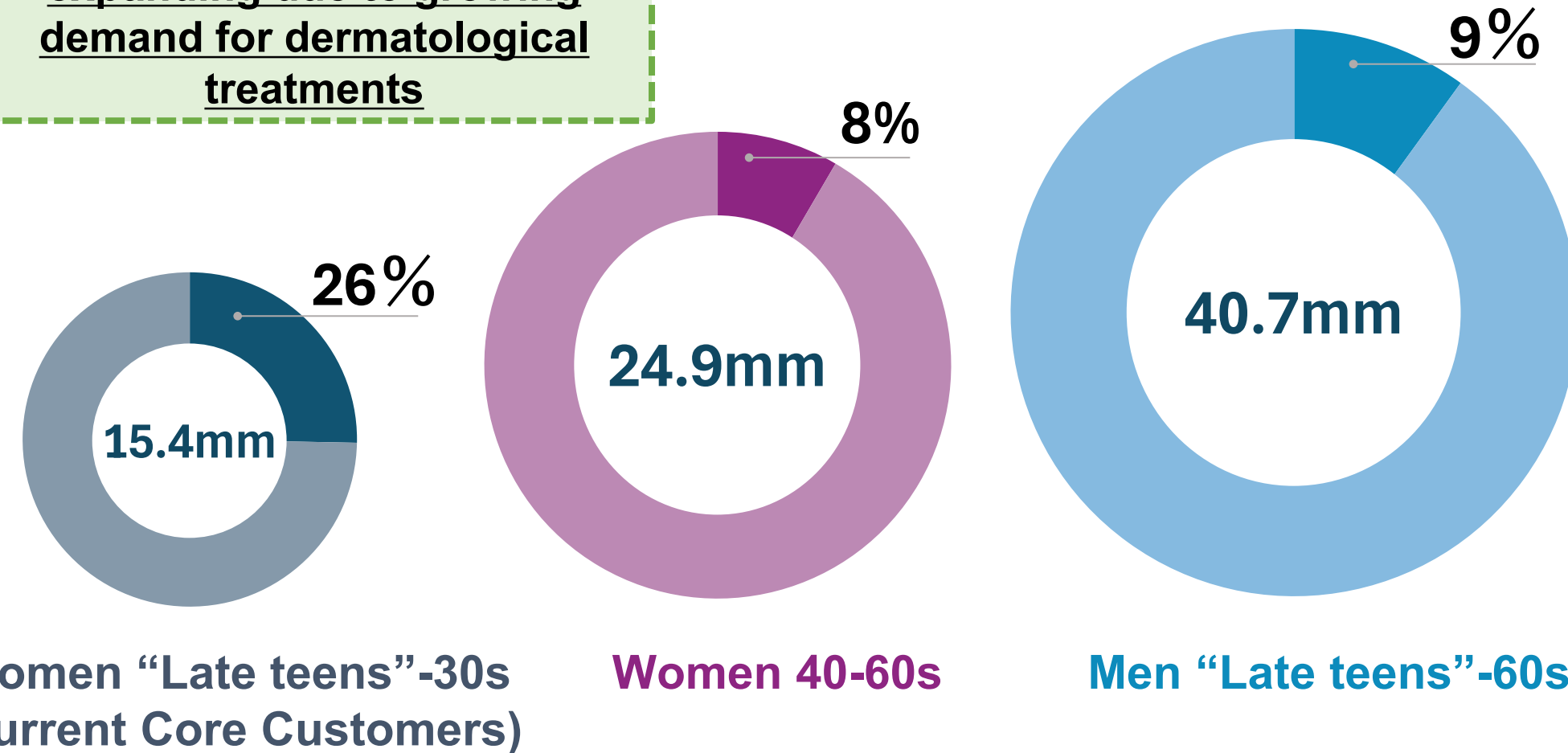
Platform Business (B2B Business) leads further expansion of SBC’s business domain:
Enterprise services (Employee benefit program), Consulting for self-funded medical services etc...

Strong Growth Potential and Room for Expansion

- Aesthetic medicine penetration continues to rise, driven by dermatological treatment growth
- With 12% market penetration, expanding to middle-aged women and men offers significant growth potential

Potential Aesthetic Medical Market/Penetration Rate(%)

Market penetration expanding due to growing demand for dermatological treatments



Women "Late teens"-30s
(Current Core Customers)

Women 40-60s

Men "Late teens"-60s

Source: Company estimates based on data from the Ministry of Internal Affairs and Communications and Recruit Hot Pepper Beauty Academy
(Based on the # of patients treated over the last 3 years) as of December 2024

Strategic Initiatives to Expand Market Reach

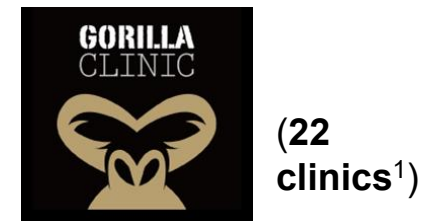
To Middle-aged Female Market

Targeted marketing to reach middle-aged women



To Male Market

Gorilla Clinics for male laser hair removal



To Capture Dermatology Market Growth

Expand laser hair removal to dermatology services via Rize Clinics



Develop dermatology-focused clinics under the SBC brand



Specialize in the latest trending dermatology treatments



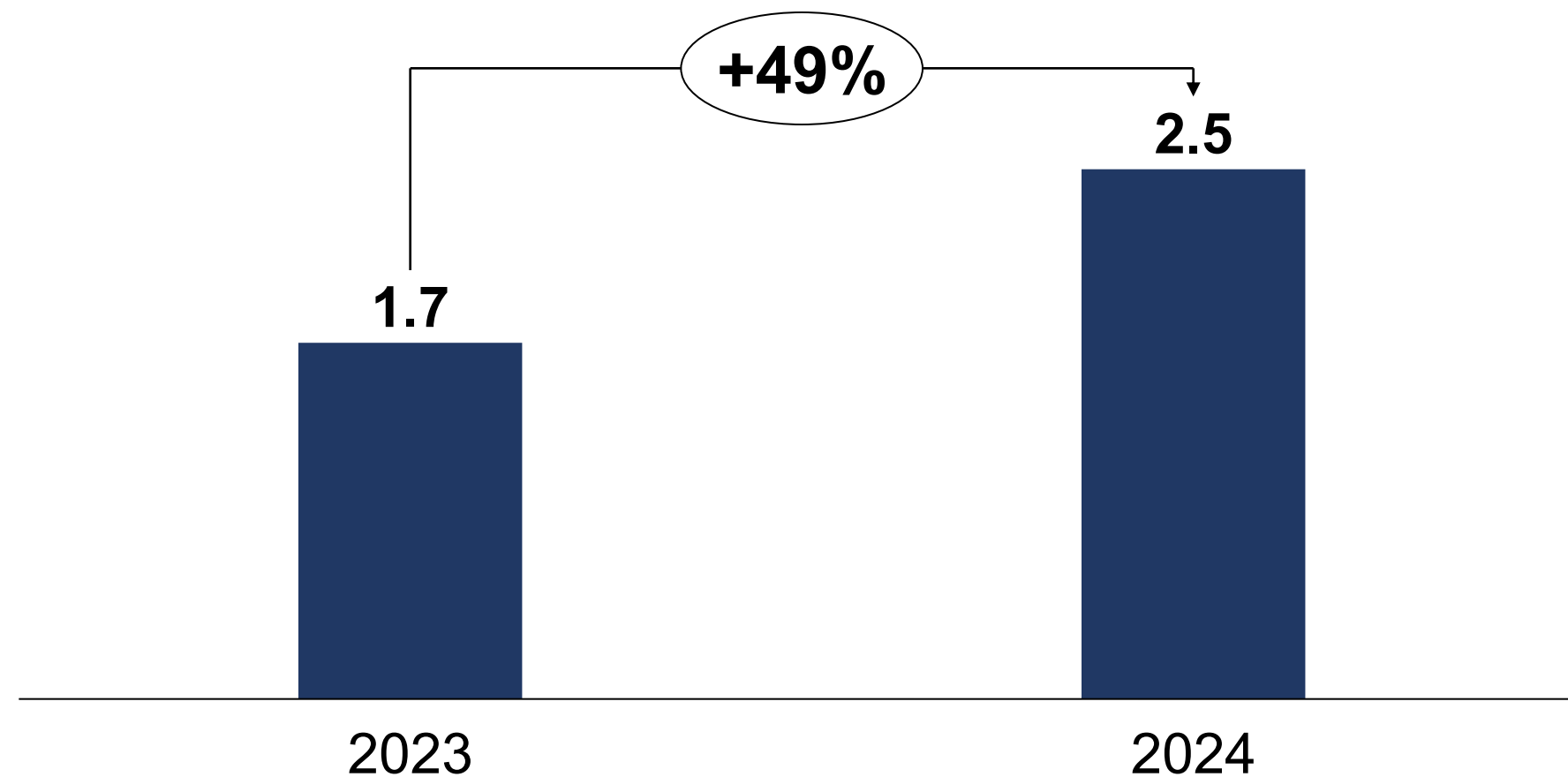
¹ as of March 2025

Inbound Strategy

- Driven by demand for Japan's safe, high-quality services, with strong growth led by Chinese customers
- Enhancing multilingual support and leveraging Chinese social media to accelerate customer acquisition

