

## **MedLife continues its strategy to consolidate medical and wellness services and acquires the SanoPass digital platform**

- *Out of care for all Romanians who want to maintain a healthy lifestyle, MedLife acquires the majority stake in SanoPass the digital platform and becomes the largest integrator of medical, wellness and sports services in Romania.*
- *The Covid-19 pandemic has proven more than ever that health monitoring, exercise, sports and proper nutrition are the best tools for prevention, before treatments and vaccines.*
- ***Health memberships, along with fitness memberships, can maintain a healthy lifestyle and extend our lifespan if used consistently. MedLife will fund and publish an independent scientific study on this topic in the coming months.***
- *MedLife representatives draw attention to the importance of integrating exercise and nutrition services into medical subscriptions with the same fiscal facilities, as a key measure for maintaining the health of the population, but also for relieving the National Health Fund.*
- *Following the completion of the transaction, Sano Pass will accelerate its growth and development plans both nationally and internationally.*

**Bucarest, 12 September 2022:** MedLife, the leader of the private medical services market in Romania, announces it has acquired the majority package in the SanoPass digital platform, one of the most active Romanian startups in the healthtech area, providing medical, wellness and fitness services on a subscription and individual basis.

The transaction marks the continuation of MedLife's strategy to integrate and strengthen medical and wellness services, developing an integrated system of services for a healthy lifestyle through medical prevention, sports and nutrition.

SanoPass digital platform unifies and facilitates access to health and fitness, offering access to over 1,200 private clinics, both independent and large networks, and over 200 gyms and fitness centers in Romania and the Republic of Moldova. Through this national network of partners, SanoPass provides medical and fitness services for 50,000 subscribers.

*"The reality of recent years clearly shows how acute is the need for new models of packages for healthcare and prevention services, centered on the individual needs of patients and, at the same time, complementary to public and private health systems. The acquisition of the majority stake in the SanoPass digital platform therefore marks another important step for MedLife in the strategic direction of becoming an integrated supplier of subscriptions for preventive healthcare, exercise and nutrition, complementing the diagnostic and treatment services we already offer, in the largest network of medical clinic in Romania. Our belief is that, with the countrywide integration of this model, we will be able to contribute to an important improvement in the quality of life of patients in Romania. In addition, we strongly believe that, sooner or later, all these subscriptions and services should become tax-deductible because they represent a key tool for maintaining the health of the population a well*



*as relieving the burden on public health system expenses",* stated **Dorin Preda, Executive Director, MedLife Group.**

Following the completion of the transaction, SanoPass will remain an independent business, and the management team will remain the same, with founders Andrei Vasile and Delia Iliasa continuing their activity and development plans within SanoPass. The company aims to substantially expand the team and the portfolio of clients and beneficiaries, serving both individual subscribers and corporate clients, mainly SMEs between 10 and 250 employees. In addition, SanoPass works with some of the biggest insurance companies in Romania, such as Generali, Metropolitan Life and NN.

According to company representatives, SanoPass has seen remarkable expansion, with over 100,000 medical and fitness services delivered in the first half of 2022. As an integrator of health, medical prevention, wellness and fitness services, SanoPass unlocks significant cross-sell potential for partner medical clinics and fitness operators, to the benefit of subscribers.

*"Since the very beginning of SanoPass, we have had the vision of integrating the private medical system with the wellness system, with the goal of enabling transparency for consumers, and of demystifying and facilitating access to both categories of services. In addition, we are actively working on the integration of the third pillar of a healthy lifestyle, nutrition, and we believe that this new stage which we're embarking on now, with the MedLife group as a shareholder, will see market confidence increasing in the potential of technology startups",* declares **Delia Iliasa, Co-Founder and Managing Partner of SanoPass.**

*"Our ambitions for international expansion are as strong as ever, and we are considering European expansion in due course. The med-tech side is the core pillar of SanoPass, and we will continue to innovate, be present in the tech startup community, as well as help integrate the latest ideas and technologies for the benefit of patients and their wellbeing",* says **Andrei Vasile, Founder and Managing Partner of SanoPass.**

MedLife announced 5 months ago its entry into a new business segment, that of wellness services, which complements the medical diagnostic and treatment services it offers nationally, through the acquisition of the Sweat Concept gyms. The transaction closed last week, with plans for growth in this direction in full development.

The MedLife Group is the operator with the largest portfolio of acquisitions in the medical sector in Romania, the company investing heavily in the growth of its network in Romania. With the acquisition of SanoPass, MedLife reaches a total of 46 transactions.

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#### **About the MedLife Medica System**

The MedLife Medical System started almost three decades ago, has developed constantly and has become the largest provider of private medical services in Romania. The Romanian entrepreneurs who laid the foundations



of this company have invested and got involved to bring change to the Romanian health system, believed in innovation and dared to aim as high as possible, to offer Romanian patients quality, professionalism, care and respect for their needs.

The company operates the most extensive network of clinics, one of the largest networks of medical laboratories, general and specialised hospitals and has the largest corporate client base for Health Prevention Packages in the country. It is also, in terms of turnover, one of the largest private healthcare players in Central and Eastern Europe.

The MedLife Group has a successful track record of both organic and acquisition growth. Its strong and experienced management team has been able to create and manage these growth opportunities, gaining valuable knowledge and experience to enable it to find the best path for continued successful expansion.

As a Romanian company of notable tradition, MedLife chose to list on the Romanian Stock Exchange, being a model of listings on the local capital market. It has opened horizons, and through the corporate governance it has implemented, it inspired other local companies to start on this path and help the development of Romanian capital and the economy. The shares issued by MedLife SA are admitted to trading on the regulated market managed by the Bucharest Stock Exchange, Premium Category, with the trading symbol "M".

During the pandemic, MedLife managed to play an essential role in society and gain a leadership status in monitoring the pandemic through active involvement in the research area.

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

[www.medlife.ro](http://www.medlife.ro)

#### **About SanoPass**

The SanoPass platform has over 50,000 users and provides access to a national network of 1,200 partner clinics and 200 gyms. SanoPass subscriptions contain occupational medicine services, consultations, investigations, medical analyses, dentistry, nutrition, psychology, physiotherapy, advanced imaging, as well as fitness and aerobics. In addition, the platform offers access to insurers and 24/7 Telemedicine.

The SanoPass medical network includes medical centers such as: Sanador, Emerald, Clinica Sante, Synevo, Affidea – Hiperdia, Arcadia, Medstar, Pelican Hospital, etc., while the partner fitness gym network includes: StayFit, 700 FIT, Sweat, Neby Fitness , Fit9 by Alma, Bodybible, Endorphin, etc.

[www.sanopass.ro](http://www.sanopass.ro)

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