



Ashley & Martin

Medical Hair Centres

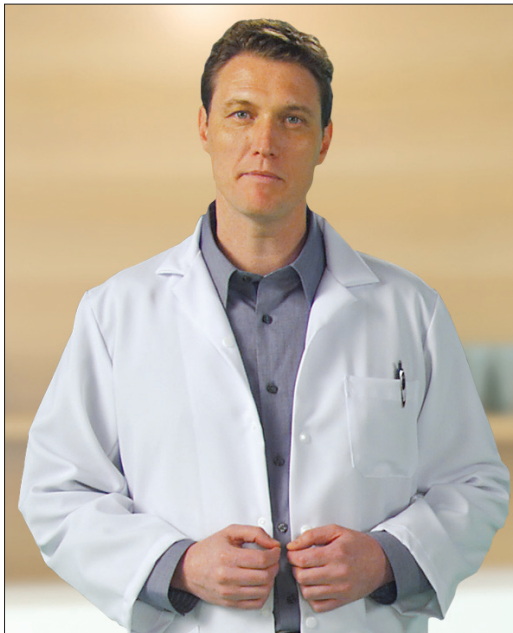
THE MARKET

Since ancient times, people have sought a remedy to hair loss; Egyptian scrolls have even been found advising men to grind the horn of a gazelle or to boil the blood of an ox and rub it onto the scalp as a remedy.

Throughout history a long list of so-called 'snake-oil' cures have been tried and rejected as men searched for an elusive answer to their thinning hair and it wasn't until late in the 20th Century that real progress was made when Ashley & Martin created a unique medical treatment program that achieved outstanding results.

Today, hair loss treatment is a massive global industry and is growing significantly larger each year as both men and women take advantage of the latest treatments based on medical science.

As an indication of its formidable presence in the market today, Ashley & Martin's credible, scientifically based treatment is responsible for over 70% of all hair loss marketing in Australia and New Zealand.



HISTORY

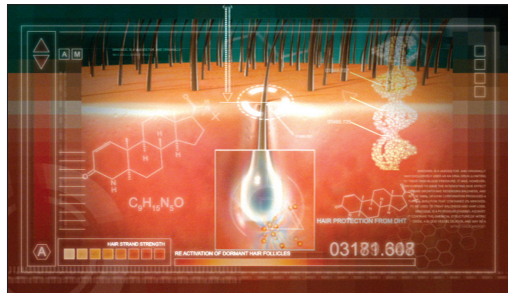
In 1964 Ashley & Martin opened its first hair loss treatment centre in Melbourne, followed by Sydney a year later, Brisbane in 1968, Adelaide in 1970 and Perth in 1972.

The arrival of the company's credible medical and scientific approach created a revolution in the hair loss treatment industry in Australia, with other players in the industry forced to lift their service standards and treatment offerings to try and match Ashley & Martin's proven success rate.

Meanwhile, on-going research and development into the latest medical and technological breakthroughs resulted in the launch of the Ashley & Martin RealGROWTH (medication for hair loss) program in 1995.

To complement this exclusive medical treatment, Ashley & Martin ensured every clinic employed a Doctor to prescribe specific pharmaceutical treatments tailored to treat every patient's condition.

Today, with their head office in Perth, Western Australia, Ashley & Martin has grown to become the largest and most trusted hair loss treatment company in the Southern Hemisphere, with clinics in every state and territory of Australia, on both islands of New Zealand, as well as Singapore.



RECENT DEVELOPMENTS

The proven success rate of Ashley & Martin's RealGROWTH program has seen an ever increasing number of men and women seeking treatment. The result has been a rapid expansion as Ashley & Martin opens more and more clinics in cities and regional centres across Australasia.

In 2003 the first New Zealand-based clinic was opened in Auckland, with clinics in Wellington, Hamilton and Christchurch soon following.

In Australia, clinics opened in Canberra and Newcastle in 2010, whilst 2011 saw clinics open in Gladstone Park, Chatswood, Gosford and the Gold Coast – the same year Ashley & Martin proudly opened their Singapore clinic.

As the company expands, research and development continues, with its Doctors continually looking for and researching new approaches to the medical science of hair loss treatment, with A&M now offering treatment for Male Pattern Baldness - a genetic condition that was once considered untreatable.

Their exclusive Real GROWTH program utilises pharmaceutical compounds that specifically target the hormones affected by the Male Pattern Baldness gene. More importantly, Ashley and Martin is the only company that has conducted actual hair count studies (with a leading

dermatologist, from the Australian Photobiology testing facility at the University of Sydney) that proves a 98% success rate for its treatment. It is this, along with a policy of employing a Doctor to prescribe tailored treatment programs at every single clinic, that has resulted in ten out of ten independent Doctors surveyed recommending Ashley & Martin to treat hair loss.

