



For Immediate Release

CORDLIFE TO INVEST \$1 MILLION IN STRATEGIC TALENT MANAGEMENT TO SUPPORT ITS RAPID GROWTH

Key Points

- CordLife to invest \$1 million over two years towards strategic talent management through its corporate learning division, CordLife Academy to serve the organizational development and learning needs of over 300 staff across the Group's global business.
- The goal of CordLife Academy is to provide a highly relevant and adaptive platform to help employees grow professionally while strengthening CordLife's operating position and efficiency as the leading cord blood banking company in Asia.
- The first-of-its-kind in Asia, CordLife Academy will be providing technical and business education for working professionals from the stem cell banking as well as life sciences industry in due course.
- The SPRING-supported programme will focus on curriculum centered in the areas of technology know-how development, commercialization, business management processes and laboratory operations.

Singapore, 16 November 2010 – CordLife, homegrown umbilical cord blood banking leader, today announced the launch of CordLife Academy, the first corporate learning and strategic talent management programme in Asia dedicated to providing technical and business education to the adult stem cell banking and life sciences industry.

Co-funded by SPRING Singapore, this landmark programme will focus on developing curriculum centered in the areas of technology and know-how development, commercialization, business management processes and laboratory operations. CordLife plans to invest \$1 million over two years in this corporate learning division to serve the continuing learning needs of over 300 staff across the Group's global business. With this new division, CordLife aims to be the benchmark for developing talents in the industry. Eventually, the company hopes to make this life sciences-centric curriculum available to working professionals outside of the company. The curriculum will consist of training modules including customized courses drawn from the company's best practices and case studies as well as carefully hand-picked courses offered by top academic institutions such as INSEAD, Nanyang Business School and HAAS Berkeley Business School. In addition to formal training, the Cordlife Academy will also be implementing a novel set of talent development and management tools derived from a three year research study of top performing technology-based companies around the world.

"Having the right people with the right ability, behavior and capability is the life blood of any successful company. The launch of CordLife Academy marks a major milestone for the industry and clearly demonstrates CordLife's commitment to that vision. Through this programme, we will provide a highly relevant and adaptive mechanism to help our employees grow professionally and in strengthening our position as the leading cord blood banking company in Asia", said Dr Steven Fang, Group CEO of CordLife Group.

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About CordLife

CordLife operates Asia Pacific's most experienced and largest network of stem cell banks with full processing, testing and cryopreservation storage facilities in Singapore, Australia, Hong Kong, Indonesia, Philippines and India as well as marketing operations in Macau. The Group's in-depth knowledge of stem cell banking gold practices and standards are recognized by many international Quality Standard organizations such as the American Association of Blood Banks (AABB), Therapeutic Goods Administration (TGA) and International Organization for Standardization (ISO). The Group and its associate companies have a track record of providing stem cells for more than 100 successful transplants and applications. CordLife was recently appointed as a Quality Consultant to assist Beijing China Cord Blood Bank, one of the largest stem cell banks in China. In 2007, CordLife became the first and only stem cell bank in the world to be awarded the prestigious World Economic Forum 'Technology Pioneer' status. CordLife is listed on the Australian Securities Exchange, under the stock code: CBB. For more information on the CordLife group of companies, please visit www.cordlife.com

About CordLife Academy

Officially launched in 2010, CordLife Academy is a corporate learning division of CordLife Group, Asia's largest network of private cord blood banks. The academy is the first-of-its-kind in the region to provide business education for working professionals in the cord blood banking as well as life sciences industries. In the true spirit of a 'Technology Pioneer', CordLife Academy contributes to the Group's sustainable business growth by developing its staff and equipping them with the necessary competencies to innovate, lead and grow with the Group. CordLife Academy will focus on providing curriculum specifically in the areas of technology and know-how development, commercialization, business management processes and laboratory operations.

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