



FYidoctors expands presence in medical aesthetics with acquisition of MD Esthetics

The world's largest optometrist-controlled eye care company makes second acquisition in the medical aesthetics field within last six months



CALGARY, AB (June 30, 2020) – FYidoctors is pleased to announce that it has acquired MD Esthetics, a premier facial and skin rejuvenation centre located in Victoria, British Columbia. This marks the company's second investment in the medical aesthetics field, having entered the growing industry in 2019 with the acquisition of ReNue – a chain of medical aesthetic clinics based in Calgary, Alberta.

MD Esthetics is led by Dr. Daniel Milkovich and Dr. Kent Banks, two of Canada's leading cosmetic medicine experts responsible for lecturing and training physicians across the country in advanced skin rejuvenation treatments. MD Esthetics' offering includes a full spectrum of modern, desirable treatments such as medical laser skin treatments and injectable rejuvenation treatments utilizing Botox and dermal fillers.

"As a healthcare brand, FYidoctors is committed to providing consumers a broad array of products and services to enhance their lives. The evolution of medical aesthetics over the years has proven to contribute greatly to overall quality of life and our expansion into the field reflects that," said Dr. Jason McWhirter, VP and Chief Medical Officer of

FYidoctors' Medical Aesthetics Division. "Working with leading cosmetic medicine experts like Dr. Daniel Milkovich and Dr. Kent Banks maintains our doctor-led approach and we look forward to continuing to provide excellent care for patients in British Columbia."

With this announcement, FYidoctors adds their fourth clinic in the medical aesthetics field and the first in British Columbia. In addition to remaining in their current roles with MD Esthetics, Dr. Milkovich and Dr. Banks will now serve on FYidoctors' aesthetic medicine advisory committee.

"We are excited to partner with FYidoctors, who have demonstrated a strong track record in the optometric market by maintaining patient care as a priority, which aligns well with our core focus at MD Esthetics," said Dr. Daniel Milkovich, Co-founder and Medical Director of MD Esthetics. "We look forward to contributing to the same success and growth in the medical aesthetic division."

Dr. Kent Banks says he anticipates many added benefits that a partnership with FYidoctors will bring.

"We look forward to our new partnership with FYidoctors as part of their medical aesthetics division," said Dr. Kent Banks, Co-founder and Medical Director of MD Esthetics. "Our company's expertise in medical aesthetics, combined with FYidoctors' proven track record in practice management and business acumen, will provide many opportunities for success."

Over the past 20 years, innovation and technology has allowed the medical aesthetic market to see major advances in relation to lasers, injectables, and skincare products. The growing acceptance of cosmetic medical treatments among different demographics is fueling increases in interest and demand for these services at an exponential rate.

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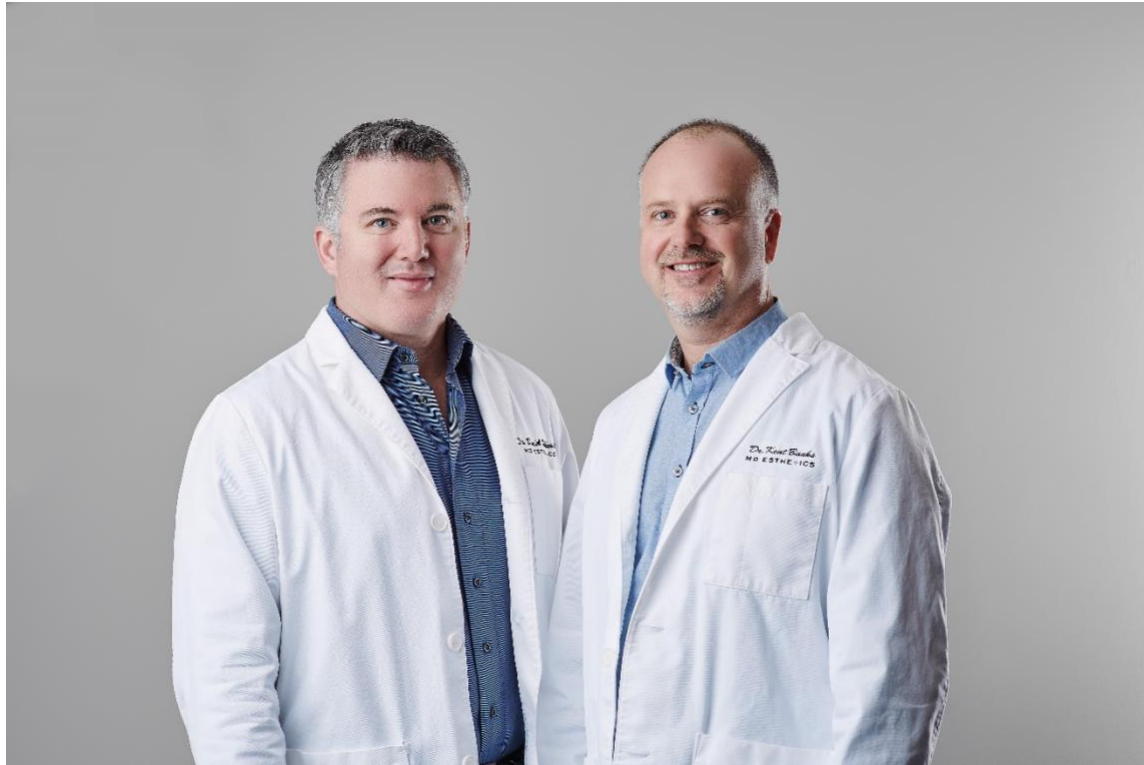
Backgrounder