BRAND VALUES

Despite the rapid growth of Ashley & Martin, the company has never lost sight of its core brand values: to offer a proven medical hair loss treatment program that's tailored to treat each individual patient's condition.

For this reason, Ashley & Martin is the only national hair loss company that can rightfully include the word 'medical' in its name. That's because hair loss is considered a medical condition and Ashley & Martin treat it that way, with a Doctor in every clinic and Pharmacists employed to create tailored medications specific to every patient's condition.

Ashley & Martin maintains strict control of every new clinic that opens. Importantly these clinics are not franchises, but instead are part of the Ashley & Martin chain overseen from the head office in Perth. By maintaining strict brand control over every clinic's treatment program and customer service offerings, Ashley & Martin is able to offer a rock-solid guarantee of success. Quite simply, patients who do not grow more of their own hair after A&M treatment, get their money back.



ACHIEVEMENTS

Ashley & Martin is the largest and most trusted medical hair loss company in the Southern Hemisphere and has treated over 500,000 patients in nearly 50 years of business, turning over nearly 100% more than its nearest competitor.

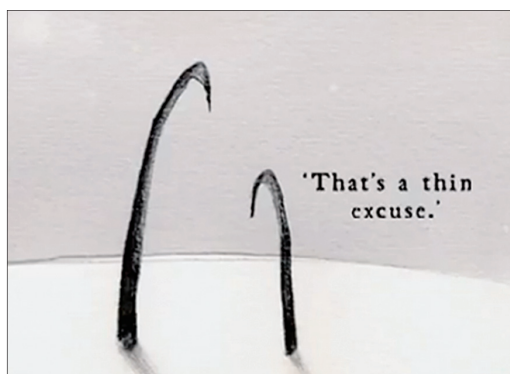
The Ashley & Martin guarantee of success is one of the key benefits that continues to attract new patients, with University studies proving that the

Ashley & Martin RealGROWTH program offers a 98% success chance of successfully regrowing more hair. Which is why 10 out of 10 independent Doctors recommend Ashley & Martin.

THE PRODUCT

The RealGROWTH™ program is the most comprehensive hair loss treatment available in Australia and is exclusive to Ashley & Martin. No other program is more effective in arresting baldness and re-growing hair naturally. Clinical trials conducted by a leading dermatologist at one of Australia's leading universities, revealed that over 98% of hair loss patients re-grew an average of 113% more hair.

The RealGROWTH™ program is a combination of specialty cleansing products, prescribed medications, natural supplements, therapeutic treatments and on-going support. It is specifically designed to target, treat and combat every area of

