

**DENT ESTET and MedLife, a 7-year balance of leadership and sustainable development in Romania: Investments of tens of millions of euros in medical infrastructure and the training of dental specialists, reflected in the assessment and treatment of over 150 000 patients at the highest standards**

- *Over the 7 years of partnership with MedLife, DENT ESTET has managed to nearly triple its number of medical units, evolving from 7 units in Bucharest and Timișoara to 18 clinics in 9 major cities across the country.*
- *The expansion of the DENT ESTET network nationwide has required investments of over 12 million euros in medical infrastructure, as well as in the training and education of dental specialists.*
- *Furthermore, this consolidation of operations has contributed to an almost 150% increase in the number of unique patients and over 182% growth in the medical team.*
- *Beyond the clinical activity, the DENT ESTET and MedLife partnership translates into tens of thousands of hours invested in the training of over 1800 dental office managers, as well as supporting students in the field through the development of the most modern dental laboratory in Romania.*
- *Looking ahead, DENT ESTET will accelerate its investments in digitization. Moreover, it will continue to innovate by adopting the latest medical techniques available internationally.*

**Bucharest, 21 July 2023:** DENT ESTET, a renowned leader in the dental services market with investments of over 12 million euros in improving medical infrastructure over the past seven years, is celebrating its 7th anniversary in July 2023 since the first partnership that laid the foundation for the development of oral healthcare in Romania.

A champion of dental excellence in Romania, DENT ESTET joined forces with MedLife in July 2016, the largest private healthcare provider in the country. Their shared objective was to prioritize the oral health needs of Romanians by providing access to top medical expertise, premium digital technologies, and treatments with a real impact on overall health.

Through a sustained plan of organic growth and an accelerated acquisition campaign, the two medical companies, leaders in their respective market segments, MedLife and DENT ESTET, have created a sustainable and replicable business model, becoming an undisputed source of inspiration in the dental market in Romania.

### **7 years of leadership and sustainable evolution**

DENT ESTET's portfolio has grown from 7 clinics in 2016 to 18 clinics in 2023, through both greenfield investments and acquisitions. Following the MedLife model, the group founded by Dr. Oana Taban has concluded a series of strategic partnerships with other top players in the market in recent years, expanding its operations to Brașov, Cluj-Napoca, Oradea, Arad, and also in Bucharest (DentaLife). DENT ESTET is now present in 9 major cities in Romania: Bucharest (8 clinics), Timișoara (2), Sibiu (2), Brașov, Cluj-Napoca, Oradea, Ploiești, Craiova, Arad. Additionally, the number of dental units has increased from 40 to 110.

The ongoing national expansion has been supported by a 147% increase in the number of unique patients compared to 2016, as well as a 164% increase in the number of visits. Thanks to the culture of sharing and mentorship practiced for 24 years, the medical team has grown significantly, from 73 dental specialists in 2016 to 185 at present.

Moreover, seven Divisions of dental excellence have been created and developed year by year within the Romanian dentistry field - *DE Implant Division, Aesthetic Division, Ortho DE Digital Team, DE Laser Division, DE Periodontics Team, DE Endodontics Team, and DE Prevention&Prophylaxis Division*, alongside the digital dental technology laboratory ASPEN, which has played a decisive role in the growth of the Premium Dental Aesthetics and Prosthetics segment within the group.

### **DENT ESTET - 4 years on the WORLD IMPLANTOLOGY MAP through the collaboration with Prof. Dr. Paulo Maló**

In 2019, the prestigious DENT ESTET medical team caught the attention of Prof. Dr. Paulo Maló, a prominent figure in world implantology, who has significantly influenced modern dental medicine through his techniques, solutions and the invention of the All-on-4® concept. Among the seven clinics visited by representatives from the Swiss company Nobel Biocare™ and Prof. Dr. Paulo Maló's team, DENT ESTET was the only one that met the required criteria. As a result, specialists from the DE Implant Division received mentoring from the world renowned implantologist, whose work has helped dentists worldwide successfully treat the most complex cases of complete edentulism.

