SBC Medical Group Holdings, Inc.

Group Overview

March 2026

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Ⅰ.　Group Structure

Company Overview

SBC Medical Group Holdings (NASDAQ: SBC) is a Management Services Organization operating Shonan Beauty Clinic, the largest cosmetic medical clinic in Japan.

Who We Are

SBC is a Management Services Organization, managing 20+ brands across surgical, non-invasive aesthetic, and medical services

Purpose : Contributing to the well-being of people around the world through medical innovation

Vision : Becoming the World's Most Trusted Medical Group with the Largest Customer Base

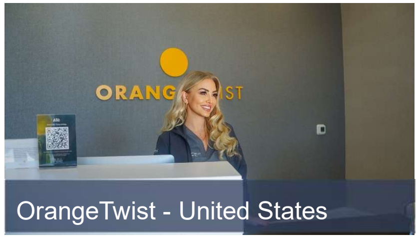
Our Story

Founded in 2000 as a single clinic in Fujisawa, Japan. Over 25 years, SBC has grown into Japan's largest aesthetic medical group through standardization, advanced marketing, and strategic M&A. Listed on NASDAQ in Sep 2024, now accelerating global expansion into the U.S. and Southeast Asia

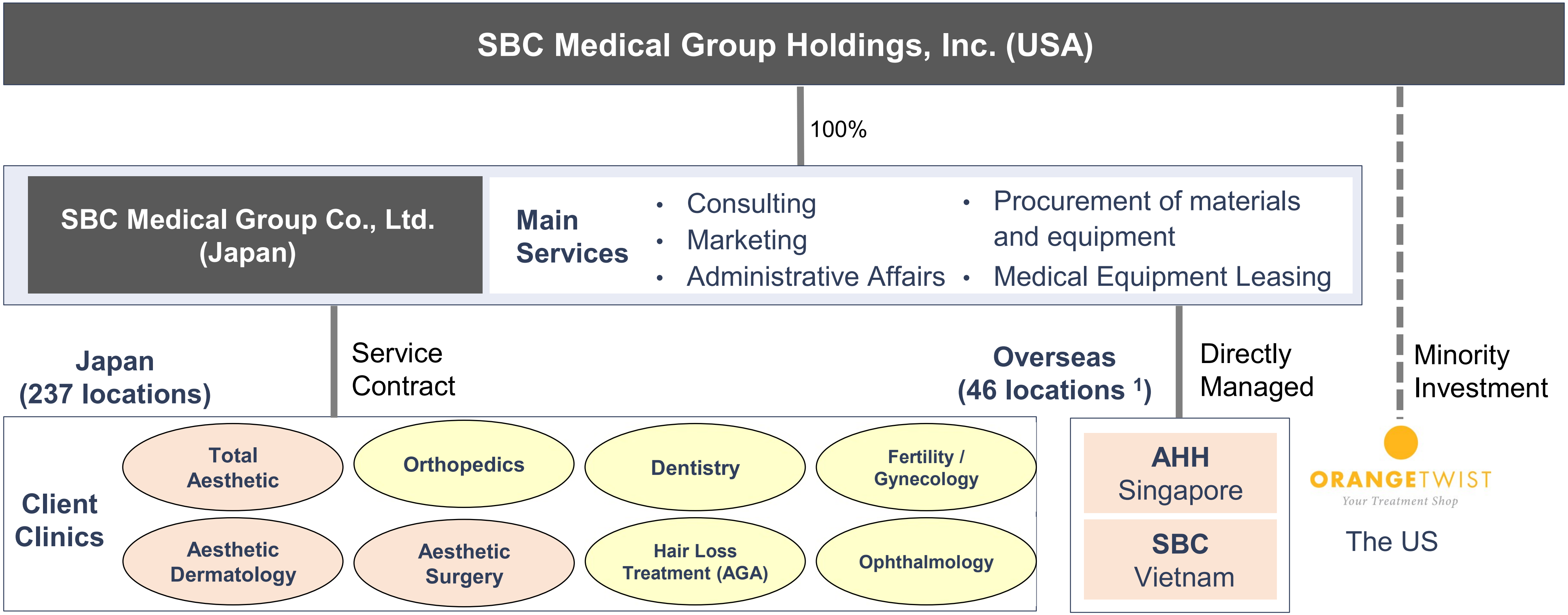
Global Presence

Shonan Beauty Clinic - Japan


The Chelsea Clinic - Southeast Asia


OrangeTwist - United States

Group Structure Overview



[1] Incl. OrangeTwist

Group History Overview

2000~2013 Foundation

2000
- Opened Shonan Beauty Clinic Fujisawa, the origin of SBC

2003
- Incorporated L'Ange Cosmetique Inc (now SBC Medical Group)

2007~2013
- Expanded into new medical fields:
  - Dentistry (Shonan Dental Clinic)
  - Ophthalmology (Shinjuku Myopia Clinic)
  - Gynecology (Roppongi Ladies Clinic)
  - Alopecia Treatment (Shonan AGA Clinic)

2014~2023 To Japan's No.1

2014
- Opened Shonan Beauty Clinic Vietnam
- Expanded into orthopedics (SBC Orthopedic Clinic)

2021
- Clinic network reached 100 locations

2023
- Rize Clinic and Gorilla Clinic joined
- Clinic network reached 200 locations

2024~2025 To a Global Company

2024
- NASDAQ listed
- Acquired Aesthetics Healthcare Holdings Pte. Ltd (Singapore)
- Launched “SBC Wellness” employee welfare benefits program

2025
- Selected for Russell 3000® Index
- Launched support for NEO Skin Clinic, JUN CLINIC, Hada no Aozora Clinic
- Strategic Investment to OrangeTwist

Brand Summary

