

FLOW OF INNOVATION

An aerial photograph of a rugged coastline. Dark, jagged rock formations protrude from the sea. Turbulent water with white foam and greenish undertones is crashing against the rocks, creating a dynamic and powerful scene. The word "OUTLOOK" is centered in white, bold, sans-serif capital letters.

OUTLOOK



An aerial photograph of a waterfall cascading over dark, layered rocks. The water is a vibrant turquoise color, creating white foam and rapids as it falls. The surrounding landscape is rugged and rocky, with some green moss or vegetation visible on the rock surfaces.

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An aerial photograph of a narrow river or canal. The water is dark and reflects the surrounding greenery. On the left bank, there is a dense line of tall, thin trees with bright green foliage. On the right bank, there is a thick growth of bushes and trees, also with green foliage. Two kayakers are visible on the river. The first kayaker is in the upper right, paddling a blue kayak. The second kayaker is in the lower right, paddling a yellow kayak. Both kayakers are wearing life jackets and paddling towards the left. The text '01' is overlaid in the center of the image, in a large, white, sans-serif font.

01

**FOUNDATIONS
AND HISTORY**

A conversation with Peter Graf, founder of the Medical Vision Group

You founded Mediconsult AG in 1990. This was followed by Lasermed AG in 1991 and Pharma Medica AG in 2001. What inspired you to do this?

I was able to fulfil my dream of becoming an entrepreneur by founding Mediconsult AG in 1990. I passed up my former employer's participatory offering in order to implement my own ideas. And I have never once regretted taking this step! After that, it all happened very quickly. Within 10 years, the Medical Vision Group became a reality and now has 120 employees. In 2021, I was able to make arrangements for my successor within the family as CEO of Mediconsult AG. An unexpected but lovely gift.



How do you achieve a healthy work-life balance?

A healthy daily routine is important for me so that I can achieve balance between body, soul and mind: strictly adhering to breaks from work for time to relax, mindfulness and sport. I set aside defined times in the week for hobbies, such as fitness, tennis, sailing, riding motorbike and reading. Time with family has the highest priority. My five grandchildren teach me how to see the world through new eyes, enjoy the little things and to be amazed by our world. This is how I maintain my joy to engage with the people I work with and for the things that I do.

Where do you see Medical Vision in the future?

The progression of digitalization in the healthcare industry still has massive potential. Our partner companies are riding this wave. For this reason, I see the future of Medical Vision as a reliable partner and a driving force for innovation and digitalization. We aim to improve medical care for patients and are streamlining all necessary operational and administrative processes to ensure superior yet affordable medical care.

Peter Graf founds Graf Mediconsult in Zelg AR.

1990

The company, now known as Mediconsult AG, and its sister company Lasermed AG, move to larger premises in Freidorf TG. At the same time, a site is opens in Morges VD.

1993

Peter Graf founds Medical Vision Group AG as a holding company for Mediconsult AG and Lasermed AG, as well as the newly founded MedX AG.

1999

Mediconsult celebrates its 15-year anniversary.

2005

The site in western Switzerland grows, requiring a move to larger premises in Givisiez FR.

2009

Mediconsult expands its headquarters in Roggwil, opens its new 350 m² Experience Centre and celebrates its 30-year anniversary.

2020

1991

Peter Graf and Stefan Koller join forces to found Lasermed AG.

1996

Mediconsult AG and Lasermed AG build their own company offices in Roggwil TG.

2001

Pharma Medica AG is founded and incorporated into the Medical Vision Group.

2008

**The construction of a second company site at the Roggwil headquarters creates additional space.
At the same time, Mediconsult takes over the Optical division of FISBA AG.**

2019

The site in western Switzerland moves into its 400 m² offices in a new-building with its own Experience Centre West in Corminbœuf FR.

2021

After 30 years, company founder Peter Graf hands over executive management of Mediconsult to a family member.

An aerial photograph of a river flowing through a dense, dark green forest. The river is characterized by white, frothy rapids and turquoise water, indicating a fast flow over rocks. The surrounding forest is thick and covers the entire landscape. The number '02' is overlaid in the center of the image.