In Romania, the number of individuals facing severe bone destruction cases is increasing compared to other European countries. Thanks to the All-on-4® implant system, DENT ESTET patients are given the chance for a normal life, with the DE Implant Division team becoming the number one choice in restorative therapy with dental implants under the guidance of Prof. Dr. Paulo Maló.

*"The desire to provide excellence in medical care, educate Romanian patients about the importance of oral health, and invest in the training of future generations of dental specialists are the values that have guided our work. In the 7 years alongside MedLife, we have managed to create an integrated system of medical services for excellence in oral health and also invest in quality education for future generations of dental specialists or clinic managers. We thank our patients for the trust they have placed in us for the past 24 years and promise to continue offering the same level of excellence in all our present and future clinics", stated Dr. Oana Taban, CEO, and Founder of DENT ESTET.*

### **Impact through social involvement, education, and community responsibility**

Integrating sustainability into the group's activities has been a priority from the very beginning. DENT ESTET and DENT ESTET 4 KIDS clinics have committed themselves to making a real and positive impact on society by providing quality medical services and supporting disadvantaged communities.

Thanks to a strong partnership between DENT ESTET and Save the Children Romania (*Salvați Copiii*) since 2006, over 2,000 children from vulnerable communities have had access to premium dental services. Additionally, through periodic participation in the charity event "Christmas Trees Festival" (*Festivalul Brazilor de Crăciun*), DENT ESTET has contributed to fundraising for educational programs that ensure equal access to education for children from vulnerable groups.

Over the years, the number of social partners has increased, and the group has become a member of communities created around the "Heart of Hope" Foundation, the "Growing Up" Association (*Asociația Ajungem Mari*), and the Magic Association. For the past two years, DENT ESTET has been supporting

the Magic Association, which fights to provide a normal life for children with cancer and their families. Through the MagicHELP application, DENT ESTET 4 KIDS dentists in Bucharest, Sibiu, Timișoara, and Ploiești offer free services, including specialized consultations, preventive, endodontic, periodontal, and orthodontic treatments.

Investing in education and the training of dental specialists is another differentiating element for the group founded by Dr. Oana Taban. One of the flagship projects in this regard is the DENT ESTET laboratory within the Faculty of Dental Medicine at UMFST Tg. Mureș, inaugurated in 2021, benefiting over 1500 students each year. At the invitation of UMFST's rector, Prof. Dr. Leonard Azamfirei, the project was designed by the young architect Ada Tache, with the support of the renowned American designer Karim Rashid, with a total investment value of over 80,000 euros.

This year, the Dental Office Managers Association (ADOM), an educational leader in the medical business, celebrated 10 years of activity, during which it has developed a community of over 1800 members working in hundreds of dental clinics across the country. Introduced for the first time in Romania by DENT ESTET in 2013, ADOM programs have become a reference point for dental clinic owners and teams aiming to improve their medical and management skills.

Equally, DENT ESTET actively supports social endeavors carried out by the parent group. For example, last year, DENT ESTET joined the MedLife team in providing dental emergency medical assistance, raising donations, and creating job opportunities for refugees from Ukraine fleeing war.

### **Predictions for 2024: Digitalization and Consolidation**

As a leader, DENT ESTET has taken on the pioneering mission in digital dentistry, bringing the newest digital technologies in dental medicine to Romania. Presently, DENT ESTET is the largest European partner of the French company MODJAW, which laid the groundwork for revolutionary digital scanning technology, benefiting both patients and dental specialists. Additionally, through investments in dental laser technology, the DE Laser Division specialists have access to 20 high-performance dental lasers distributed across all group units, ensuring patients can avail of their advantages regardless of their location.