- SBC is developing a multi-brand clinic business not only in aesthetic medicine, but also in various medical fields and overseas

Aesthetic Healthcare

SBC Shonan Beauty Clinic	**Total Aesthetic** (125 locations)
Gorilla Clinic	**Male Focused** (23 locations)
SBC Itaewon Beauty Clinic; Ritz Aesthetic Surgery	**Aesthetic Surgery Focused** (7 locations)
SBC Shonan Aesthetic Dermatology; RIZE; JUN CLINIC; NEO SKIN CLINIC; Aozora Clinic	**Dermatology Focused [1]** (52 locations)

Non-Aesthetic Healthcare

SBC Shonan AGA Clinic	**Alopecia Treatment (AGA)** (11 locations)
SBC Shonan Dental Clinic	**Dentistry** (9 locations)
Kanagawa Ladies Clinic; roppongi ladies clinic; Kanagawa Women's Clinic	**Fertility Treatment & Gynecology** (4 locations)
SBC Shonan Dermatology Clinic; Shinjuku Myopia Clinic; SBC Ochanomizu Pediatric Laser Clinic; SBC Shonan Medical Memorial Hospital; SBC Orthopedic Clinic	**Orthopedics & Ophthalmology & Others [1]** (7 locations)

Global Healthcare

AHH: Chelsea (The Chelsea Clinic); SkinGO!; gangnam laser clinic	**Aesthetic Dermatology & Salon** (21 locations)
SBC Shonan Beauty Clinic	**Total Aesthetic** (1 Vietnam location)
ORANGETWIST Your Treatment Shop	**MedSpa** (24 locations)

[1] Hada no Aozora Clinic counted as 2 locations

SBC Structural Competitive Advantage Model

- Comprehensive management support services create a self-reinforcing model through synergies of advanced operations, brand trust, case assets, and a robust group network

Exceptional Service

A Highly Trusted Brand

Structural Competitive Advantage

Accessibility Network

High Repeat Rate
Huge Number of Cases

Structural Foundation that Creates a Competitive Advantage

Integrated Infrastructure

- Comprehensive, fast, and low-cost service provision

Advanced HR Education

- Education and manuals that ensure high quality

Data-based Management

- Management strategies leveraging vast customer and case data

Academic Activities

- Enhance medical expertise to improve service quality and brand value

Fee Structure

- Service fees based on the services SBC provides. Consists of a combination of fixed and variable items
- Consulting fee rate according to the size of the clinic. Discounts are applied to new clinics

