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ALPHAÆON Acquires Rocol SA

Irvine, Calif., December 18th, 2015 - ALPHAÆON Corporation, a social commerce company and subsidiary to Strathspey Crown Holdings LLC, today announced its acquisition of Rocol SA, a leader in the commercialization of medical equipment across Latin America. Terms of the acquisition were not disclosed.

Headquartered in Barranquilla, Colombia, Rocol provides products, services, and medical equipment in the fields of ophthalmology, dermatology, aesthetics, oncology and robotics for the entire Latin American market.

“Rocol is a well-respected and recognized leader in the commercialization of medical equipment in ophthalmology and aesthetics across Latin America,” said Robert E. Grant, CEO of ALPHAÆON. “This acquisition enables ALPHAÆON to expand its presence in these key emerging markets.”

“We believe ALPHAÆON’s social commerce platform, practice management suite and broad product portfolio will allow us to offer greater value to our customers,” said Roberto Garcia, President of Rocol. “Together we believe we have a tremendous opportunity to drive the business forward utilizing ALPHAÆON’s digital platform and our market expertise.”

About Rocol SA

Rocol SA is engaged in the marketing and distribution of medical equipment across Latin America, Brazil and the Caribbean Islands. Since its founding in 1984, the company has supported medical professionals by delivering technologies for ophthalmology, oncology, aesthetic and surgical needs. For more information, please visit <http://www.rocol.com.co>.

About ALPHAÆON Corporation

ALPHAÆON Corporation is a social commerce company with the goal of transforming self-pay healthcare by bringing to market highly innovative products and services to promote consumer wellness, beauty and performance. The company works in partnership with board certified physicians ensuring access to leading advancements in lifestyle healthcare. For more information, please visit www.alphaeon.com.

About Strathspey Crown Holdings, LLC

Strathspey Crown is a growth equity firm specializing in lifestyle healthcare. The firm is founded in partnership with physician investors across key medical specialties including



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plastic surgery, ophthalmology, dermatology, dentistry and orthopedics. For more information, please visit www.strathspeycrown.com.

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