02

OUR COMPANIES

MVG mission statement

Vision

Medical Vision AG is an owner-managed conglomerate based in Roggwil TG – between St. Gallen and Lake Constance. We provide companies in the medtech and healthcare sector with access to finance, HR, infrastructure, fiduciary and M&A services. We constantly develop innovative business models.

Mission

Thanks to our subsidiaries, we have been active in the Swiss healthcare market for over 30 years. Our subsidiaries work in accordance with Total Quality standards and hold MDC ISO-13485 certification. The main target group for our services includes mid-sized companies. These include start-ups, established companies and companies searching for succession solutions. Medical Vision AG is a platform for medtech and healthcare companies with long-term investment horizons.

Values

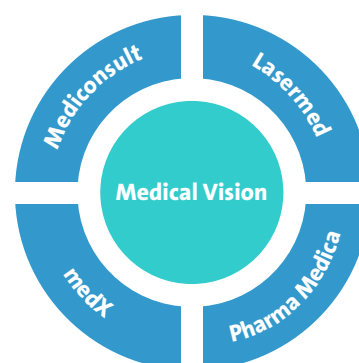
We are a long-term partner offering active investments. We see all market participants as customers, whether they are consumers or suppliers. We create added value for our customers – and this isn't just limited to financial value. We help to support our partners in driving innovation. We put people at the heart of what we do, whether they are customers, end consumers or – particularly – as colleagues and partners.

We have been certified as a Great Place to Work employer.

We aim to achieve climate-neutral status by covering our own requirements as far as possible with energy from renewable sources. We also share our success with people who are medically, socially and economically disadvantaged. Our PBA (Prevent Blindness) foundation is committed to fighting poverty-related blindness. Our PPF (Prevent Poverty) foundation is involved with projects helping to exit poverty and thus supports partners helping to restore the dignity of people in the global South.

Where we are today

Today, over ten companies with more than 120 employees work under the umbrella of Medical Vision AG. The portfolio of investments and properties covers a sales volume of over CHF 50 million at various sites in Switzerland and its close neighbours.



Mediconsult AG

Cutting-edge technology and solutions from a single source – partner to Swiss ophthalmologists and opticians, facilitator between users and manufacturers – Mediconsult AG has stayed true to its remit since it was founded in 1990. As a leading service provider in the field of ophthalmic surgery, equipment for doctors' practices and opticians, we maintain a global network to ensure innovation transfer to the Swiss market. Our team of advisors helps customers in all language regions of Switzerland, providing high-quality products and market-oriented services.



A conversation with Dr Thomas Sammer
Chief Executive Officer, Mediconsult

What do you see as Mediconsult's biggest strength?

Our efficient teams ensure a customer-focussed, friendly culture with the aim of achieving excellence. Our proximity to our customers keeps us innovative, while we are able to rely on the strong foundations of a family-run company going back over 30 years.

Mediconsult is a single-source provider. What advantages does this mean for your customers?

Ophthalmology and optometry are very technology-driven fields showing healthy growth and a fast pace of innovation. The complexity, depth and breadth of the range of products and services are constantly increasing. In this kind of environment, it is a decisive advantage to have an expert, reputable partner who can make life easier, provide reliable advice and issue solutions from a single source. And, if anything goes wrong, there is one contact partner who can respond quickly and take responsibility.



1990



With over 70 employees based in Switzerland and Austria, Mediconsult AG is a leading single-source provider of surgical and diagnostic products for ophthalmologists, optometrists and opticians.



Academy – acquiring, experiencing and sharing expertise

Interest in personalised training has continued to increase in recent years. Various groups, such as assistants at ophthalmology clinics, or an association of opticians, have already taken part in courses tailored specifically to them at our site and using our equipment. Whether they are offered by Mediconconsult or in partnership with a specific group, after introductory talks and explanations of how the expertise can be implemented, our Academy courses offer plenty of time to get to grips with the equipment and for dialogue and asking questions. Would you like to use our facilities for your own event? We would be happy to help you organise a tailored training event.



Wet labs – gain initial surgical experience

In addition to other topics – ranging from different diagnostic devices, customisable refraction units and eye surgery systems – our Experience Centre is also home to a wet lab. This fully equipped training room enables eye surgeons to work with our specialists to try out new products and techniques in person.

