



MEDI LIFESTYLE LIMITED
(Formerly known as IEV HOLDINGS LIMITED)
(Company Registration Number 201117734D)
(Incorporated in the Republic of Singapore on 26 July 2011)

LAUNCH OF GENETIC SCREENING SERVICE - QODIFY

PRESS RELEASE

The Board of Directors (the "**Board**" or "**Directors**") of Medi Lifestyle Limited (the "**Company**", and together with its subsidiaries, the "**Group**") is pleased to announce that the Company's indirect wholly owned subsidiary, HealthPro Marketing Sdn Bhd ("**HPM**") has launched a genetic screening service for Malaysia and Singapore markets under the brand name, "**Qodify**" (the "**Qodify Service**").

Genetic screening services involve the analysis of a person's deoxyribonucleic acid ("**DNA**") to screen for risks of various diseases and health traits. A person interested in gaining more insight on their personal traits may visit www.qodify.life to select packages to cover a myriad of traits. A saliva sample is placed in a collection kit and sent to HPM's partner genomics laboratory to screen for genetic markers in a person's DNA. The laboratory is owned and operated by Malaysia Genomics Resources Berhad ("**MGRC**"), a company listed on Bursa Malaysia. The resulting genetic data is analysed and a comprehensive report on the selected traits is delivered to the customer within a couple of weeks. Genetic screening can indicate whether an individual has a predisposition, or is at an increased likelihood, of having an inherited disease or disorder. However, it cannot indicate if the individual will show symptoms, how severe the symptoms will be or whether the disease or disorder will progress over time.



The global genetic testing market size exceeded US\$14.8 billion in 2020 and is projected to grow 11.6% annually to reach US\$31.9 billion by 2027¹. Direct-to-consumer genetic screening in Malaysia and Singapore is emerging from its nascent phase with the availability of local genomics laboratories offering cost-efficient genetic screening services and growing affluence and health awareness of the population in these markets.

Dato' Low Koon Poh, Executive Chairman & CEO of the Company, commented:

"Genetic profiling is the process of identifying the genetic make-up of an individual and linking it to their physical and mental traits. The process is often done for medical purposes, but we at HealthPro

¹ [Genetic Testing Market Size & Share | Global Statistics Report 2027 \(gminsights.com\)](https://www.gminsights.com)

Marketing believe that everyone should have knowledge of their own genetic blueprint so that everyone performs at their best in life.

With the power of genetic profiling, we are enlightened to announce the launch of our business for everyone to live up their best.

Imagine, if you will, the serene experience of sitting on a beautiful couch in your living room, getting a DNA profile sample made. A few days later, you wake up in the morning with a personalised plan at your fingertips, allowing you to realize your potential.”

HPM's Qodify Service is not expected to have an impact on the consolidated net tangible assets and earnings per share of the Group for the current financial year ending 31 December 2021.

Save for their shareholdings in the Company, none of the Directors or controlling shareholders of the Company has any interest, direct or indirect, in the Qodify Service. The Company's independent director, Tan Sri Ahmad Bin Mohd Don ("**Tan Sri**") sits on the board of MGRC as an independent and non-executive director. For the avoidance of doubt, Tan Sri does not derive any direct benefits from Qodify Service and he does not hold any shares in MGRC. Given the non-executive nature of Tan Sri's role with the Company and MGRC, he would not ordinarily be involved in any decisions relating to the terms of the Qodify Service. Save as disclosed, the Directors are not aware of any controlling shareholders that have an interest, direct or indirect, in the Qodify Service.

Shareholders and other investors are reminded to exercise caution while dealing in the shares of the Company. In the event that shareholders and other investors are in doubt when dealing in the shares of the Company, they should consult their bankers, stockbrokers, solicitors or other professional advisers.

The Company will make the appropriate announcements as and when there are material developments.

By Order of the Board

Dato' Low Koon Poh
Executive Chairman and Chief Executive Officer
13 September 2021

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*This announcement has been reviewed by the Company's sponsor, SAC Capital Private Limited ("**Sponsor**"). This announcement has not been examined or approved by the Singapore Exchange Securities Trading Limited ("**SGX-ST**") and the SGX-ST assumes no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made, or reports contained in this announcement.*

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