Strong Momentum in Inbound Revenue¹

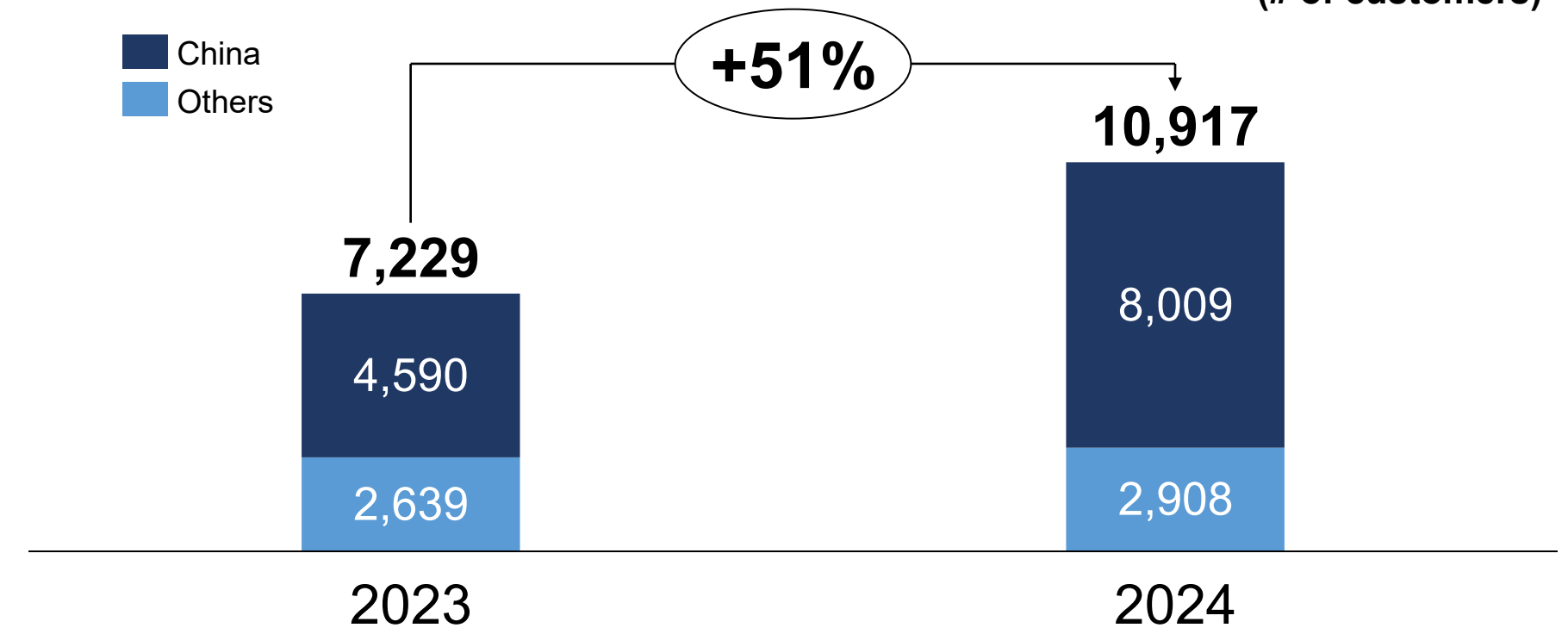
(mm US\$)



¹Calculated at 151.4JPY/1USD

Surging # of Inbound customers

(# of customers)



Key Initiatives of Inbound Strategy

- Inbound-Focused Clinics
- Translation App

Medical Business Growth and Outlook

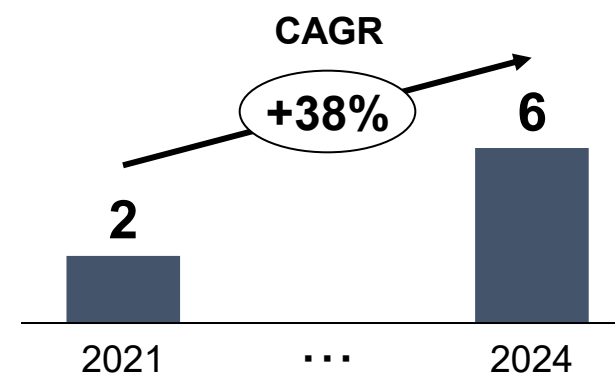
- Expanding into profitable and promising fields such as orthopedics, ophthalmology, infertility treatment/gynecology, and alopecia treatment, leveraging expertise from private healthcare to drive further growth

Growth in the Medical Business

Orthopedics

- ✓ Market-leading **short stature treatment** in Tokyo drives growth
- ✓ Leveraging expertise in aesthetic medical to expand **joint pain treatment** for further market penetration

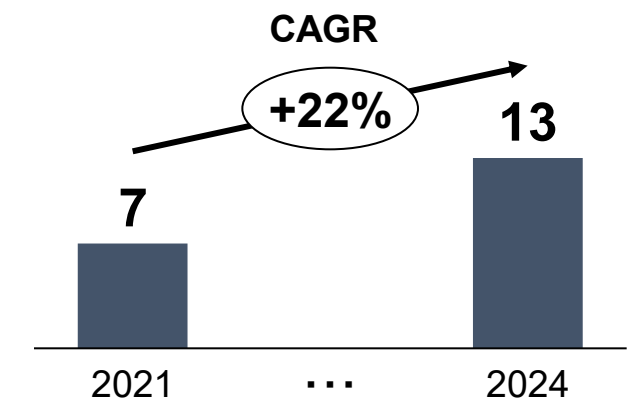
Revenue Trend (mm US\$¹)



Infertility Treatment/ Gynecology

- ✓ Offering comprehensive reproductive treatments, including egg freezing and ART
- ✓ Driving growth through new clinics, with leveraging RLC platform

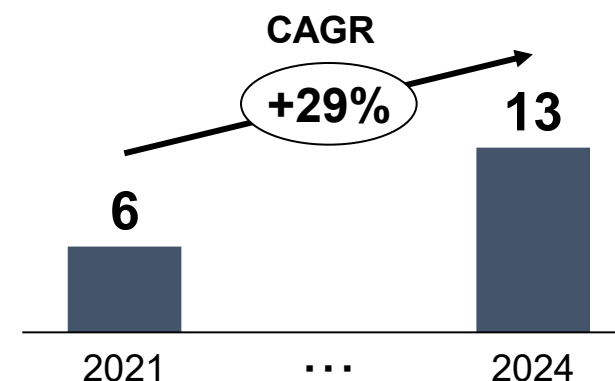
Roppongi Ladies Clinic ("RLC")
Revenue Trend (mm US\$¹)



Ophthalmology

- ✓ ICL is driving growth as it replaces LASIK in the market.