Our site in Corminboeuf also has space for training and exhibitions, along with a wet lab. Our team there would be happy to welcome you as a guest to our modern facility and to carry out any training, courses or wet lab practicals you might require.



Operating theatre – your safe, expert guides

We can help you organise your own operating theatre – from the planning to the implementation stage.

To design your new operating theatre, we join forces with our partner, who has wide-ranging experience when it comes to operating theatres and cleanrooms. The high requirements in terms of temperature, humidity, air circulation, particle count, statics, etc., are often stipulated by the suppliers of laser equipment and are of course taken into account in the project planning. This means you do not have to be concerned with technical issues.



IOL calculation service – from A for A-constants to Z for zoom

The IOL calculation service from Mediconsult offers peace of mind and professional support in the selection and calculation of premium lenses. Our Carte Blanche programme offers a simple solution for providing patient information more efficiently and in a more patient-friendly way. We're also here for you in terms of post-operative care when it comes to helping your patients adapt to their new sight situation.



Medical practice equipment from Mediconsult – tailored solutions that work

If you are planning a new practice or clinic, you're in the right place. With our many years of experience, we can offer expert advice on organising the space in order to ensure efficient working practices. We provide sketches showing the examination units and tabletop equipment to scale. In consultation with your architect, we also discuss the lighting, ventilation and electrical installations.

Whether you want a standardised or customised solution, Mediconsult offers refraction units that suit your needs. We have exhibitions in Roggwil TG and Corminboeuf displaying various examination units. Feel free to drop by and get some inspiration!



Lasermed AG

Efficacy, reliability and consistency are all basic requirements in medicine. After 30 years on the medical market in Switzerland, these fundamental values have become integrated in our DNA as a service provider for doctors, hospitals and private individuals. We do everything we can to keep the system functioning. We provide technology and expertise and contribute innovations. Lasermed is focussed on specialist cutting-edge medical solutions in a range of areas and is a market leader in many of these.



A conversation with Stefan Koller, CEO, and Thomas Eberli, designated CEO

Lasermed is set to change leadership in 2024. Stefan Koller, the company founder and its CEO for over 30 years, will be entrusting the company management to the reliable hands of Thomas Eberli after reaching retirement age.

Question for Stefan Koller: Are there any signs of wear?

Ha, ha (laughs). You'd think so, but no. Not at all. It has never been boring for one moment in the past 30 years and that's what motivates me.

Question for Thomas Eberli: What appeals to you about taking over management of Lasermed in the near future?

I have worked in various sales and management positions in the medtech industry for 28 years now – 20 of these at Lasermed. When I was asked by Lasermed to take the reins, I knew straight away that I would agree. I am fascinated by the broad product portfolio for dermatology, laser surgery and gastroenterology applications, as well as the tried-and-trusted team of experts at Lasermed.

Question for both of you: What are Lasermed's strengths?

Our strength lies in our partner companies, our suppliers with their products, which we are able to represent as local

service providers. This is followed by our expertise, which is shared among the entire team so it is not accumulated in just one area. This expertise is maintained both internally and with our manufacturers. Our customers benefit from this knowledge, which is shared in the form of instructions and workshops. Furthermore, Lasermed is part of the Medical Vision Group – it's important to see the company in this context. With the Group behind us, we are able to offer effective technical service and professional, round-the-clock logistics.



1991

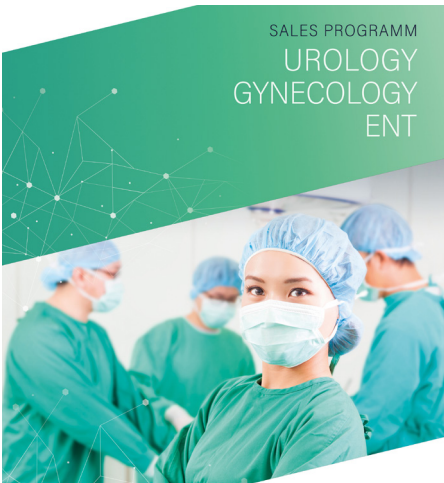


LASERMED provides cutting-edge technology within the medical market and has been part of the **Medical Vision Group** for 32 years.