Fee Overview

Franchise Revenue	Loyalty + Consulting (Sales contribution)	Fixed
Procurement Revenue	Resale of medical materials + Advertising services (Net)	Variable(Usage)
Management Revenue	Consulting (Back office) + Loyalty program management	Fixed/Variable
Rental Revenue	Medical equipment, etc. (Gross)	Variable

Key factors for Increasing Revenue

Number of Locations
The most important parameters on which each fee is based

Same-store Revenue
Affects variable fees. May also affect fee rates

Introduction of Treatments
Possibility of increasing rental sales due to medical equipment replacement

MSO Structure and Governance of Japanese MCs

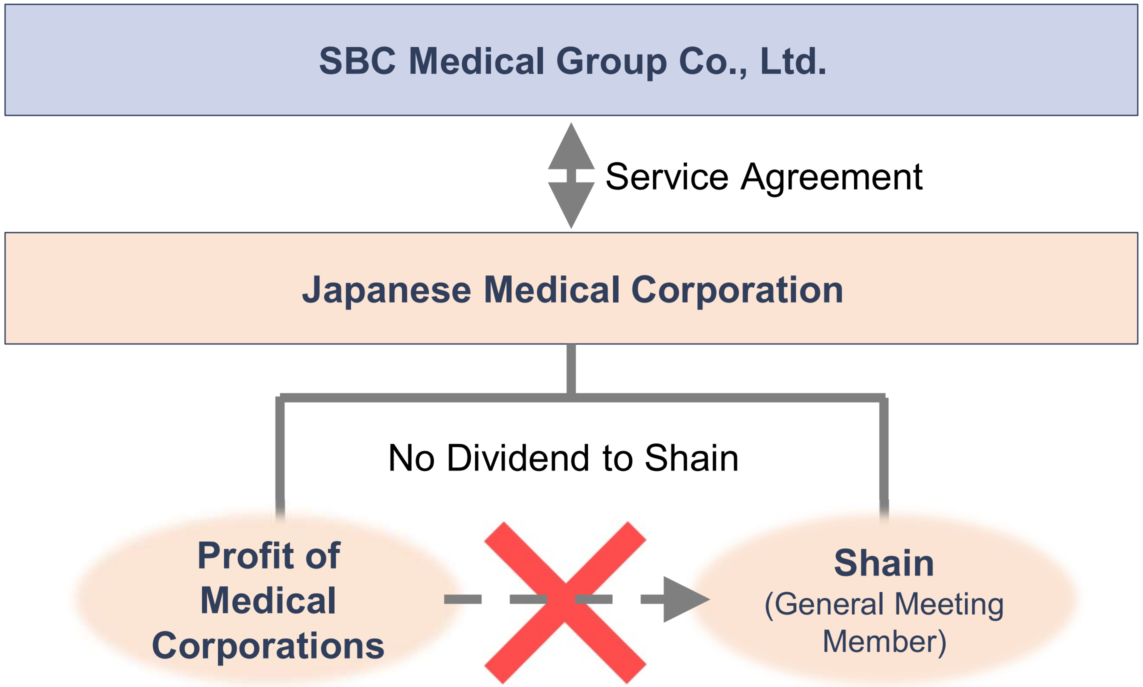
- Japanese medical law prohibits direct management, necessitating MSO structures
- CEO relatives serve as Shain (general meeting member) of MCs, a role distinct from equity ownership
- SBCMG holds the actual equity interests in the MCs (Property rights are limited to the right to receive a distribution of residual assets upon dissolution)

Requests Under the Medical Care Act

- MCs are classified as non-profit entities, and for-profit entities cannot directly control or receive profit distributions from them
- Distribution of surplus profits is prohibited

Reducing The Risk of Withdrawal via Governance & Equity Investment

- CEO relatives serve as Shain (general meeting members) of MCs
- SBCMG holds equity interests in the MCs