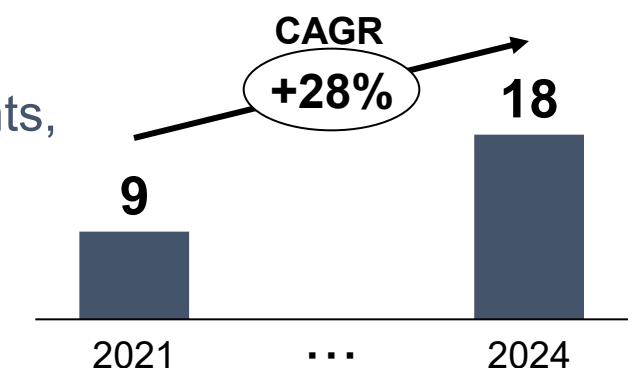
Revenue Trend (mm US\$¹)



Alopecia Treatment

- ✓ Largest multi-treatment **AGA network (11 clinics)**, offering medication, hair transplants, and lasers
- ✓ Exclusive provider of **FoLix** in Japan, the latest hair growth laser

Alopecia Treatment
(Excluding Medication)
Revenue Trend (mm US\$¹)



¹Exchange Rate(Year-To-Date Ave.) 151.4 JPY/USD

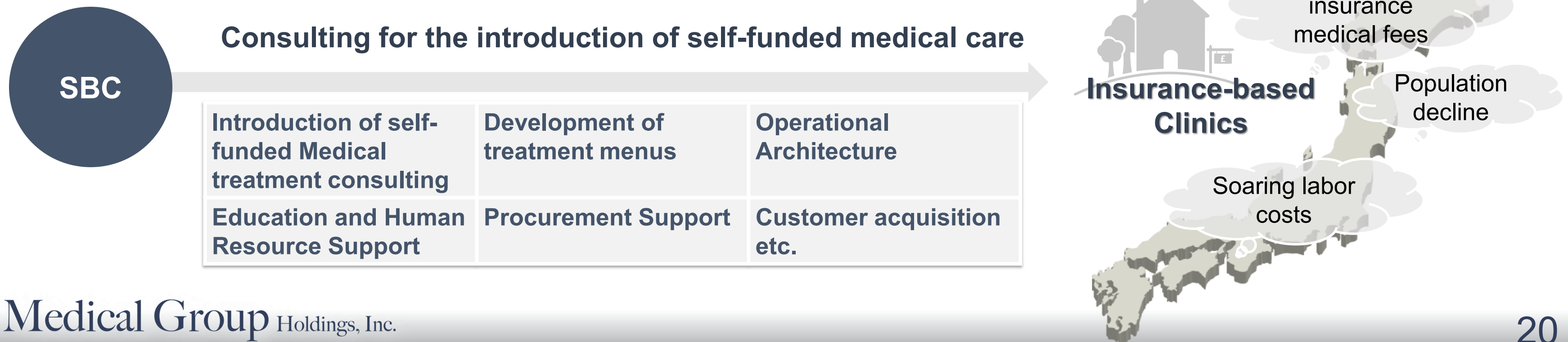
Future Strategies in the Medical Business

- Beyond franchise expansion, we support insurance-based clinics nationwide adopt self-funded treatments, addressing reimbursement challenges and expanding our customer base

Franchise type



Consulting type



Strategic Initiatives in Overseas Business

- In the US, Exploring a MedSpa and platform launch on the West Coast
- In Asia, Expanding our business using Singapore's AHH, acquired last year, as a regional hub

North Americas
(Mainly in USA)

Asia

Seeking to expand in North Americans

- 1 MedSpa Group Business
West Coast expansion via M&A
- 2 Expansion of Medical Operations Platform Business
Strengthening and Globalizing Franchise Services through M&A

Seeking to expand in Asia

- 1 Expanding Southeast Asia operations with AHH Inc. as a hub
 - Positioning it as our base for Asian expansion
 - This acquisition increases SBC's overseas locations to 23
- 2 Expansion of the North American platform to Asia (in the future)

Acquired Aesthetic Healthcare Holdings ("AHH") in November 2024, operating 4 beauty and aesthetic brands with 21 locations in Singapore

Chelsea
THE CHELSEA CLINIC

gangnam
laser clinic

SkinGO!



Recent Initiatives

- SBC accelerates growth with new initiatives: launching “SBC Wellness” and partnering with B4A Inc. to enhance franchise services

SBC Wellness (employee benefits program)

- Launched the employee benefits program 'SBC Wellness' in November 2024 with 7 partner companies
- Building on our track record in corporate health management and preventive care to offer enhanced employee support

(Example of partners)

- Apparel brand operator (# of employees c.6,600)
- Online insurance company (# of employees c.550)
- Apparel retailer (# of employees c.1,700)



of employees c.1,170



of employees c.70

¹Listed on each company's website

Alliance with B4A Inc.,

- In September 2024, announced a business alliance with B4A Inc., a provider of DX tools for aesthetic medicine
- Promoting DX across the entire self-funded medical care area using B4A's DX technology and expertise