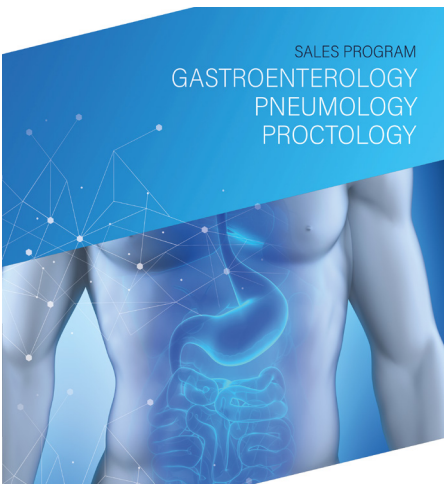
Dermatology/medical cosmetics

Our wide range of products covers all areas of aesthetic dermatology and medical cosmetics. We continually offer workshops and training courses in partnership with our professional instructors.



Laser surgery

The holmium laser in urology and CO₂ laser in gynaecology and ENT medicine are major pillars of precision surgery. Together with our suppliers, we have managed to build up our position as market leader.



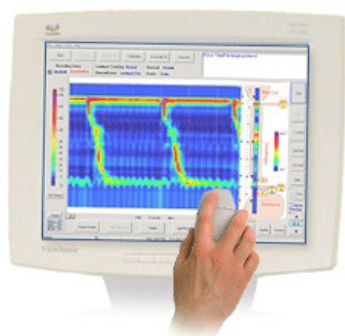
Gastroenterology

Our main area of focus deals with the body's inner beauty. Gastroenterology involves the gastrointestinal tract, which extends from the mouth to the anus. Together with our suppliers and their high-tech products, we have managed to build up our position as market leader in functional diagnostics.



The Dermapen microneedling concept

As the Swiss representative of Australian market leader Dermapenworld, we distribute the Dermapen on our national market. Proven as the most efficient needler on the market, it introduces microfine channels into the skin, enabling specific active substances to penetrate the skin more deeply. This can help reduce skin problems, such as loose skin, dryness, acne, scarring, redness or pigment disorders in a pleasant way. The Dermapen is available in two versions – one for medical and one for cosmetic use.



Functional diagnostics in gastroenterology

Gastroenterology is high-tech medicine. Cutting-edge equipment makes processes hidden deep inside the body visible. For example, using high-resolution 3-D manometry. This enables the doctor to analyse how the oesophagus or colon are working. The pH meter without a disruptive catheter enables the doctor to check up on reflux symptoms.



Lasers for urology, gynaecology and ENT surgery

Whether they're in the operating theatre or a doctor's surgery, our high-performance lasers are used by specialist ophthalmologists everywhere. In the field of gynaecology, lasers enable endometriosis to be treated via keyhole surgery or vaginal dryness treated quickly and easily with the MonaLisa Touch laser. For tricky operations in the ENT area, the right laser also provides the surgeon with perfect support. Lasers are simply an integral part of modern medicine.

Pharma Medica AG

As a pharmaceutical service provider, Pharma Medica AG is active in a very dynamic market. Our company and our carefully selected products represent the perfect blend of naturalness and quality to ensure long-term efficacy. Dynamism, passion, a pioneering spirit and the individual strengths of our employees are what make us who we are. And we're proud of that.



A conversation with Anita Mosimann
Chief Executive Officer, Pharma Medica

Pharma Medica was founded 22 years ago now. You have been CEO for the past ten years. What have been the major challenges during this period?

There have been a few, but setting up our own innovative range of eye moisturising products was surely the biggest. Looking back, however, I am filled with pride to see how much the team was capable of, and the amazing results we could achieve together.

The topic of sustainability and the way we deal with resource scarcity, as well as social sustainability, is something I have been thinking about for a long time. How can we make a difference as a small, dynamic company and do our bit for the environment?

To what extent does Pharma Medica focus on sustainable growth?

To me, sustainable growth is taking a longer-term view to planning and not making any short-term decisions just because they are easier or cheaper. All of our printed materials are printed on unbleached paper wherever possible and our carrier bags are made from sustainable raw materials. We take regional specialist businesses (e.g. printing companies) into consideration and ensure that as few of our orders as possible are outsourced abroad. In addition to the above

measures, we have also focussed on sustainable growth by providing excellent social security benefits for our staff, ensuring a healthy feedback culture and a favourable working environment. The motivation and sense of responsibility within a team are the best driver of long-term company success.