*"Solid principles, such as respect and empathy for the patient, investment in premium medical services, and determination in implementing our development strategy, have been the foundation of MedLife's dental division evolution over the years. In the future, we will focus on consolidating the integrated system we have created through investments in digitalization of all clinics in our portfolio, expanding our activities in the Moldova region, and developing our corporate segment. Our common objective is to improve the quality of life for our patients, and thus we will continue to invest in consolidating the national medical ecosystem that we have developed in our 27 years of presence in Romania's private medical services market,"* stated **Dorin Preda, Executive Director of MedLife.**

As early as 2022, the two partners developed an integrated formula to meet companies' current requirements for employees' oral health through dental service packages offered by DENT ESTET as part of the extra-salary benefits provided by companies to their employees.

Together with MedLife, DENT ESTET continues to grow organically in line with shared values and prioritize the dental health needs of Romanians through personalized treatment solutions for different age groups. The commitment to provide access to the most advanced technologies and treatment methods for complex cases remains DENT ESTET's promise to patients in all 18 clinics nationwide.

## **About DENT ESTET**

The DENT ESTET Group was founded in 1999 and is currently a market leader in dental medicine services in Romania. Over its 24 years of existence, it has developed a community of over 500 members, including 185 dentists who exclusively practice at DENT ESTET clinics.

Presently, the group owns 18 multidisciplinary dental clinics in Bucharest, Timișoara, Sibiu, Brașov, Ploiești, Cluj-Napoca, Oradea, Craiova, and Arad, catering to all age groups. It also comprises 7 unique divisions of excellence in Romania (DE Implant Division, Aesthetic Division, Ortho DE Digital Team, DE Laser Division, DE Periodontics Team, DE Endodontics Team, DE Prevention&Prophylaxis Division), the first digital dental technology laboratory – Aspen. DENT ESTET offers an integrated experience through its 10 Future Smile Studio digital photo studios and 10 fully digitalized imaging and radiology centers, equipped with computerized tomography (CBCT) machines. These facilities feature a total of 110 high-tech units, including 9 fully equipped surgery rooms for interventions supervised by specialist doctors from the Intensive Care Unit.

Among the major innovations brought to the Romanian market are DENT ESTET 4 KIDS (2008) and DENT ESTET 4 TEENS (2012), the first dental clinics in Romania and Eastern Europe dedicated exclusively to children and teenagers. Additionally, the Dental Office Managers Association (ADOM) conducts courses for the first school of managers dedicated to dental clinics.

DENT ESTET clinics meet international standards in dentistry, as evidenced by accreditations received from numerous global institutions, including the International Team for Implantology, Digital Dentistry Society, Leading Implant Centers, The European Federation of Periodontology, World Federation of Orthodontists, and the American Academy of Cosmetic Dentistry. DENT ESTET was the first to implement the Quality Assurance Certificate in Romania for the benefit of its patients.

Since 2016, DENT ESTET has been part of the MedLife group, a traditional Romanian company that chose to invest in other Romanian projects with an impact on local communities.

## **About MedLife Medical System**

MedLife started almost three decades 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 bring change in the Romanian health system, believed in innovation and dared to aim as high as possible in order to offer Romanian patients quality, 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 customer base for Health Prevention Packages in the country. In 2016, MedLife founded Sfanta Maria medical brand, integrated within the medical system and which currently operates with over 60 of its own medical units nationwide, which resulted from acquisition projects and organic developments. MedLife is also one of the largest players in private healthcare in Central and Eastern Europe in terms of sales.

MedLife Group has a history of success in terms of both organic growth and growth by acquisitions. Its strong and experienced management team has been able to create and manage these growth opportunities, gaining valuable knowledge and experience, which will enable 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 of listings on the local capital market. It has opened horizons, and through the corporate governance it has implemented, it has inspired other local companies to start on this path and help the development of 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 leadership in pandemic monitoring through active involvement in the research area.

The company continues to invest in projects with an 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.