



## **Media Release**

# **Cordlife Holds Official Opening Ceremony in Myanmar**

- ***Cordlife is the first Singapore company to offer cord blood, cord lining and cord tissue banking services, as well as non-invasive newborn metabolic screening service in Myanmar***
- ***Popular local actress Moe Yu San named as Cordlife's Myanmar brand ambassador***

**SINGAPORE, 4 August 2017** – Cordlife Group Limited (“**Cordlife**”, and together with its subsidiaries, the “**Group**”) has officially launched its Myanmar operations, becoming the first Singapore company to offer banking services for cord blood, cord lining and cord tissue, as well as non-invasive newborn metabolic screening service in one of Asia’s fastest-growing economies.

The Group launched Cordlife Myanmar on 1 August 2017 with a grand opening ceremony in Novotel Yangon Max Hotel attended by more than 120 guests, including popular local actress and Cordlife Myanmar’s newly-appointed brand ambassador - Ms Moe Yu San, rising star actress - Ms Thinzar Nwe Win and notable hospital owners, professors and doctors in the field of obstetrics and gynaecology, as well as paediatrics of the country.

To mark this inaugural event, Dr Wong Chiang Yin, Group CEO of Cordlife and Ms Tan Poh Lan, Group COO of Cordlife joined Dr Kyaw Htoo Naing, Director of Bio Secure Co Ltd (“**Bio Secure**”) to light up the event and showcased the Cordlife brand and its quality achievements. In addition, Cordlife’s Laboratory Director, Dr Li Ming Ming shared the potential and importance of storing umbilical cord blood and cord lining for future medical use. Before ending the joyous occasion with a cake-cutting ceremony, Ms Moe Yu San was also gifted a set of cord blood and cord lining collection kit in preparation of her baby’s arrival in the coming days.

The launch event was widely covered by many media owners, including Kamayut Media, MRTV4, Good Health, Snap Shot and the Myanmar Times, the country’s only English daily.

The official launch follows Cordlife’s appointment of Bio Secure in October 2016 as its marketing agent to promote its banking and non-invasive screening services in Myanmar, where more than 900,000 babies are born every year.

Bio Secure, a distributor of healthcare products and services, is responsible for raising awareness of Cordlife and for all marketing and operational support to clients in Myanmar. This includes the collection of biological samples from hospitals across the country and the logistical arrangement for a safe and secure delivery of these samples to Cordlife’s Singapore processing and storage facility, which is accredited by AABB and the FACT, two highest global standards for cord blood banking.



Cordlife Group CEO Dr Wong Chiang Yin (second from left), accompanied by local actress Moe Yu San and her husband, at the launch of Cordlife Myanmar.

**### End ###**

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**About Cordlife Group Limited  
(Bloomberg: CLGL; Reuters: CORD.SI)**

Incorporated in May 2001, Cordlife Group Limited (“Cordlife”, together with its subsidiaries, the “Group”) is a leading provider of cord blood and umbilical cord lining banking services in Asia.

As a consumer healthcare company catering to the mother and child segment, Cordlife has the largest market share among private cord blood banks in Singapore, the Philippines and Indonesia. It is among the Top 3 market leaders in Hong Kong and India. In February 2017, Cordlife increased its shareholding in Stemlife, the largest cord blood bank in Malaysia, to 99.03%, making it the latest subsidiary of the Group. Cordlife is also the first Singapore private cord blood bank in Myanmar and Vietnam.

Cordlife’s cord blood and cord tissue processing and cryopreservation facility in Singapore is one of only six private cord blood banks in the world to be dually accredited by AABB and Fact-Netcord, two of the world’s gold standards for cord blood banking. The Group’s majority-owned Hong Kong Screening Centre Limited and Cordlife Sciences (India) Pvt Ltd have also received accreditation from the College of American Pathologists, which only recognises facilities that meet or exceed the highest standards in laboratory services. Cordlife has been listed on the mainboard of Singapore Exchange since March 2012.

For more information, visit <http://cordlife.listedcompany.com>

**ABOUT BIO SECURE COMPANY LIMITED**

Bio Secure Company Limited (“Bio Secure”) is a healthcare distribution company based in Myanmar, the largest country in mainland Southeast Asia and one of the world’s fastest growing markets.

Managed by a team of medical doctors and qualified pharmacist, Bio Secure is focused on delivering high quality healthcare products and services through its existing marketing network of private hospitals, obstetricians and gynaecologists to patients across the country.