Pharma Medica
Inspired by nature



2001



As a trading company, we provide major brands for the Swiss market. Premium-quality products meet customer-focussed service for doctors, opticians, pharmacists and health stores.



OCULEA®

The new, natural therapy concept for dry eyes.

The OCULEA® product range comprises various eye drops, an eye spray, an eye ointment and a nutritional supplement. It's an all-inclusive range of innovative products for moisturising, nourishing and protecting the eyes from inside and out.

The products are based on a premium-quality long-chain hyaluronic acid, enhanced with natural ingredients such as sacha inchi oil and sea buckthorn oil. Thanks to the patented vial system, absolutely no additives such as phosphates or preservatives are required. The product range is continually expanded with more innovative ways to moisturise the eyes.

From your specialist in eye moisturisation with over 20 years of experience.

Dry eyes? OCULEA® is the natural choice.



Ω7 Sanddorn Argousier®

The brand Ω7 Sanddorn Argousier® has been successful on the Swiss market for over 10 years now. The products made from premium sea buckthorn oil, collected via a special CO₂ extraction technique, moisturise the skin and mucous membranes from inside and out.

The original range, comprising sea buckthorn oil capsules and a moisturising cream for the genital area, was expanded with two in-house innovations: a gel for the genital area and a shower cream for the body and genital area.



ORTOPAD®

The eye patch for treating strabismus in children is made from supple, air-permeable bamboo fleece with a special UV protection insert and a highly tolerable, hypoallergenic and solvent-free hot-melt adhesive.

The ORTOPAD® brand is perfectly suited to the needs of its target group: a wide number of great designs for children on the patches, motivation items for children, information for parents and special offers for orthoptists and ophthalmologists.



isla®

The wide range of throat pastilles is based on the tried-and-tested extract of Iceland moss. isla® soothes and moisturises dryness in the mouth or throat occurring due to throat pain, cough, hoarseness and dry mouth. Younger patients can also benefit from taking isla®: isla® junior helps children aged 4 and over by soothing sore throats caused by colds.



DermaSel®

Natural skincare with nourishing minerals: The Dead Sea salt skincare line offers a broad range of products including bath salts, shower gels, body creams, face masks and seasonal limited-edition products.

Among other benefits, salt from the Dead Sea is high in magnesium, potassium, calcium and bromine and helps the skin to retain moisture and regenerate.



VitroCap® N

Around one third of ophthalmology patients perceive with some degree of clarity dots, spots or thread-like structures in their field of vision, known as floats or “mouches volantes”. These are lumps of collagen fibres in the vitreous body.


VitroCap® N is tailored to the specific requirements of the vitreous body. The capsules contain a special preparation of plant-based ingredients made from grapeseed and citrus fruits, as well as vitamin C, zinc and the amino acid L-lysine.



Orthomol

Get healthy. Stay healthy. Active. With the best-possible care. No matter what life has in store. That's what Orthomol represents.

Orthomol products contain combinations of micronutrients based on orthomolecular nutritional medicine. Orthomol Cholin Plus helps ensure a normal metabolism and maintain normal liver function, while Orthomol Immun supports the immune system and Orthomol Vital helps reduce feelings of tiredness and exhaustion.



03

**EXPERIENCE CENTRE
AND SERVICE CENTRE**

EXHIBITION



25



REFRACTION ROOM



WET LAB



Service centre for medical devices



Our technical services in the field of high-tech medical products include maintaining and repairing lasers, examination units and technical surgical equipment, as well as expert advice in the event of malfunctions. Thanks to our many years of experience, the service centre ensures the highest quality standards for technical systems and instruments in hospitals, doctor's surgeries and opticians.



Wide-ranging expertise

The service centre offers its services to all customers and companies in Medical Vision and thus lives up to the many requirements of the medical technology industry. This is based on its wide-ranging expertise and many years of experience in a number of disciplines.