Dr. Daniel Milkovich, Co-founder and Medical Director of MD ESTHETICS

Dr. Milkovich brings more than 24 years of clinical medical experience in primary care and cosmetic dermatology to MD ESTHETICS. His expertise and advancements in cosmetic medicine have led Dr. Milkovich to be appointed a national lecturer and trainer of physicians in Botox® and dermal filler techniques by industry-leading Allergan. Today, he is a nationally recognized authority in non-surgical facial and skin rejuvenation.

Dr. Kent Banks, Co-founder and Medical Director of MD ESTHETICS

With more than 24 years of clinical medical experience in primary care and cosmetic dermatology, Dr. Banks is a nationally recognized authority in non-surgical facial and skin rejuvenation. His expertise in the field has led him to become an Allergan-appointed lecturer and trainer of physicians in cosmetic medicine techniques across Canada.



MD Esthetics

Founded in 2007, MD Esthetics is a premier, industry-leading facial and skin rejuvenation centre located in the Westshore area of the Greater Victoria Capital Region in British Columbia. The clinic offers a full spectrum of modern and desirable treatments in a state-of-the-art medical facility with a focus on providing exemplary customer service. MD Esthetics is led by Dr. Daniel Milkovich and Dr. Kent Banks, two of Canada's leading cosmetic medicine experts and founding members of the BC Society of Aesthetics Physicians. Together, Dr. Milkovich and Dr. Banks developed the innovative injectable non-surgical facelift.

For more information, please visit www.lookamazing.ca.

ReNue

Dr. Jason McWhirter established ReNue in 2002 with the goal of balancing good medicine with the latest in minimally invasive cosmetic procedures. ReNue blends the safety, security and technology of a medical practice with a highly refined aesthetic

sensibility, offering advanced skin care, body care, hair removal and cosmetic options all in a private, professional and relaxed setting. ReNue has expanded across Calgary to provide high-end cosmetic services in a comfortable and responsible environment, with the same care and attention Dr. McWhirter's patients receive in his medical practice.

Join the physicians uniting to elevate patient care and advance aesthetic medicine by visiting www.JoinReNue.com.

Advisors

Deloitte Corporate Finance Inc. and Deloitte LLP acted as exclusive financial and tax advisor and Miller Thomson LLP acted as legal counsel to MD Esthetics on the transaction.

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About FYidctors

FYidctors is the world's largest optometrist-controlled provider of ophthalmic products and services. A privately held, optometrist-owned-and-operated eye care company, with over 500 optometrists, 250 locations and 2700 employees, the organization strives to deliver outstanding patient eye care. Headquartered in Calgary, Alberta, the company owns and operates a fully automated, freeform laboratory and distribution facility located in Delta, British Columbia.

To learn more please visit www.fyidctors.com.