

## Mission & Strategy

Our mission is to improve and sustain the health and well-being of our customers in the best possible way. Our focus is to take care of patients' health in the right place, right time, with the right outcome, and in the most effective way.

Our business model is focused around three strategic priorities:

- Using our trusted brands and premium quality services to ensure high client loyalty and to drive further organic growth by building on established activities in our main markets in Central Europe and Germany.
- Selective acquisitions to expand our footprint in existing markets and to develop into new segments of speciality care. Further acquisitions to enter and develop new countries with high long term growth potential.
- Maintaining premium quality and efficiency to differentiate from competitors in the core corporate segment, and also to attract the best medical practitioners.

Technology is at the very core of Medcover's strategic vision. Since inception, Medcover has committed significant human and financial resource to build a bespoke, highly scalable and flexible proprietary platform which is instrumental to our sustainable growth and key to successful growth through acquisitions.

Medcover's acquisition strategy focuses on complementary and innovative services and capabilities, where the company can expand this service across its geographies.

Within Healthcare Services this includes, but is not limited to, ambulatory care as well as specialised care fields with attractive growth prospects, such as fertility and dental.

Within Diagnostic Services this includes, but is not limited to, specialists in the field of high growth/high value specialist pathology, such as molecular pathology (genetics) and anatomical pathology.

With a solid platform in place, Medcover's strategy for continued growth is based on both organic growth and acquisitions, thereby maintaining leadership in the main markets Poland, Germany, Romania and the Ukraine as well as strengthening its position in new markets.