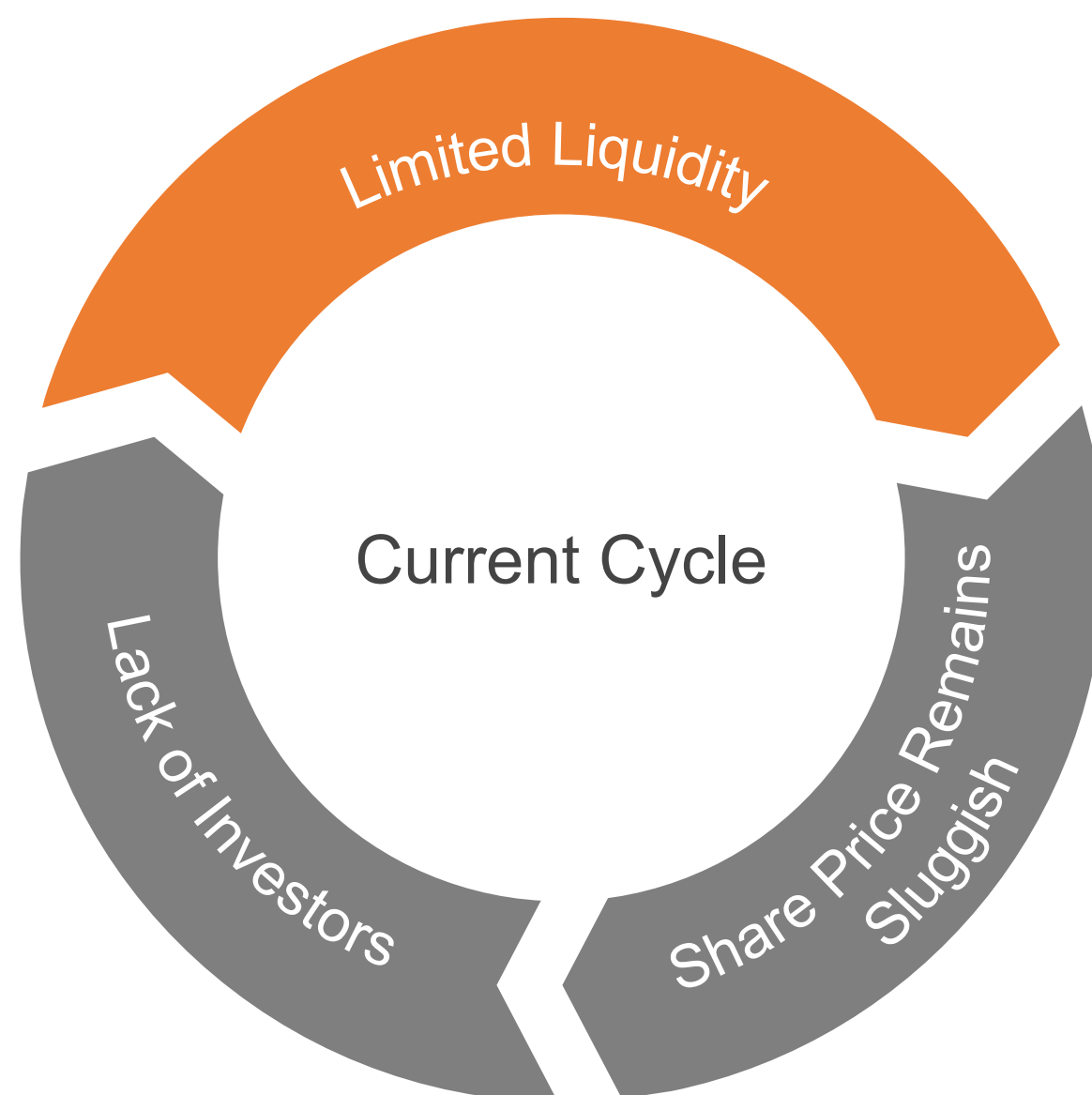


IV. Capital Strategy

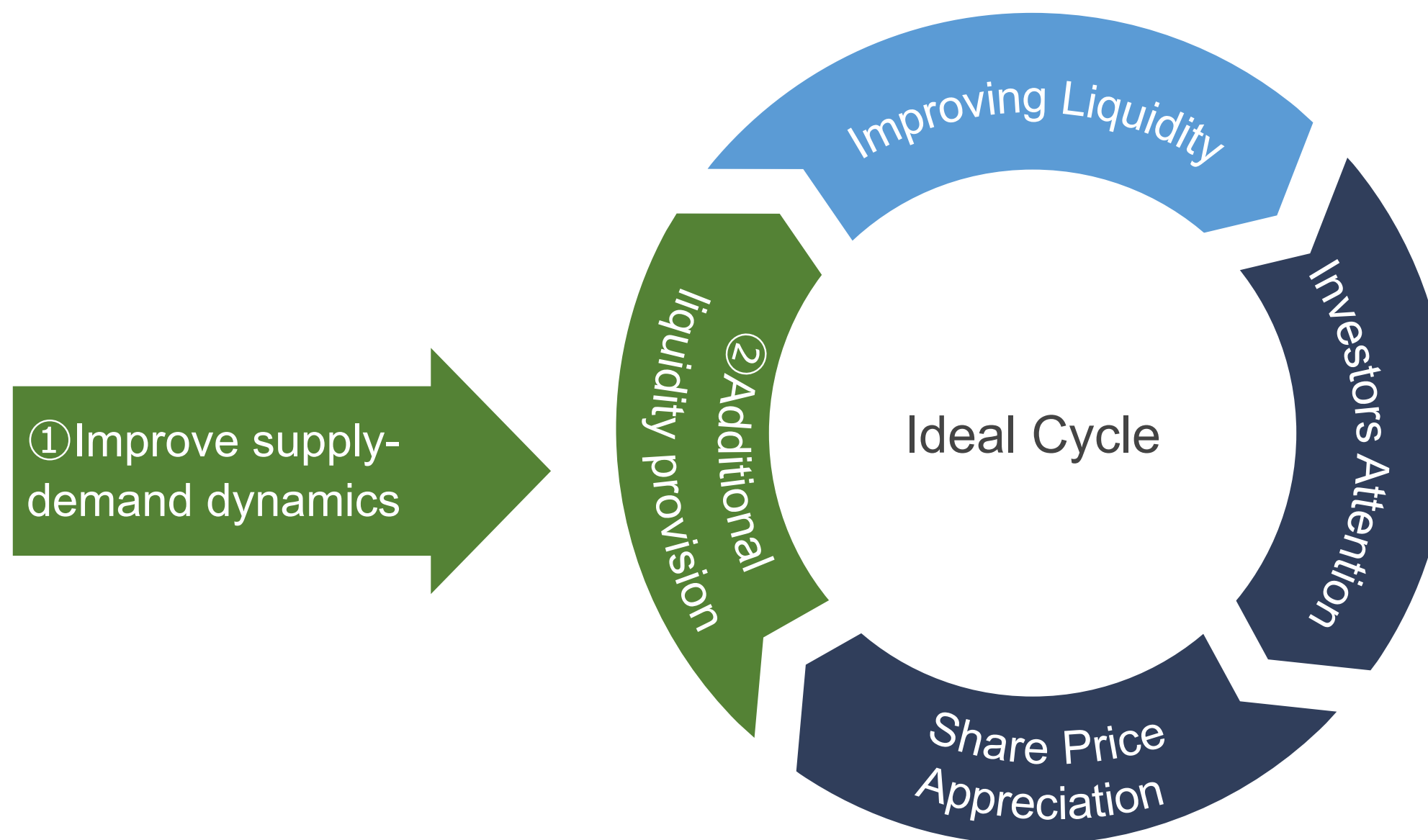
Current Challenges of SBC's Shares

- Low stock liquidity makes trading difficult for institutional investors. ① Improve supply-demand dynamics and ② consider adding liquidity to ensure fair valuation

Current Challenge on SBC's Shares



Ideal Progression for our Capital Situation



Share Buyback

- Based on the view that the current share price undervalues the company’s performance and growth, a USD5mm million share buyback was decided, and the planned Bitcoin purchase announced in February 2025 was canceled
- The policy to consider additional share liquidity in line with funding needs remains unchanged. Shareholder value will continue to be maximized through effective and efficient capital allocation, including growth investments and the potential launch of dividends
- The acquired shares are intended to be used for future stock-based compensation

Details of the share repurchase program	
Maximum acquisition amount	USD 5,000,000
Acquisition period	May 20, 2025 – May 20, 2026
Capital allocation	Surplus cash and projected free cash flows

Appendix

Income Statement (Consolidated)

- Income from operations was maintained through expense reductions, while declines in revenue and cost of sales due to the termination of the staffing business and the deconsolidation of SNA and Kijimadaira¹

Income Statement² (25Q1)

(mm US\$)	25Q1	% YoY	24Q1
1 Total revenues	47	(14)%	55
Franchising Revenue	16	+4%	15
Procurement services	14	+9%	13
Management services	9	(44)%	16
Rental services	6	+56%	4
Other	3	(60)%	7
Cost of Revenues	10	(37)%	15
Gross Profit	38	(5)%	40
Operating expenses	14	(10)%	15
2 Income from operations	24	(1)%	24
3 Net income attributable to SBC Medical Group Holdings Incorporated	22	+15%	19

1 Total revenues

- Revenue decreased YOY by USD8mm, mainly due to a negative impact of USD5.6mm resulted from the termination of the staffing business and a negative impact of USD2.9mm resulted from the deconsolidation of SBC Kijimadaira and Skynet. Excluding the aforementioned negative impacts, the revenue would have seen a YoY increase of USD1mm

2 Income from operations

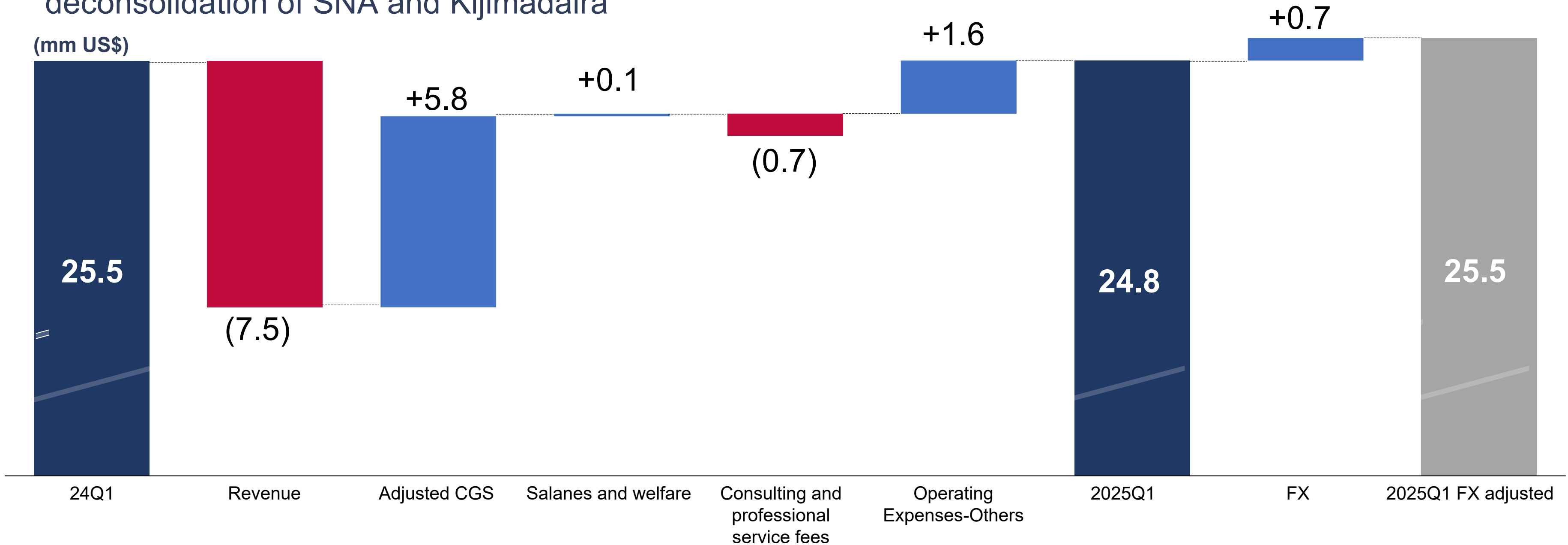
- Performance remained in line with the prior year, despite the termination of staffing business termination and the deconsolidation of SNA and Kijimadaira

3 Net income attributable to SBC Medical Group Holdings Incorporated

- A 15% YoY increase due to the impact by life insurance maturity reversals of +USD8.7mm

EBITDA Remained In-line with Previous Year

- EBITDA^{1 2} remained in line with the previous year, reflecting the decline in Revenue, Adjusted CGS, and Operating Expenses-Others resulting from the termination of the staffing business and the deconsolidation of SNA and Kijimadaira

