

DENT ESTET is strengthening its partnership with MedLife, by taking over DentalLife

- DENT ESTET group portfolio extends to 18 dental clinics in 9 big cities of Romania
- Located in the center of Bucharest, DentalLife offers integrated medical services in a modern setting, to adults and children
- DENT ESTET continues to invest in the digitalization of the new clinic, providing treatments using the latest technologies, offering patients high quality services, by fee for service reimbursement and subscription-based plans

Bucharest, 20 December 2022: DENT ESTET is strengthening its partnership with MedLife, by taking over DentalLife, the first dental clinic on the portfolio of the leader of the private medical health services sector of Romania.

DentalLife becomes the 18th clinic in the portfolio of DENT ESTET, the leading dental health centers of Romania. Previously this year, in November, DENT ESTET opened a new clinic in Arad, by entering a partnership with MedLife Genesys, following the opening of a new clinic in Craiova in April.

Integrated digital dentistry at the new DENT ESTET clinic in Bucharest

With a two floor structure and a 400 square meter surface, the new DENT ESTET clinic offers four dental units, an intervention unit and a dental radiology department. Patients have access to digital dentistry services, high-end technology and customized treatments offered by an multidisciplinary medical team. The high performance standard is sustained on a national level in all the clinics of the DENT ESTET group.

“DentalLife is the first MedLife clinic and we are enthusiastic to add a new layer to our longstanding partnership. Our shared objective is to offer high quality medical and dental services to the Romanian public, facilitating the access to digital dentistry performed by a highly trained medical team. We will continue to invest in the digitalization of the latest DENT ESTET clinic and in the education and professional development of our dentists. Our main goal is to provide efficient treatments with long-term results.” announced Dr. Oana Taban, DENT ESTET’S founder and CEO.

At the new DENT ESTET clinic, patients can access treatments ranging from implantology, oral and maxillofacial surgery, aesthetic dentistry, prosthodontics, orthodontics, endodontics, periodontics, general dentistry, pediatric dentistry, oral radiology and laboratory tests. All treatments are available by fee for service reimbursement, as well as subscription-based.

As an element of novelty, MedLife subscribers will have access to dental treatments in any of the 8 DENT ESTET clinics in Bucharest, including DENT ESTET 4 KIDS and DENT ESTET 4 TEENS, dedicated to children of different age groups.

In the near future, DENT ESTET group will implement a wide range of subscription plans and medical packages in all the 18 dental clinics in Bucharest, Sibiu, Timișoara, Oradea, Cluj-Napoca, Ploiești, Craiova, Arad, offering patients access to medical services plans tailored for their needs.

DENT ESTET will invest in the growth of the medical team working in the new clinic, and in the professional development of its dentists, who will benefit from the sharing and mentoring policy part of the organizational culture of the group.

Sustained investment in the technologization of the new DENT ESTET clinic

The DENT ESTET group continues to invest in high-tech and digitally assisted workflows in its **8th clinic in Bucharest**, located in Dimitrie Cantemir Boulevard number 1, in Unirii Square area. The same level of digitalization is maintained in all the group's clinics. Consequently, more patients in Bucharest benefit from digital dentistry, ensuring high accuracy diagnoses, reduced pain, and discomfort, as well as time-saving efficient dental treatments.

"We are excited about our 6 years long partnership entering a new phase. We admire the strength of DENT ESTET's recent developments, a result of the high involvement of its wonderful executive team. Patients accessing dental services in the new clinic will enjoy reliable and complete diagnoses, a multidisciplinary approach, and personalized treatments. Integrated digital workflows offer minimally invasive treatments, as well as transparent treatment plans. These are also DENT ESTET group's differentiating factors in the dentistry field in Romania." declared Dorin Preda, Executive Director, MedLife Group.

Founded in 1999, DENT ESTET is the market leader in dental health services in Romania. In the past 24 years, the group developed a community of 577 members involved in supporting a medical team of 185 dentists.

Today, DENT ESTET runs 18 multidisciplinary dental clinics in Bucharest, Timișoara, Sibiu, Brașov, Ploiești, Cluj-Napoca, Oradea, Craiova and Arad, addressing all age groups. DENT ESTET developed 6 divisions of excellency, unique in Romania: DE Implant Division, Aesthetic Division, Ortho DE Digital Team, DE Laser Division, DE Laser Periodontics Team and DE Endodontics Team. DENT ESTET offers an integrated experience through its 10 digital photographic Future Smile Studios and 10 digital radiology centers, using computed tomography (CBCT). Adding to this, the clinics are served by the first ASPEN Digital Dental Laboratory. To sum up, the group provides 110 hi-tech dental units, including 9 fully-equipped surgery units operated by Intensive Care Medicine doctors.

DENT ESTET 4 KIDS (2008) and DENT ESTET 4 TEENS (2012) are among the major novelties in the Romanian market, as the first dental clinics in Romania as well as Eastern Europe to provide dental treatments to children and teenagers exclusively. Another premiere is setting up the Dental Office Managers Association (ADOM), the first training center for dental managers in the country.

DENT ESTET clinics follow the international standards in dentistry and are accredited by the International Team for Implantology, Digital Dentistry Society, Leading Implant Centers, The European Federation of Periodontology, World Federation of Orthodontists, American Academy of Cosmetic Dentistry, among others.

Since 2016, DENT ESTET is part of the MedLife group, a Romanian company investing in projects aimed at the development of local communities.

About the MedLife Medical System

MedLife was founded by Romanian entrepreneurs involved in bringing about changes in the Romanian health system. They put their trust in innovation and had the courage to aim high, offering Romanian patients quality, professionalism, care and respect. The company runs the most extended network of clinics, one of the biggest network of medical laboratories, general and specialized hospitals, and has the largest corporate clients portfolio for Health Prevention Packages in the country. In term of sales, the company is one of the biggest private healthcare operators in Central and Eastern Europe.

MedLife has a successful track record in terms of organic growth as well as acquisitions. Its powerful and experienced management team was capable of generating and administrating all these growth opportunities. Acquiring valuable knowledge and experience, they continue to pursue the successful path to development.



DENT ESTET

The Leading Dental Centers of Romania



As a Romanian company with tradition, MedLife chose to trade on the stock market managed by the Bucharest Stock Exchange, setting a model for other companies. As a pathfinder, its corporate administration inspired other local companies to follow in its tracks and contribute to Romanian capital and economy. The shares issued by MedLife SA are traded on the stock market managed by the Bucharest Stock Exchange, Premium Category, with the "M" trading symbol.

During the Covid pandemics, MedLife played an essential role for society and earned a leader position in monitoring the pandemics through active involvement in research.

The company continues to invest in projects that bring growth to local communities, investing in technology and infrastructure. The company generates workplaces and contributes to an ecosystem that develops and maintains a healthy economy.

Mihail Marcu
CEO