

FOR IMMEDIATE RELEASE

## Cordlife Puts Its Best Foot Forward By Walking The Extra Mile, Through A Charity Virtual Walkathon As An Extension Of Its 21st Anniversary Celebrations



**Cordlife**  
*We are Family*  
**Charity 2.1KM Virtual Walkathon**  
**1-21 May 2022**

Registration period **30 March 2022 - 30 April 2022**  
Registration fee **\$10 per family**

Virtual Walkathon Period  
**1 - 21 May 2022 (2.1km distance)**

Double your chances of winning by tagging @cordlifeg and #happybirthdaycordlife on a screenshot of your virtual walk on your social media

Stand a chance to win while doing good!  
**Grand Prize of \$2,100**  
**21 Winners of \$210**  
**Goodie Bag Worth \$30**

Special Thanks : Grinwely, NAN, GINSENG

In support of Community Chest

Register Now

\*Terms and conditions apply. This charity event is limited to the first 500 registrations.

*Cordlife's Virtual We Are Family fundraising virtual walkathon*

**SINGAPORE, 30 March 2022** – Building on the momentum to strengthen its familial ties with the community, consumer healthcare company catering to families, **Cordlife Group Limited** (“Cordlife” or the “Company” and together with its subsidiaries, the “Group”) will be putting their best foot forward as they mark their 21 year milestone anniversary. By Kickstarting their **‘We are Family’ Charity Virtual Walkathon** in May 2022, Cordlife will be cementing yet another collaboration within the community on this momentous occasion.

Taking place from 1 to 21 May 2022, Cordlife will be rallying families to come together to participate in a symbolic and meaningful Virtual Walkathon. In an ode to the spirit of family and togetherness, all proceeds raised through the Virtual Walkathon will support Metta School, whose curriculum offers special education for students aged 7 to 21 with mild intellectual disability and/or autism spectrum disorder (ASD). Cordlife has also pledged a donation that comprises of all the proceeds from the fund-raising initiative.

### **How to participate?**

- The charity Virtual Walkathon will take place from 1 to 21 May 2022 and comprises of a 2.1-kilometre walk that can be carried out via their preferred fitness app.
- To verify the completion of the Virtual Walkathon, participants will have to take a screenshot of the distance covered and upload it to their social media profile page.
- All participants will stand a chance to win attractive prizes when they post a photo with the tags @cordlifeg #happybirthday. Participants must ensure that the photo posted is set to “Public” setting to be eligible.
- Participants can register for the Virtual Walkathon at <https://www.cordlife.com/sg/csr2022/> from 30 March to 30 April 2022.



- Registration costs \$10/person and is limited to the first 500 registrations.

To recognise the efforts of participants and to honour the community's contributions throughout the years, Cordlife will also be organising a Virtual Birthday Party on 22 May 2022. Highlights of the virtual bash include games and attractive prizes, with a Grand Prize of \$2,100 cash to be won, and \$210 cash for 21 lucky winners.

Commenting on Cordlife's aspirations from forging stronger ties with the community through the campaign, **Ms Janice Ong, Chief Executive Officer at Cordlife** said "Through this Virtual Walkathon, we hope to advocate for greater support for children with special needs. Our practices at Cordlife have always been family-oriented and we feel privileged to be able to make a difference to the community. With this Virtual Walkathon, we also hope to inspire and spread the message of accommodating individual differences of those with special needs or on the autism spectrum while simultaneously fostering a sense of belonging".

Resonating with these sentiments, **Mr Phillip Tan, Chairman of Community Chest** echoed "We are heartened that Cordlife Singapore is involving its employees and their families in supporting social causes, and driving a collective effort to care for those in need amongst us. The funds raised through this campaign will support programmes at Metta School to empower students with special needs to achieve their potential, and lead independent and meaningful lives. We thank Cordlife Singapore for their generous support, and we look forward to continuing this partnership to make a positive and lasting impact in the lives of those we serve".

Building on the theme of Cordlife's 'We are Family' campaign in honour of its 21 years of unrivalled excellence in stem cell banking, innovation and advancements in the consumer healthcare industry, the initiative is aligned with their commitment to act as a responsible business that caters to the interests of the masses.

To support and register for Cordlife's 'We are Family' Charity Virtual Walkathon, visit [here](#).

### End ###

## ABOUT CORDLIFE GROUP LIMITED

Established in May 2001, Cordlife Group Limited ("Cordlife", together with its subsidiaries, the "Group") is a leading company dedicated to safeguarding the well-being of mother and child. The Group is listed on the Mainboard of the Singapore Exchange in 2012 and is a pioneer in private cord blood banking in Asia. Cordlife owns the largest network of cord blood banks in Asia with full stem cell banking facilities in six key markets namely Singapore, Hong Kong, Indonesia, India, Malaysia and the Philippines. In Singapore, Hong Kong, the Philippines and Indonesia, Cordlife operates the largest private cord blood banks and it is amongst the top three market leaders in India and Malaysia. In January 2018, Cordlife became the market leader in Hong Kong with the acquisition of the largest private cord blood bank in the country, Healthbaby Biotech (Hong Kong) Co., Limited. Through its



majority-owned subsidiary in Malaysia, Stemlife Berhad, Cordlife holds an indirect stake in Thailand's largest private cord blood bank, Thai Stemlife. Cordlife has also established its presence in Myanmar, Vietnam, Macau, Brunei and Bangladesh.

Beyond cord blood, cord lining and cord tissue banking, Cordlife offers a comprehensive suite of diagnostics services for the family including urine-based newborn metabolic screening, non-invasive prenatal testing, paediatric vision screening and family genetic screening services. Quality and customer focus are amongst some of the cornerstones of Cordlife. For more information, visit <http://cordlife.listedcompany.com>.

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