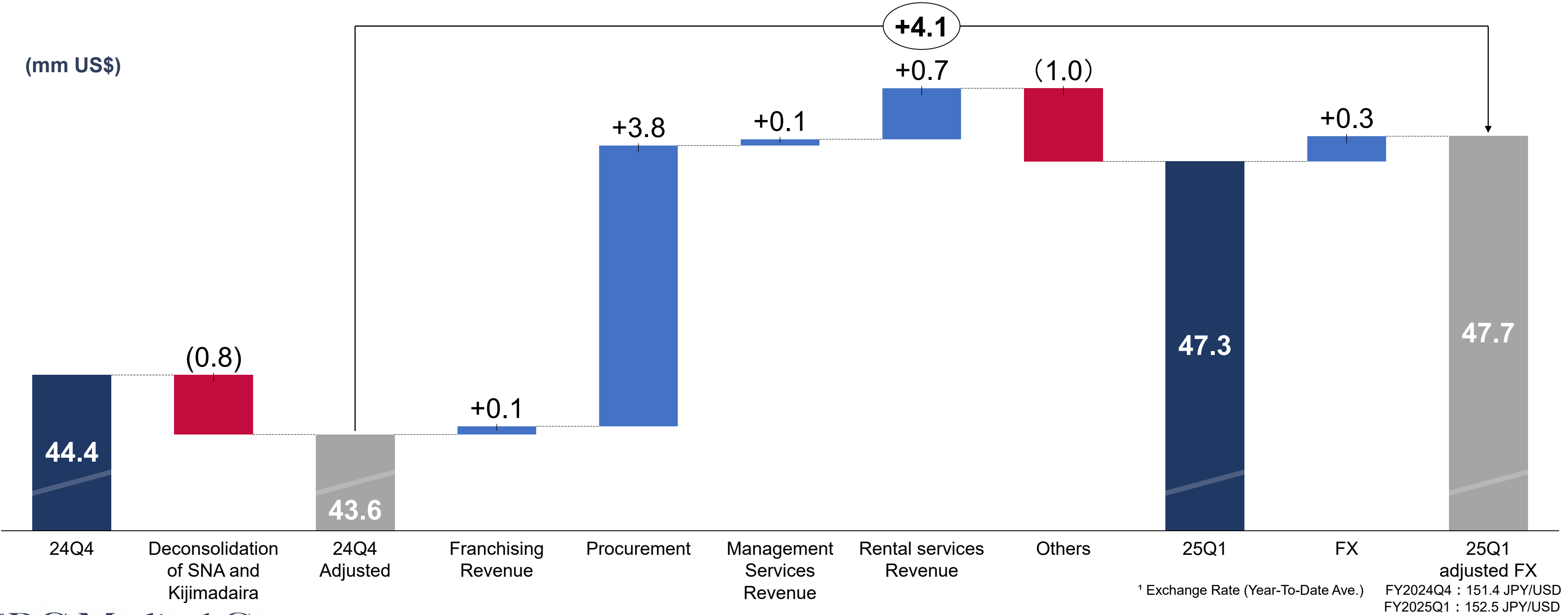


¹ EBITDA = Income from operations + Depreciation and amortizations

² Exchange Rate (Year-To-Date Ave.)	2024Q1	148.4 JPY/USD
	2025Q1	152.5 JPY/USD

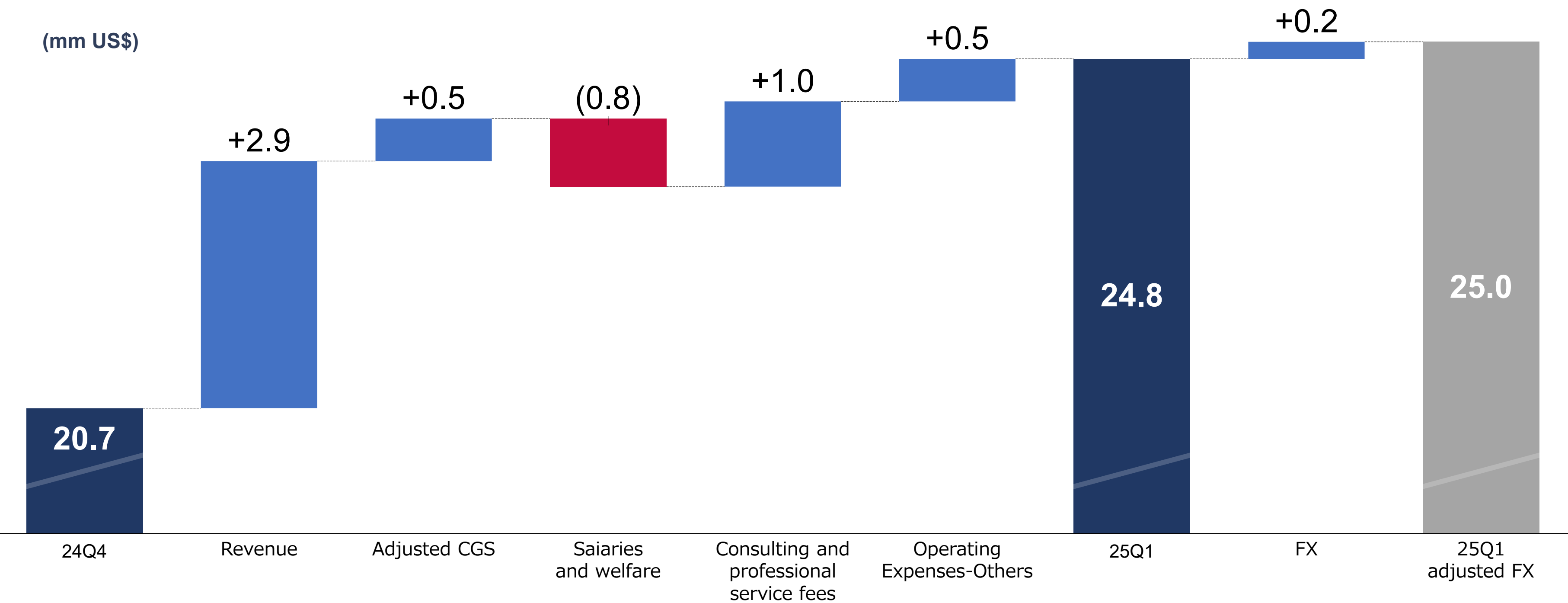
2025Q1 Revenue Growth (vs 24Q4)

- Revenue growth rebounded from Q4 2024



2025Q1 EBITDA Growth(vs24Q4)

- EBITDA¹ growth rebounded from Q4 2024



¹ EBITDA = Income from operations + Depreciation and amortizations
² Exchange Rate (Year-To-Date Ave.) FY2024Q1 : 148.4 JPY/USD
FY2025Q1 : 152.5 JPY/USD

Income Statement (Consolidated)

Income Statement					
(mm US\$)	25Q1			24Q4	24Q1
		% QoQ	% YoY		
Total revenues	47	+7%	(14)%	44	55
Franchising Revenue	16	+1%	+4%	16	15
Procurement services	14	+36%	+9%	11	13
Management services	9	+1%	(44)%	9	16
Rental services	6	+14%	+56%	5	4
Other	3	(38)%	(60)%	5	7
Cost of Revenues	10	(9)%	(37)%	11	15
Gross Profit	38	+11%	(5)%	34	40
Operating expenses	14	(54)%	(10)%	29	15
Income from operations	24	+413%	(1)%	5	24
Net income attributable to SBC Medical Group Holdings Incorporated	22	+229%	+15%	7	19

Operating Expenses					
(mm US\$)	25Q1			24Q4	24Q1
		% QoQ	% YoY		
Total operating expenses	14	(54)%	(10)%	29	15
Salaries and welfare	6	+15%	(1)%	6	7
Depreciation and amortization expense	0	+33%	(52)%	0	1
Consulting and professional service fees	3	(23)%	+25%	4	3
Office, utility and other expenses	2	(3)%	(44)%	2	3
Other	2	(90)%	(20)%	17	2

Balance Sheet (Consolidated)

(mm US\$)	Mar 31, 2025	Change	Dec 31, 2024
Total assets	285	+19	266
Total current assets	215	+31	184
Cash and cash equivalent	132	+7	125
Account receivable – related parties	31	+2	29
Customer loans receivable	9	(1)	10
Other assets	44	+23	20
Total non-current assets	70	(12)	82
Property and equipment, net	9	(0)	9
Intangible assets, net	2	(0)	2
Customer loans receivable	5	(0)	5
Long-term investments in MCs – related parties	19	+1	18
Other assets	36	(13)	48

(mm US\$)	Mar 31, 2025	Change	Dec 31, 2024
Total liabilities	58	(13)	71
Total current liabilities	48	(13)	61
Accounts payable	18	+4	14
Notes and other payables, current – related parties	1	+1	0
Advances from customers – related parties	10	(2)	12
Income tax payable	2	(17)	19
Other current liabilities	17	(0)	17
Total non-current liabilities	10	(0)	10
Notes and other payables, non-current – related parties	0	(0)	0
Other non-current liabilities	10	(0)	10
Stockholder's equity	226	31	195
SBC Medical Group Holdings Incorporated's stockholders' equity	226	31	195