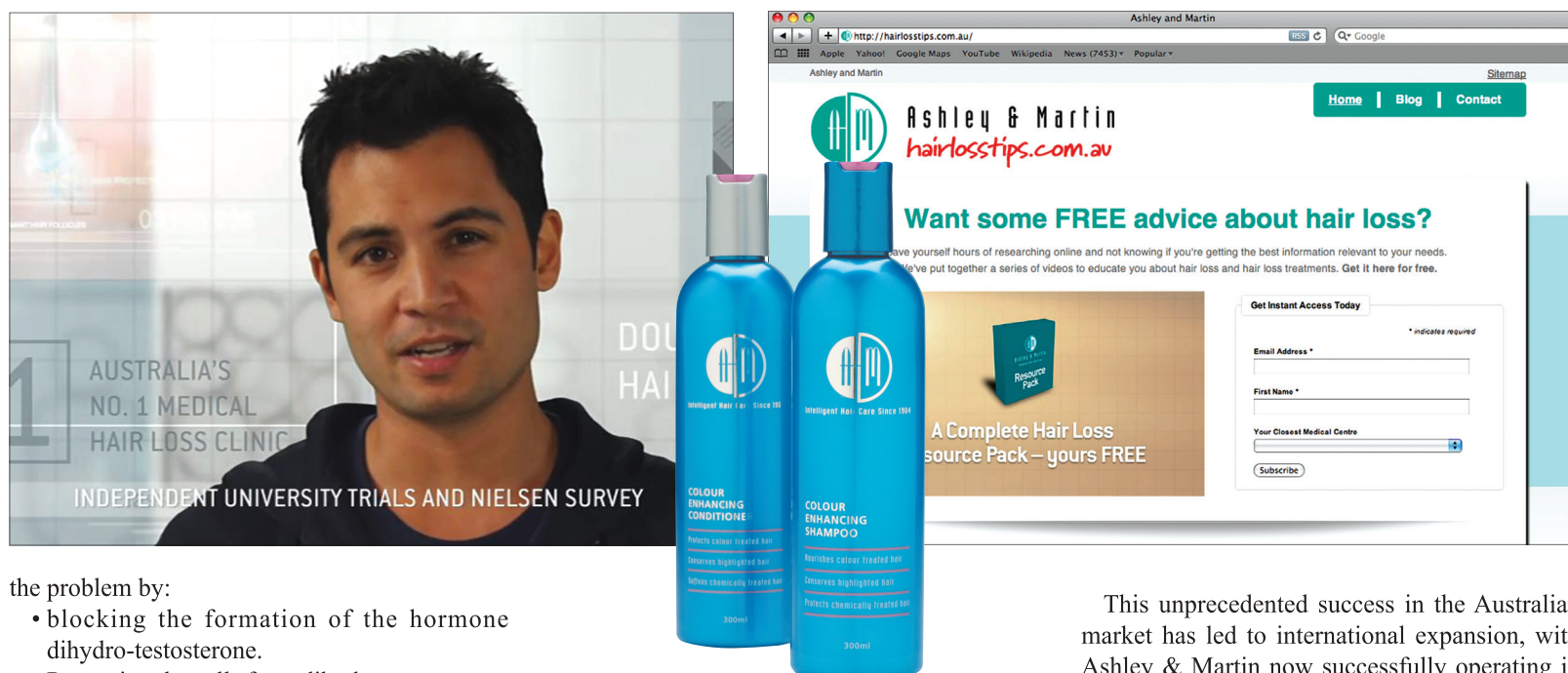


preconceptions and reluctance to address the issue of hair loss, Ashley & Martin have worked hard to establish themselves as a credible, trustworthy and above all empathetic team of professionals. Always central to its brand message is that “hair loss is a medical condition and Ashley & Martin treat it that way”.

proven 98% success rate – was complemented by re-affirming the message that only at Ashley & Martin will patients be treated by a qualified doctor for their hair loss.

An interactive website offers visitors and patients the opportunity to explore the information themselves, or sit back and listen to a range of stories from a series of Ashley & Martin brand ambassadors, while a national television campaign consisting of 20 x 15 second TV commercials encourages consumers to visit the website or to call for their free consultation.

To complement the online and television strategy, targeted ads in major men's magazines maintain the credible and trustworthy ‘medical professionals’ message. According to sources the marketing and advertising strategy has yielded phenomenal results – tripling sales figures and establishing Ashley & Martin as clear leaders in the field of hair loss treatment.



the problem by:

- blocking the formation of the hormone dihydro-testosterone.
- Protecting the cells from dihydrotestosterone.
- Reactivating tired and suffering hair roots.
- Cleansing the hair and scalp to improve the overall condition and appearance.
- Providing quality advice and on-going support to ensure positive results.
- Promoting natural hair regrowth.

Quite simply, after a thorough hair examination and acceptance by Ashley & Martin's trained consultants, patients can be sure that they'll be treated with the very latest that the scientific and medical professions can offer.

PROMOTION

Historically, hair loss treatments have been viewed with a great deal of skepticism. This, coupled with the fact that hair loss is an extremely touchy and personal subject that many sufferers prefer not to discuss, makes the communication strategy quite challenging.

In order to overcome its audience's

Whilst both men and women suffer from hair loss conditions, Ashley & Martin's target market is predominantly males in their 20s and 30s (the average age at which most men experience general thinning, emerging bald patches and receding hairlines – all tell-tale signs of hair loss), with a smaller female target market averaging 30-40 years of age.

A message that Ashley & Martin also consistently communicates is for patients to “act fast at the first signs of hair loss” because the earlier patients start treatment, the greater their chance of successfully re-growing more hair.

A communications strategy was developed to raise awareness, build greater trust in the brand as a ‘medical centre’ and establish Ashley & Martin as market leaders in the scientific treatment of hair loss. A focus on the scientific facts and figures – most importantly Ashley & Martin's clinically

This unprecedented success in the Australian market has led to international expansion, with Ashley & Martin now successfully operating in both the New Zealand and Singaporean markets.

THINGS YOU DIDN'T KNOW ABOUT ASHLEY & MARTIN

- The founders of Ashley & Martin are also responsible for the creation of the Australian Macadamia Nut industry.
- 10% of people seeking treatment for hair loss are women.
- Male genetic hair loss - the condition known as Male Pattern Baldness – can be treated. Ashley & Martin have developed a medical treatment that targets the hormones affected by this genetic pre-disposition.
- The earlier hair loss sufferers seek treatment, the greater chance of their successfully re-growing more of their own hair.
- Many Doctors and hair-transplant Surgeons in Australia and New Zealand owe their medical specialisation to Ashley & Martin having commenced their careers at the company that pioneered medical hair loss treatment.

Don't accept
thinning hair.
You can grow
it back.

