

## Lumibird Medical accelerates Asia-Pacific expansion with future acquisition of BIZ MEDIC SDN BHD to form new Southeast Asian hub



**April 08, 2026 - KUALA LUMPUR, MALAYSIA** - Lumibird Medical, a global leader in ophthalmic medical technology, today announced that it has entered into discussions to acquire its long-term distribution partner, BIZ MEDIC SDN BHD, based in Kuala Lumpur, Malaysia. This move marks the future establishment of **Lumibird Medical Southeast Asia**, a new hub designed to serve as the group's primary engine for growth in the world's most high-potential ophthalmology market.

The transition from a distribution model to a direct subsidiary reflects Lumibird Medical's commitment to the Asia-Pacific region. Southeast Asia represents a critical demographic frontier for eye care, characterized by:

- **High clinical demand:** The region faces some of the world's highest rates of vision impairment (myopia) and ophthalmic pathologies (glaucoma and retinal diseases).
- **Rapid infrastructure growth:** Increasing healthcare investment across the region provides a massive runway for advanced diagnostic and therapeutic laser technologies.

This new office will centralise operations in the region, with the simultaneous closure of the representative office in Thailand and the subsidiary in India.

BIZ MEDIC SDN BHD has been an integral partner to Lumibird Medical since its foundation in 2004. By integrating BIZ MEDIC's deep local expertise with Lumibird Medical's global capabilities, **Lumibird Medical Southeast Asia** is positioned to provide unparalleled service and direct clinical support to surgeons and clinics across the region.

*"This acquisition is a pivotal step in our global strategy," said Jean-Marc Gendre, Director of Lumibird Medical. "Southeast Asia is not just a growing market; it is the most populous region with the highest unmet needs in ophthalmology. By establishing this office, we are moving closer to our customers and patients, ensuring that our life-changing technologies are supported by a world-class regional service center."*

The closing should be finalized in first half, making the acquisition effective. The new hub will consolidate the distribution of the **Quantel Medical, Optotek Medical** and **Ellex** portfolios, ensuring a unified brand presence and a specialized focus on the unique regulatory and clinical requirements of the Southeast Asian landscape.

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### **About Lumibird Medical**

Lumibird Medical, the medical division of the Lumibird Group, offers healthcare professionals around the world a wide range of diagnostic and treatment solutions through 3 brands: Quantel Medical, Ellex, and Optotek Medical. In ophthalmology, the group creates innovative medical laser and ultrasound solutions to diagnose and treat the four main causes of blindness: cataract, glaucoma, diabetic retinopathy and macular degeneration as well as other conditions such as dry eye.

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