Cash Flows (Consolidated)

(mm US\$)	25Q1	%YoY	24Q1
Net cash provided by operating activities	2	(48)%	4
Net cash provided by (used in) investing activities	(1)	+71%	(3)
Net cash provided by financing activities	(0)	(597)%	(0)
Effect of changes in foreign currency exchange rate	6	n.m.	(7)
Net change in cash and cash equivalents	7	n.m.	(7)
Cash and cash equivalents as of the beginning of the period	125	+21%	103
Cash and cash equivalents as of the end of the period	132	+37%	96

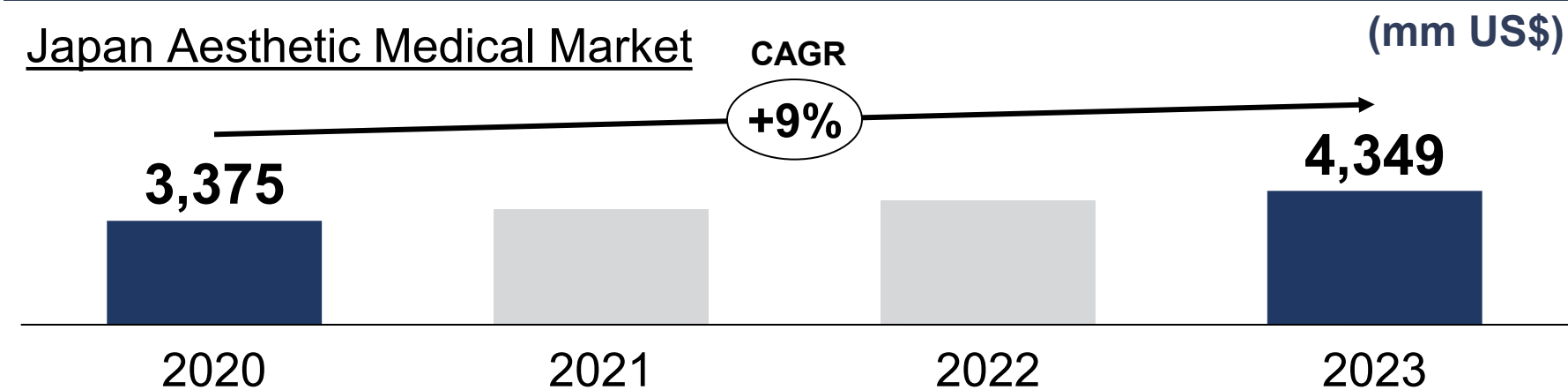
Reconciliation Table on Non-GAAP Financials

	(mm US\$)	<u>25Q1</u>	<u>24Q1</u>	<u>24Q4</u>
(A)	Total Revenues	47	55	44
(B)	Income from operations	24	24	5
(C)	Depreciation and amortization expense	1	1	1
(D)	Impairment loss	0	0	15
(E) =(B)+(C) +(D)	EBITDA	25	25	21
(F) =(E)／(A)	<i>EBITDA Margin</i>	52%	46%	47%

2024 Recap: Growth Despite Tougher Landscape

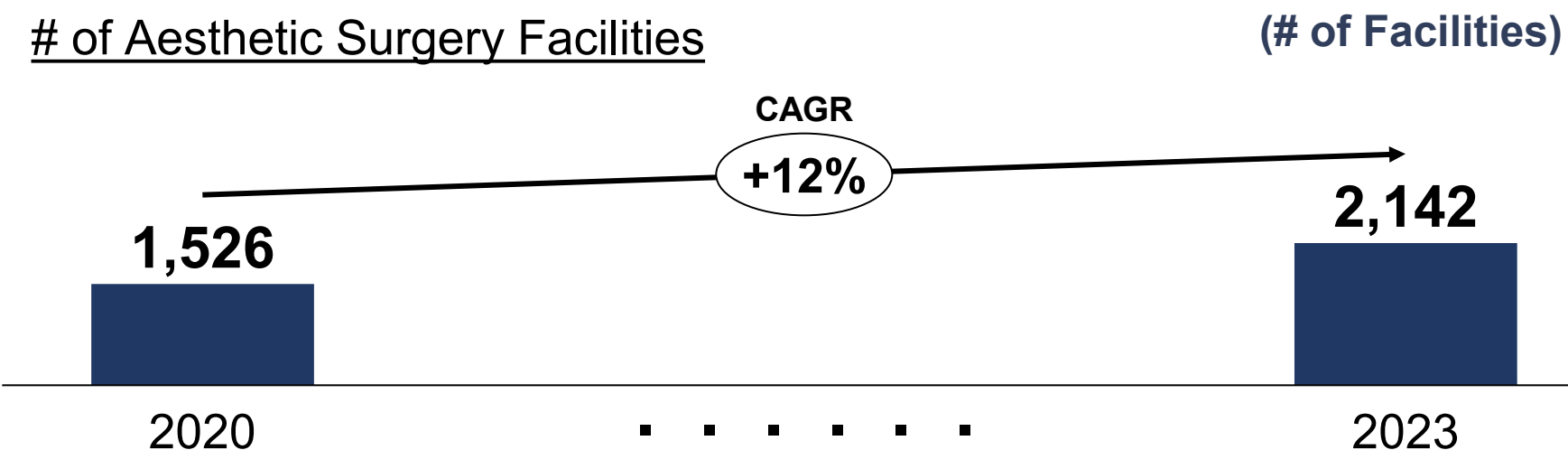
- Agile pricing strategy to expand customer base amid intensifying competition
- Proactive measures to navigate market restructuring driven by hair removal salon & clinic closures

Though the Aesthetic Medical Market is Expanding...



Source: Data Excel Pack_USA and Asia Pacific Aesthetic Medicine Market

... # of Facilities Has Outpaced Market Growth



Source : Ministry of Health, Labor and Welfare

Headwinds Against Aesthetic Medical Market

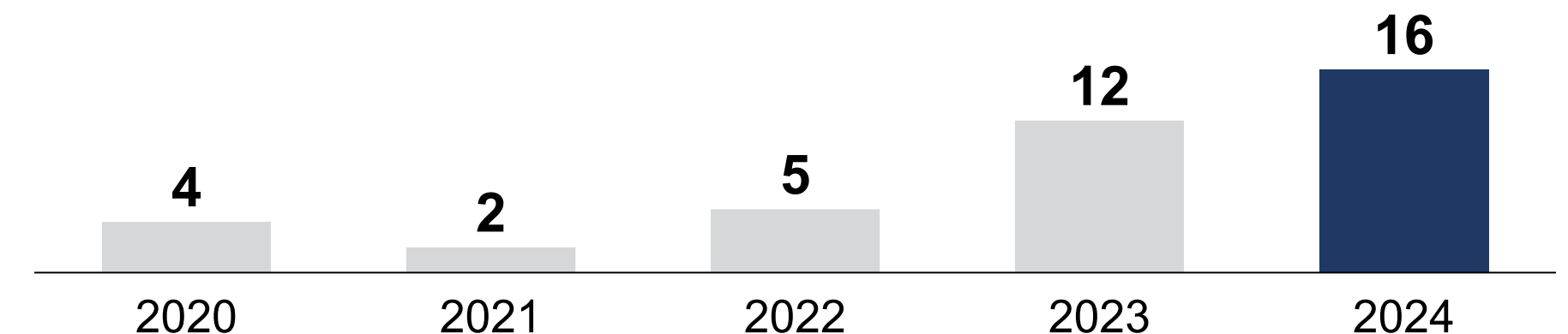
The Regulator Flags Expanding Aesthetic Medical as a Concern

- Physician shortages as many doctors move into aesthetic in urban
- Consumer complaints from aggressive sales & medical incidents