Multi-layered Constraints on Conflict of Interest

- Three multifaceted restraints restrict the occurrence of conflicts of interest that are feared by CEO Aikawa's relatives serving as Shain (general meeting members) of medical corporations

Three Restraining Factors

Governance

- Service fee levels require Audit Committee approval (composed solely of independent directors)

- Eliminates risks of arbitrary price manipulation

Economic Alignment

- Most of CEO Aikawa's personal assets are in company stock, creating high incentives for share price growth

- No motivation to pursue personal gain that harms corporate value

Legal Constraints

- Medical Law prohibits distributing profits.
  No employment relationship exists

- The financial incentives are limited to compensation from SBC

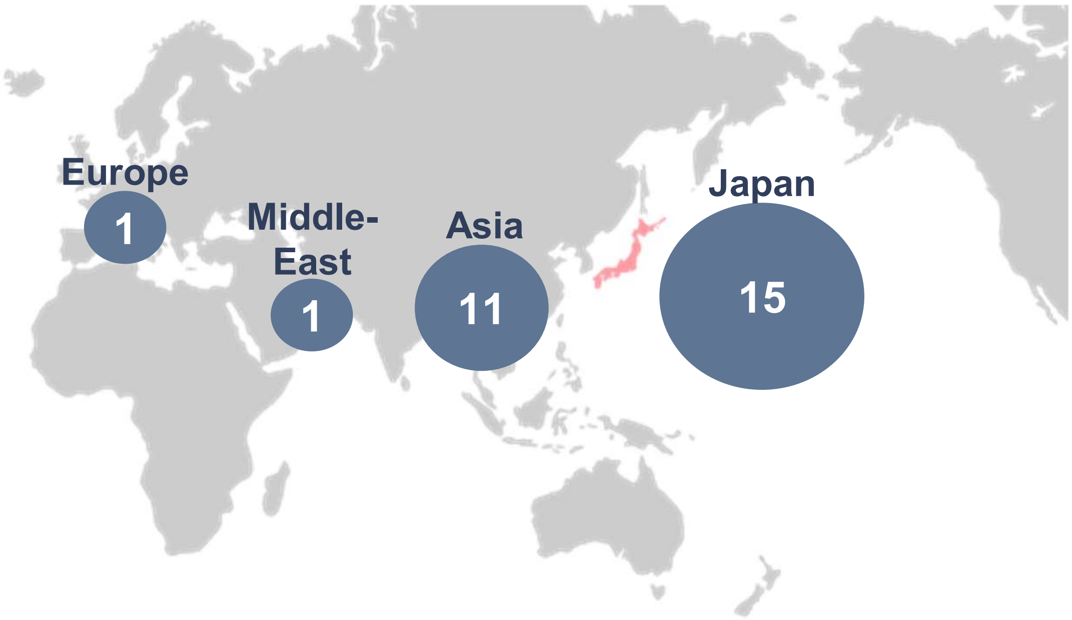
FY2025 Academic Activities

- Active academic initiatives established high medical quality and safety standards
- Research data and human resource training drove brand credibility and technological improvement

Global Conference Participation

28
conferences
Total number of conferences

75Drs
Cumulative Number of Speaker



Ⅱ. Clinic Economics

Scalable Deployment

- Many clinics are able to start up smoothly by reducing initial costs and attracting customers early by leveraging their brand and marketing capabilities. Ensure scalability of base deployment

Expandable Base Development through Management Support

Phase 1: Control Initial Investment
HQ manages site search, contracts, and interior work to minimize clinic startup costs

Phase 2: Early Customer Acquisition
Leveraging SBC's brand power and marketing functions to attract patients early

Phase 3: Scalability of Locations
Lower startup costs and early growth enable rapid expansion of the clinic network

$486K [1]
Average initial investment

5Months [2]
Average period to profitable

[1] Average construction cost of SBC Branded Clinics opened in 2025 (excluding turnkey properties)
[2] Average period to profitable of SBC brand clinics opened in 1st half 2025 (excluding turnkey properties)

Popular Treatments

- In aesthetic dermatology, Anti-aging and hair removal are popular. High repeat rates drove LTV growth
- In aesthetic surgery, natural double eyelid surgery is popular

