

Lumibird Medical establishes Lumibird Medical Southeast Asia following acquisition of BIZ MEDIC SDN BHD



July 1, 2026 – KUALA LUMPUR, MALAYSIA – Lumibird Medical, a global leader in ophthalmic medical technology, today announced the successful completion of the acquisition of its long-term distribution partner, BIZ MEDIC SDN BHD, based in Kuala Lumpur, Malaysia. Effective July 1, 2026, the company officially launches **Lumibird Medical Southeast Asia**, its new regional hub and primary engine for growth across one of the world's most dynamic ophthalmology markets.

The transition from a distribution model to a direct subsidiary reflects Lumibird Medical's long-term 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, particularly myopia, as well as significant prevalence of glaucoma and retinal diseases.
- **Rapid infrastructure growth:** Increasing healthcare investment across the region provides a massive runway for advanced diagnostic and therapeutic laser technologies.

BIZ MEDIC SDN BHD has been a trusted partner of Lumibird Medical since its foundation in 2004. Through this integration, Lumibird Medical combines BIZ MEDIC's extensive market knowledge and customer relationships with the Group's global resources, innovation capabilities and clinical expertise. **Lumibird Medical Southeast Asia** is now positioned to provide enhanced service, training and direct clinical support to ophthalmologists and surgeons throughout the region.

"The creation of Lumibird Medical Southeast Asia marks an important milestone in our Asia-Pacific strategy," said Jean-Marc Gendre, Director of Lumibird Medical. "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."

Lumibird Medical Southeast Asia 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.

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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