Intensifying Competition Accelerates Market Shakeout

- Major hair removal clinic chain Alicia Clinic filed for bankruptcy
- Amid price competition, hair removal clinics' bankruptcies rose

of Hair Removal Salon and Clinic Bankruptcies¹



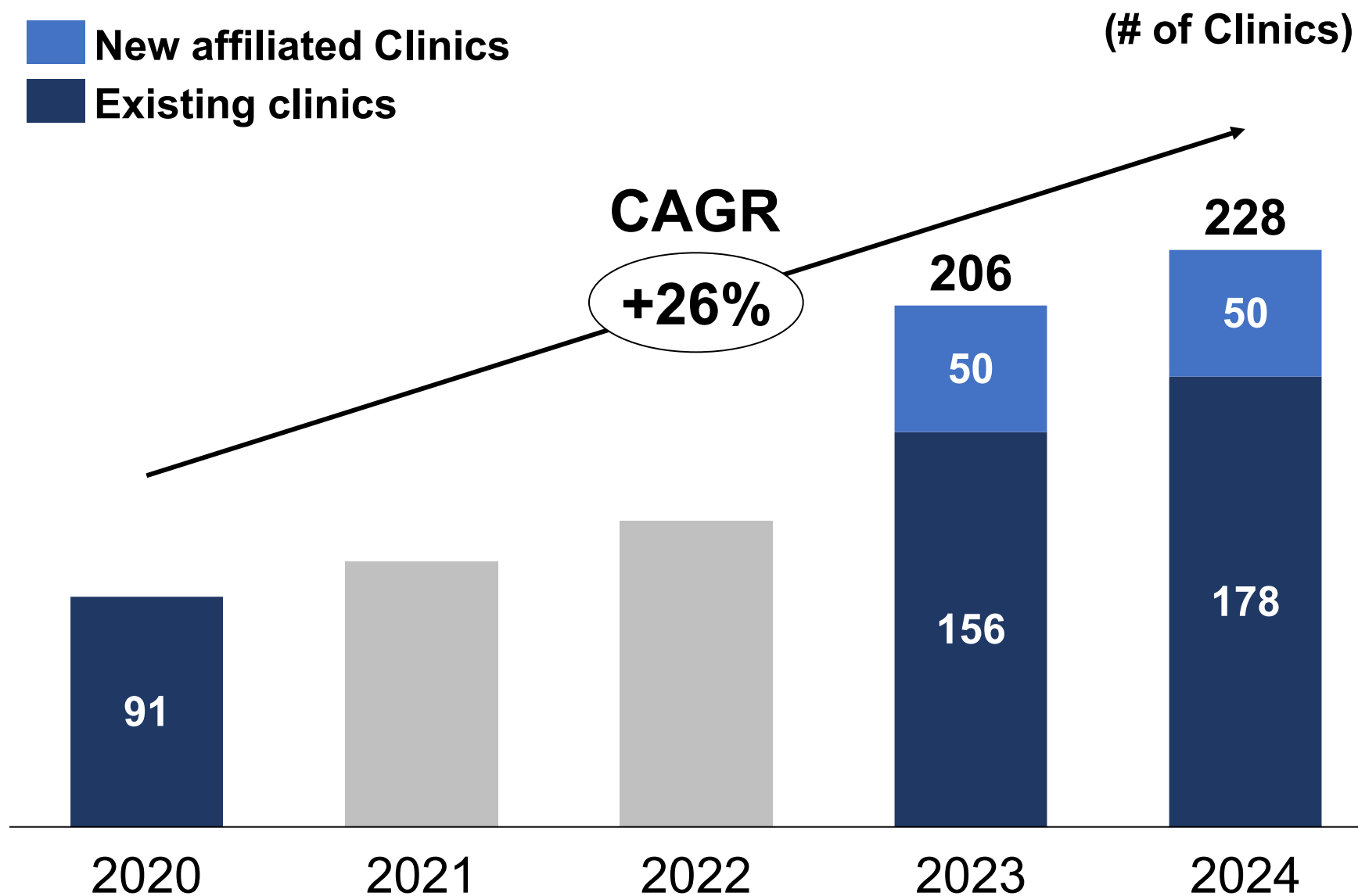
Source : TOKYO SHOKO RESEARCH, LTD.

¹ Including medical hair removal

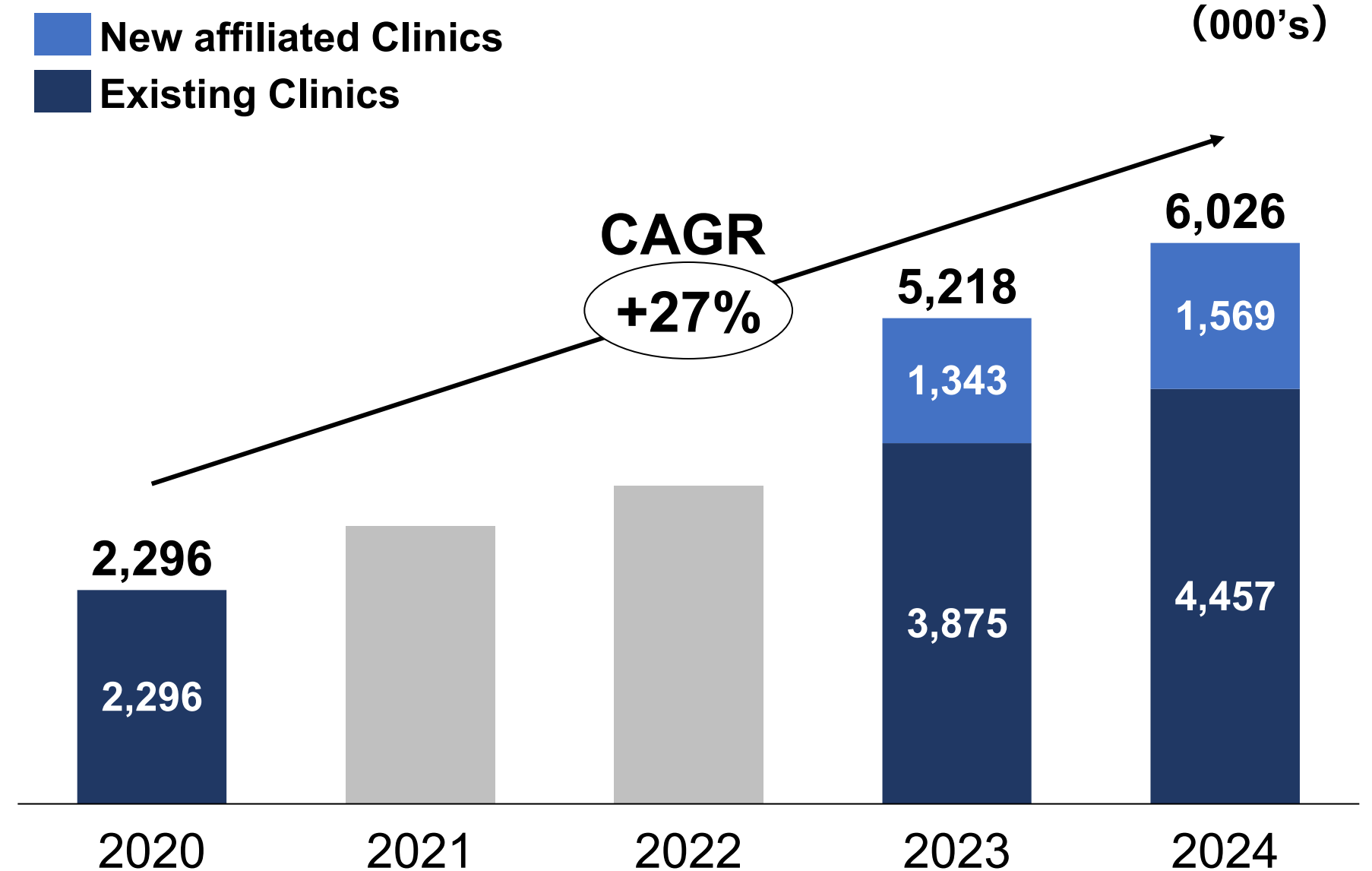
No.1 Aesthetic Medical Group in Japan

- Achieving continuous growth in both clinic and customer numbers for over 20 years
- Market leader in Japan with the largest customer base and clinic network

Historical Trend of # of Clinics¹ (as of December 2024)



Historical Trend of # of Gross Customer^{1 2}



¹ The figure takes into account franchising of SBC brand clinics, Rize Clinic and Gorilla Clinic in Japan

² Excluding Free Counseling

Location Strategy Aligned with Regional Needs

- Multi-brand strategy in core metropolitan areas to precisely meet diverse customer needs
- Leveraging the SBC brand to establish comprehensive aesthetic clinics in regional cities, catering to diverse customer needs

Core Metropolitan Areas

Multi-brand strategy

- ✓ Expanding a multi-brand strategy to capture diverse customer needs, segmenting price points and services
- ✓ Accelerating new brand launches in the high-growth dermatology sector to capitalize on market expansion