Aesthetic Dermatology

Average Revenue per Visit **$230**

Popular Treatments Average Revenue

1	Hair removal	$220
2	Botox	$100
3	Collagen Booster	$390
4	HIFU	$170

Aesthetic Surgery

Average Revenue per Visit **$1,650**

Popular Treatments Average Revenue

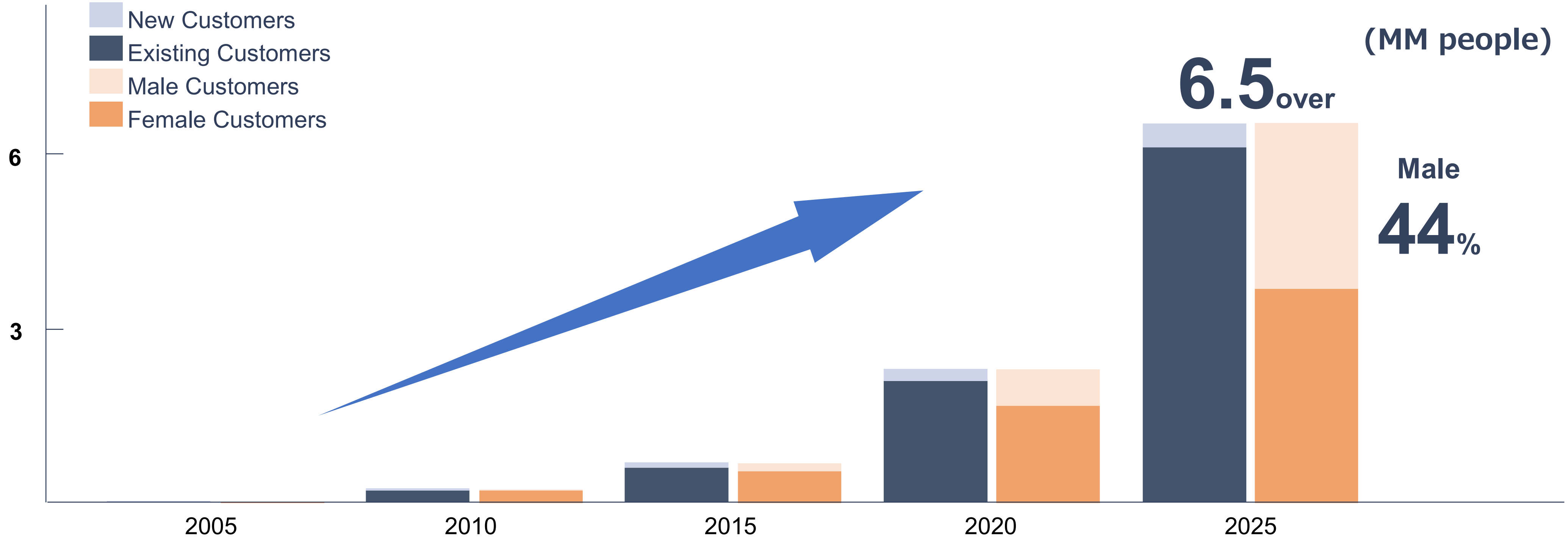
1	Double Eyelid Surgery	$1,060
2	Liposuction & Body Contouring	$1,790
3	Thread Lift	$830
4	Eye Bag & Sagging Removal	$1,230

[1] Includes franchised SBC brand clinics
[2] Converted at JPY 149.6 / USD
[3] After point/ticket discounts
[4] Excluding free counseling

Customer Trend

- Number of customer is steadily increasing through repeat customers
- Male customer ratio is increasing due to growing popularity of men's hair removal

Customer Trends (Gender Ratio and New/Existing Customer Ratio)



[1] Figures for SBC brand, Rize Clinic, and Gorilla Clinic
[2] Excluding free consultations

Thank you

SBC Medical Group Holdings Incorporated / ir@sbc-holdings.com
ICR, LLC / US Investor Contact / +1 (646) 277 1200 /William.Zima@icrinc.com

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