High quality

In order to be able to guarantee a high level of quality, our expert staff receive ongoing training and are certified by our suppliers. This knowledge transfer flows from the training sessions directly into our day-to-day work. With their in-depth knowledge, our team helps you increase the added value in your working processes and ensure that everything runs smoothly.

Service hotline 071 454 70 04

From the initial consultation to the start-up and follow-up service, our experts throughout Switzerland are at your disposal. We can be easily reached and can offer immediate assistance via our service hotline.

An aerial photograph of a river winding through a lush, green forest. The river's water is a deep teal color, contrasting with the vibrant green of the surrounding trees. The banks are rocky and covered in dense foliage. The overall scene is a serene natural landscape.

04

SUSTAINABILITY AND CERTIFICATIONS

Our commitment to social issues

We take responsibility with our commitment to social issues and support projects in this area by donating around 10% of our profits every year to our own PBA and PPF charity foundations.

PBA (Prevent Blindness) foundation

Most people with visual impairments live in developing countries. In these countries, only very few people have access to hospitals and medical staff who are able to treat eye disorders.

The World Health Organization's (WHO) World Report on Vision (WRV) forecasts a significant rise in the number of people with eye disorders and visual impairments in the coming years. This is primarily due to poverty and the associated lack of medical care, including when it comes to ophthalmology.

According to the WHO, 80% of visual impairments worldwide could be prevented or corrected through surgery.

The PBA foundation has set itself the aim of fighting eye diseases in developing countries. The PBA foundation launches and supports projects that are focussed on fighting avoidable poverty-related blindness. With this in mind, the PBA foundation primarily works with Swiss ophthalmologists and the Swiss office of CBM (Christian Blind Mission) with the aim of providing local training for ophthalmologists in Africa and Asia. Prevention, early detection and the treatment eye disorders, particularly cataracts and glaucoma, are other areas of focus for the PBA foundation.

PPF (Prevent Poverty) foundation

Globally, a total of around 695 million people live on less than \$1.90 a day in abject poverty, corresponding to around 8.74% of the world's population. Poverty causes diseases because people live without suitable shelter, clean water or sanitation.

The poorest half of the world's population primarily lives in the global South. 21% of them live in India, 21% in Africa, just 2% in North America and 8% in Europe.

The Prevent Poverty Foundation is therefore committed to fighting poverty in the global South. After all, education and a liveable wage lead to a life free of poverty, dependency and the risk of enslavement. The aim is to give everyone a future where they can be self-determining and live a life of dignity and opportunities.

With this in mind, the Prevent Poverty Foundation launches and supports local project partners in India and Africa. This is primarily done by providing financial support for projects to promote health, education and sustainability projects for the public good. The Prevent Poverty Foundation also provides emergency assistance in the event of natural disasters and to mitigate the effects of conflict.

www.prevent-blindness.ch



www.prevent-poverty.ch



Certified quality management and high delivery reliability

All of our companies hold ISO 13485:2016 certifications and work in accordance with a certified quality management system. Our more than 120 employees receive regular training and take part in external training courses, for example in the areas of MDR, master data management and quality management, implementing new requirements as they become valid.

We carry out audits of our suppliers and review them, in particular with regard to the implementation of quality standards, regulations and strategic aspects such as ownership structures and capitalisation. For you, this means having a reliable partner in Medical Vision Group at your side – one who will adjust to increasing requirements and will give you the peace of mind of being well looked after.

A Swiss partner with supply reliability and certified quality management system will give you a feeling of security in fast-changing times. As a local distributor in Switzerland, we see this as being our strength.

Certified
Quality System

ISO 13485



Our contribution to a healthy planet

In addition to offsetting carbon emissions, we are also active in other areas of climate protection: in late 2016, we installed over 100 solar panels on the roofs of the two buildings at our Roggwil TG site. In 2017, the charging stations for electric cars went into operation.

By switching the heating system at our headquarters from oil to a heat pump with geothermal probe, another major step was taken in 2019 towards sustainability and a healthier carbon footprint. We also pursue the same goals in other areas of our business – for example, by switching from sending invoices out by post to electronic billing in 2020. Further steps in this direction are also in the pipeline for the next few years.

In order to interact as a future-oriented, climate-neutral and responsible company, we have been supporting climate protection projects since 2018.





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