

## **Lux - Blind Profile**

### **A successful provider of medical devices for the fast-growing aesthetics market**

Lux develops, produces and distributes two ranges of medical devices, using state-of-the-art Intense Pulsed Light technology, targeting the fast growing global aesthetics market.

### **Technology of the future**

Intense Pulsed Light is a recent, but proven and widely accepted technology. It is rapidly replacing existing laser, electrolysis and traditional treatments. Lux's intellectual property is protected by international patents.

### **Certified product range giving access to most international markets**

Access to international markets is subject to stringent medical certification. Lux's products have been approved to the highest international standards: Health Canada, Food & Drugs Administration (USA) and CE Medical (EU).

### **A profitable business with attractive prices and pricing models**

Lux has revenues of around €2 million, is highly profitable and is growing rapidly. Recurring revenue is a significant portion of total sales.

### **Production is well-established and scalable**

Lux has focussed on creating robust device assembly, maintenance and distribution capabilities with well-documented processes, reliable component supplier partners and high quality standards. This solid infrastructure can now support rapid expansion.

### **The company is better structured than most companies of the same size**

The whole company is structured around an ISO Quality Management System which would be the envy of companies many times its size, and which is a solid base for future expansion.

### **With distributors more than 30 countries, Lux has access to significant potential**

In a market where medical certification is of the essence, Lux has the ability to sell in more than 30 countries where it has established a network of distributors, with significant untapped potential.

### **Sales effectiveness can be improved to accelerate growth**

Lux can accelerate commercial development through increasing effectiveness of direct and indirect sales channels, particularly in high potential export markets.

### **Lux is launching a third product range targeting body remodelling**

Lux has developed a third product range in the area of body remodelling and targeted fat removal. Full benefits of this new launch will be reaped by the Company's acquirer.

### **Opportunity**

With cutting edge products and proven pricing models, Lux offers an acquirer with a strong commercial focus, or a complementary range of products with existing distribution channels, the opportunity to drive significant additional value from the business.