SBC
湘南美容クリニック
美容外科 / 美容皮膚科

SBC
湘南美容皮膚科

NEO SKIN CLINIC

SBC
イテウオンビューティークリニック
美容外科

リゼ

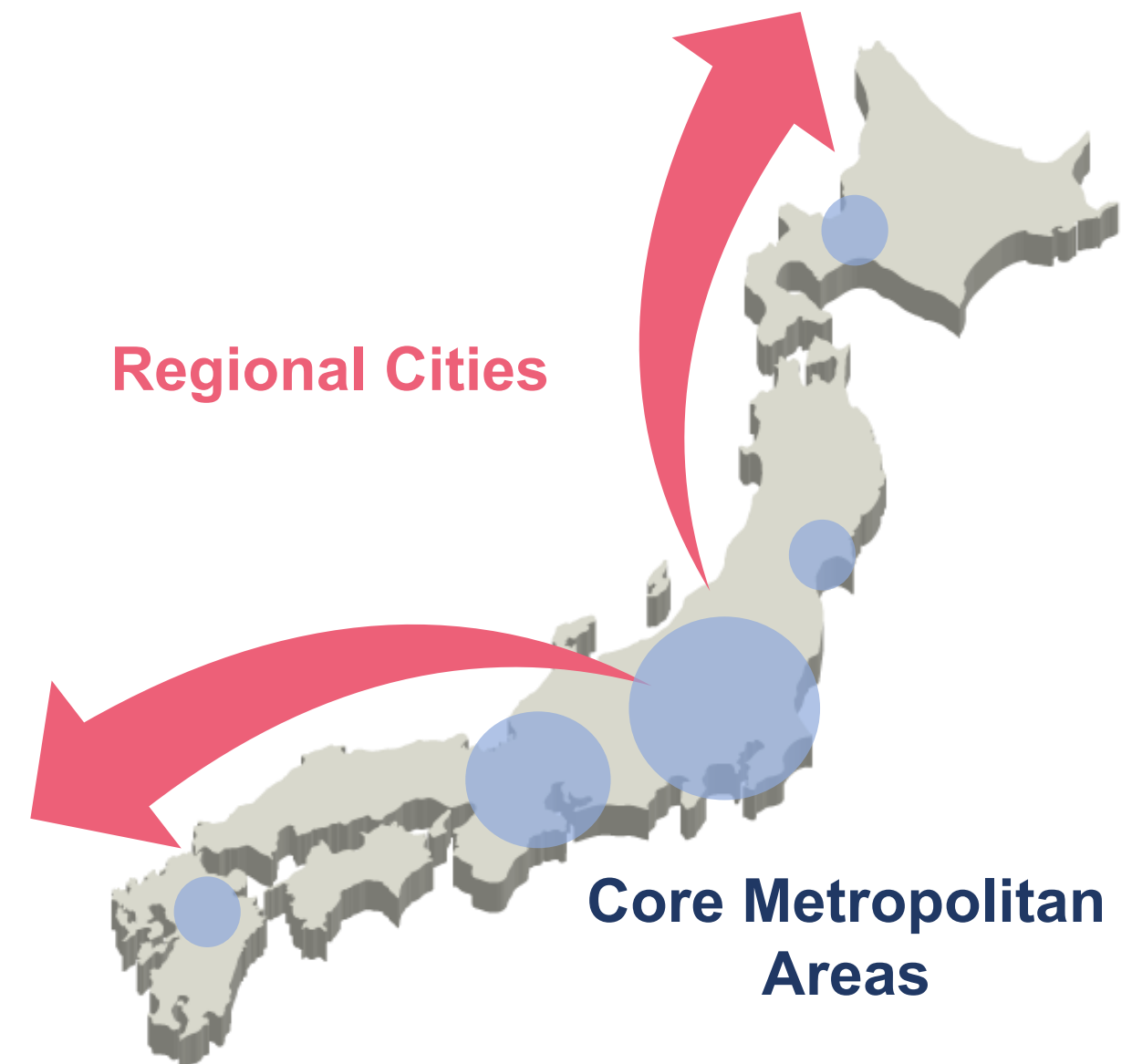
GORILLA CLINIC

Regional Cities

Comprehensive clinic brand "SBC"

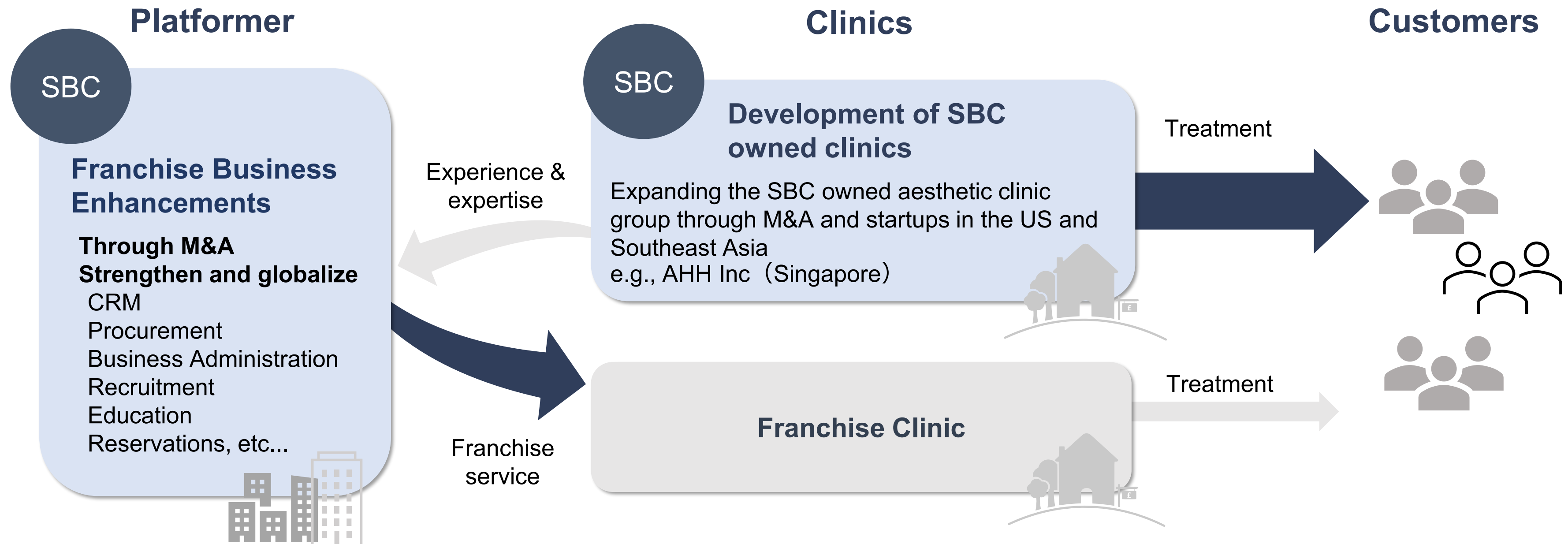
Expanding regional network with comprehensive clinics leveraging the SBC brand

SBC
湘南美容クリニック
美容外科 / 美容皮膚科



Overseas Business: Overall Strategy

- Build a solid business foundation by 2027, focusing on the U.S. and Southeast Asia
- Accelerating expansion via dual engines: SBC owned clinics and a high-growth franchise strategy



Exploring Strategic Actions in Capital Markets¹

- Exploring all measures to boost liquidity and attract investor interest
- Focusing on improving both stock price and liquidity with timely and effective actions

① Efforts to improve supply-demand dynamics

- Exploring new major shareholders
- Share buybacks
- Dividends

② Efforts to additional liquidity provision

- Founder Share Sale & Block Trade
- New Share Issuance
- Warrant Exchange (Stock Consideration)

③ Virtuous cycles of stock liquidity and valuation

¹The discussion of certain capital market actions on this slide is purely illustrative and does not constitute a commitment or obligation to undertake any such actions. These references are intended solely to provide context for potential strategic considerations and may not reflect actual future decisions or outcomes. The company will explore its options based on evolving capital market needs, market conditions, and other relevant factors

Our Philosophy

- Our purpose is to improve the well-being of people around the world with the latest medical innovations and achieve the ultimate win-win for all



Dr. Yoshiyuki Aikawa

Founder, Director (Chairman) & Chief Executive Officer



Our Vision

- To achieve further growth in Japan and overseas, we will expand our clinic network
- By continuing to focus on the research and development of new medical technologies, medical devices, and cosmetics, we aim to increase our global presence with the listing on NASDAQ and establish ourselves as a leader in the healthcare industry

2025



Achieved !

Be the aesthetic medical group with the most customers in Japan

2035



Be the medical group with the most customers in Japan

2050

Be the medical group with the most customers in the world



Disclaimer

Non-GAAP Financial Measures

This presentation may reference certain non-GAAP financial measures. Reconciliations of such measures to the most directly comparable GAAP measures are provided in the appendix to this presentation and are available on our investor relations website.

No Offer or Solicitation

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Thank you

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