

DENT ESTET, the leader in the dental services market, part of MedLife Group, announces a 37% increase in turnover in the first quarter of 2021 compared to last year

"We turned on our engines, 2021 will be an unprecedented year for DENT ESTET Group, in organic development, but also through acquisitions"

- The group's turnover increased, in Q1 2021, above the budgeted level, and definitely higher than the growth rate of the profile market
- Operating revenues are above forecasts for all DENT ESTET divisions
- The complex cases segment continued to grow, with an impact on the adult business line of 30%
- KIDS Division increased revenue by 44%
- Timisoara Clinic was the engine of the DE 4 KIDS division, with an increase of 55% compared to Q1 2020
- 2021 - an unprecedented year in the development of DENT ESTET, the group focusing on consolidating the leading position at national level by opening new clinics and new strategic acquisitions

Bucharest, May 24, 2021: DENT ESTET Group of clinics, the established market leader in the field of dentistry services in Romania, has registered in the first three months of 2021 a turnover of 22 million lei, increasing by 37% compared to the first quarter of 2020.

Compared to the forecasts for 2021, revenues for the first quarter are above the budgeted level at the beginning of the financial year. This level of financial performance achieved by DENT ESTET, part of the MedLife medical group, is all the more important as these results are obtained in a market that is still under the signs of unpredictability generated by the Covid-19 pandemic.

"The favorable evolution of the consumption behavior and, implicitly, of the economy, due to the vaccination campaign and the partial lifting of the restrictions, is also reflected in the private dentistry market. The DENT ESTET figures for Q1 2021 are a consolidation of the financial results from 2020, when the group registered a turnover of 67 million lei, increasing by 5% compared to 2019, although all the existing dental clinics in the country were closed for 2 months to comply restrictions imposed by the authorities. These financial results represent the proof of an efficient strategic management and of the real involvement of the team of specialists for the improvement of dental health among the Romanians", says Mihai Marcu, President and CEO of MedLife Group.

Operating revenues above forecast for all DENT ESTET divisions

Each division of the DENT ESTET group had a significant contribution in the evolution of turnover, the adult segment registering an increase of 26% compared to the same period last year, mainly due to the demand for complex treatments in implantology.

The segment of complex cases continued to grow, with the impact on the group's adults division being 30%. This trend confirms that the DENT ESTET patient is selective in choosing the medical team and well informed about the quality of dental implants, materials used in implantology and the latest digital technologies in the world.

Thanks to the historical partnership with Professor Dr. Paulo Maló, the most well-known personality in modern implantology, DENT ESTET remains in the top of patients' preferences for solving complex cases with severe bone atrophy.

Also, the DENT ESTET 4 KIDS / DENT ESTET 4 TEENS division has set new records in terms of the number of new patients, proving once again that the pediatric dentistry market is dominated by group's clinics dedicated exclusively to children and adolescents.

Thus, the KIDS division registered, as a whole, revenues increasing by 44%, the main engine being the clinic in Timișoara, with an increase of 55% compared to Q1 2020, values above those forecasted at the beginning of the financial year.

2021 - an unprecedented year in the development of DENT ESTET

2021 is an unprecedented year in the organic development of the group, the expansion strategy focusing on consolidating the leading position at national level by opening new clinics and on accelerated strategic acquisitions program, due to the major interest in the dentistry market for belonging to the DENT ESTET brand.

With the support of MedLife, the largest private healthcare provider in Romania, DENT ESTET continues its national development and expansion plans.

Thus, starting with the third quarter of this year, the inhabitants of Ploiești will be able to benefit from the premium dental services offered by DENT ESTET, as well as from the expertise of a team of prestigious doctors in all branches of dentistry.

Because the objective of the group, declared since its establishment, is the access of as many Romanians as possible to services at international standards, DENT ESTET has scheduled the opening of a new clinic in Craiova, in the fourth quarter of 2021.

“After a difficult year for the entire dental market, we are optimistic about the year 2021, which will bring an accelerated development of the DENT ESTET group. We will open new clinics in Ploiești and Craiova, in order to offer romanian patients premium treatments performed by an overspecialized medical team, so that they benefit from the best possible medical care. For us, the main priority is to maintain the same level of service quality in all the clinics we open, because only in this way will we continue to grow strong, in a constantly

developing market", says Dr. Oana Taban, Founder & General Manager of the group DENT ESTET.

DENT ESTET - attraction pole for new strategic acquisitions

After the success registered by acquiring the majority stake of the Krondent clinic from Braşov, whose revenues increased in the first 3 months after the transaction above the expected level, the management of DENT ESTET decided to continue its acquisitions program. Currently, there are negotiations with clinics with growth potential in cities considered strategic for dentistry in Romania.

Among the advantages of belonging to the DENT ESTET group are the application of specific medical and management protocols, access to state-of-the-art technology and mentoring programs under the tutelage of internationally certified doctors.

"We enjoy the interest shown by other dental clinics to become part of our brand. For us it is a new confirmation of the fact that the vision we had 22 years ago to launch a unique concept at that time for our market dentistry proved to be the key to success and, at the same time, an example for many players in the market ", declare Dr. Oana Taban, Founder & General Manager of the DENT ESTET group.

About DENT ESTET

DENT ESTET Group is market leader in the field of dentistry services in Romania since its establishment in 1999 and is recognized for its contribution to the development of the private dental surgical field in our country.

DENT ESTET has 11 multidisciplinary dental clinics in Bucharest, Timisoara, Sibiu and Brasov, intended for all age groups, 3 divisions of excellence, unique in Romania (Implant Division, Esthetic Division and Advanced Orthodontic Division), the first digital dental laboratory - Aspen and 3 specialized digital photo studios - Future Dental Smile.

The list of major innovations that DENT ESTET brought to the market includes DENT ESTET 4 KIDS (2008) and DENT ESTET 4 TEENS (2012), the first dental clinics in Romania and in Eastern Europe dedicated exclusively to children and teenagers and, last but not least, DENT ESTET founded the Dental Office Managers Association (ADOM), which trains the first generation of managers for dental clinics.

Starting 2016, DENT ESTET is a member of the MedLife Group, the largest private health care service provider in Romania.

About MedLife Medical System

MedLife Medical System started 26 years ago, has developed healthily and has become the largest provider of private medical services in Romania. Romanian entrepreneurs, who founded this company, invested and got involved to change the Romanian health system, believed in innovation and dared to aim as high as possible, to offer Romanian patients qualitative services, professionalism, care and respect for their needs.

The company operates the largest network of clinics, one of the largest networks of medical laboratories, general and specialized hospitals and has the largest corporate clients base for Health Prevention Packages in the country. It is also one of the largest private healthcare providers in Central and Eastern Europe in terms of sales.

MedLife Group has a history of success in terms of both organic growth and by acquisitions. Strong and experienced management team, was able to create and manage these growth opportunities, gaining valuable knowledge and experience, which allows to find the best way to successfully continue the expansion.

Being a Romanian company with a tradition, MedLife chose to be listed on the Romanian Stock Exchange, being a model for listings on the local capital market. It has opened up new horizons, and through the corporate governance it has implemented, has inspired other local companies to embark on this path and help develop the Romanian capital and economy. The shares issued by MedLife SA are admitted to trading on the regulated spot market administered by the Bucharest Stock Exchange, Premium Category, with the trading symbol " M ".

During the pandemic, MedLife managed to play a key role in society and gain a detached leadership status in pandemic monitoring through active involvement in research activities.

The company continues to invest in projects in technology and infrastructure, with impact on the local community. It creates jobs and develops an ecosystem that contributes to the development and maintenance of a healthy Romania.