



LATEST NEWS CORPORATE

## Cordlife Group appoints marketing agent in Myanmar

By: PC Lee  
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SINGAPORE (Oct 21): Cordlife Group has signed a marketing agreement with Bio Secure to carry out education-based marketing activities in Myanmar to raise awareness of Cordlife's products and services.

Under the agreement, Bio Secure will also ensure the proper discharge of end-to-end operational support to local clients, including collection of biological samples from hospitals across Myanmar and safe delivery of these samples to Cordlife's facility in Singapore for banking and to Cordlife's laboratory in Hong Kong for metabolic testing in accordance with the group's current quality standards.

Managed by a team of medical doctors and qualified pharmacist, Bio Secure is focused on delivering quality healthcare products and services through its existing marketing network of private hospitals, obstetricians and gynaecologists in Myanmar.

Cordlife says the partnership with Bio Secure is in line with the group's strategy to widen its geographical footprint in more Asian countries. In Myanmar, Cordlife will offer cord blood, cord lining and cord tissue banking services as well as non-invasive metabolic newborn screening to local expectant families.

Cordlife's expansion into the country comes at a time when the country is experiencing a growing middle class, which is expected to double by 2020. A rising middle class, coupled with annual births of more than 900,000 will underpin demand for premium and preventive healthcare.

Shares of Cordlife closed 5 cents higher at \$1.21.

CORDLIFE GROUP BIO SECURE MYANMAR MARKETING AGREEMENT

