

MEDIA RELEASE

Cordlife's Malaysia subsidiary, Stemlife, clinches The BrandLaureate World's e-Branding Award

- The award from The World Brands Foundation ("TWBF") is given in recognition of the company's digital transformation initiatives undertaken during the challenging times caused by COVID-19.
- TWBF is the world's only branding foundation dedicated to developing brands in a myriad of business backdrops.

Singapore, 9 February 2021 – Cordlife Group Limited's ("Cordlife", together with its subsidiaries, the "Group") majority owned subsidiary in Malaysia, Stemlife (the "Company"), has received The BrandLaureate World's e-Branding Award – Best Brand of the Year 2020 in Innovation Stem Cell Solutions, presented by The World Brands Foundation ("TWBF").

TWBF is the world's only branding foundation dedicated to developing brands in a myriad of business backdrops since 2006 and provides brands with a platform to stamp their mark internationally. The BrandLaureate has become one of the most prestigious and coveted branding awards in the world. The purpose of the event is to motivate and inspire brands to achieve brand excellence. The awards take into consideration a variety of five factors ranging from brand strategy, brand culture, brand innovation, brand performance and brand communication. Winners of The BrandLaureate World's e-Branding award include Great Eastern Life and Xiaomi.

Constantly staying ahead of the curve, Stemlife's efforts in accelerating its digital transformation initiatives was recognised by TWBF. The Group understands the importance of being technology-savvy in an increasingly digital world, and has rolled out initiatives to engage expectant parents and healthcare providers digitally. These initiatives included the launch their mobile application "MomsUp", hosting of webinars as well as the implementation of a series of rebranding and awareness campaigns through their social media platforms. In addition, Stemlife also introduced an e-enrolment platform to simplify their purchase process to improve customer experience. The Company is currently working with financial institutions to introduce more payment modes to cater to the needs of clients.

"We are very honoured to receive the award as it recognises StemLife's agility and resilience in today's unprecedented times. We will continue to develop more customer-centric solutions in the near future. Our commitment to "Living The Promise" will always keep us going," said Mr Raymond Wong, Chief Executive Officer of Stemlife.



Echoing a similar view, Ms Tan Poh Lan, Group CEO and Executive Director of Cordlife Group said, “Cordlife is always at the forefront of the cord blood banking industry and we are consistently pushing the boundaries of innovation and in quality management to stay ahead. As we seek to further entrench our market leadership, we will continue to introduce new solutions to improve and cater to the changing demands of our clients.”

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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 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, the Philippines and Indonesia, Cordlife operates the largest private cord blood banks; and 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 indirect stake in Thailand’s largest private cord blood bank, Thai Stemlife. Through its marketing agents, Cordlife also expanded its presence to Myanmar and Vietnam in 2017 as well as Bangladesh in 2019.

Beyond cord blood and cord lining 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. All of the Group’s facilities are accredited by AABB, the organisation behind the world’s gold standard for cord blood banking. In addition, Cordlife Singapore and Healthbaby are also two of the four cord blood banks in Asia, and ten in the world, to be accredited by both AABB and FACT, another world-class accreditation body for cord blood banks globally. In the area of clinical diagnostics, Cordlife India, Cordlife Hong Kong and Healthbaby are accredited by the College of American Pathologists (“CAP”). These quality achievements underpin the Group’s commitment to providing reliable healthcare solutions through innovation and technological advancement. For more information, visit <http://cordlife.listedcompany.com>

About The BrandLaureate

Founded in 2005, The World Brands Foundation (TWBF) is the world’s only branding foundation dedicated to developing brands in a myriad of business backdrops. The World Brands Foundation



(TWBF) takes an active role in identifying and nurturing outstanding brands on an international platform. The Foundation continuously champions its mission to educate and communicate the “value of branding” with the concept that brand culture, combines with good practices will give brands the edge in this competitive environment.

Starting off on a modest note with the publication of branding articles in local media, TWBF has grown to become the authority in brands and branding and established its global footprints. The BrandLaureate Awards conceptualised in 2006 has become the most prestigious and coveted branding awards in the world. TWBF has moved on to include the SMEs Best Brands Awards, the Brand ICON Brand Leadership Awards, the Halal Best Brands Awards, the CEO Best Brands Awards and the CSR Best Brands Awards.

In 2017, it launched The BrandLaureate World Special Edition Awards in Ho Chi Minh City, Vietnam followed by Singapore and Hanoi in 2018. TWBF continues its global journey as it brings this prestigious Award to the world, providing brands with a platform to stamp their mark internationally.

Never one to rest on its laurels, TWBF has embarked on new initiatives such as the publication of its brand magazine, quote books and e-learning courses. With a brand gallery that houses over 400 international BrandLaureate personalities at its headquarters in Malaysia, The World Brands Foundation (TWBF) is a branding powerhouse that never sleeps as it continues to motivate, encourage and inspire brands to achieve brand excellence and become global brands of distinction.

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