

Humansa

For Immediate Release

New World Group's Humansa Announces Strategic Partnership with SAINT BELLA of PrimeCare International

**Humansa to Develop Premium Maternal, Newborn Care Industry
in Greater Bay Area**

Hong Kong, 29th December 2021 – Humansa, the healthcare business of New World Group, announced today it has formed a strategic partnership with SAINT BELLA, a subsidiary of PrimeCare International. Humansa and SAINT BELLA will lead the development of the maternal and newborn care industry in the Guangdong-Hong Kong-Macao Greater Bay Area (“GBA”) and drive innovation in post-natal care for new parents.

SAINT BELLA is the fastest-growing, high-end maternal and newborn care brand in the industry. The company partners with world's leading hotel brands to provide a full range of in-patient accommodation services for new parents, including pioneering one-on-one nursing care, specialised menus for postnatal care and personal concierge services. In the first phase of the partnership, four premium postnatal care suites will open in Hong Kong and the Mainland in first quarter of 2022. The first service point will be launched in K11 ARTUS located at Victoria Dockside in Hong Kong, which will become one of the key projects of Humansa's personalised one-stop medical and mental health services.

Mr Don So, Chief Executive Officer of Humansa said, “As consumers become more focused on the quality of their lives, traditional or legacy health services are no longer able to meet the needs of the new generation of families. We are very pleased to join hands with SAINT BELLA, a market leading brand, to create exciting, innovative new products and services in the maternal and newborn care market. We will achieve this by leveraging Humansa's business network and capabilities to address the needs of these kinds of high-quality services in the Greater Bay Area. Taking its first step in Hong Kong, Humansa will drive our vision to innovate the entire concept of postnatal care, provide outstanding services for mothers and their newborn babies and become a trusted partner for new parents at these vital moments in their new family lives.”

The expansion of SAINT BELLA in the GBA will focus on providing confinement accommodation services. These will include daily care services, postnatal slimming, specialised nutrition menu and introduction of innovative maternal brands. **Mr Danny Xiang, Founder and Chief Executive Officer, SAINT BELLA of PrimeCare**, said, “SAINT BELLA and Humansa share the same vision – the integration, trend & market development of medical & healthcare in the Greater Bay Area. As a part of it, maternal and newborn care industries will be closely integrated. We are confident that through our strategic partnership with Humansa, customers will be received best experience through our diversified services across regions. Using the Greater Bay Area as an entry point, we will bring the concept of innovative maternal and newborn care, as well as a mature operation model to more regions. We commit to enhance the overall service level of this industry for the betterment in the lives of young families in China.”

Humansa

Humansa and SAINT BELLA will announce more details and will officially launch the services in the first quarter of 2022.

- End -

Photo Captions



Humansa, the healthcare business of New World Group, announced today it has formed a strategic partnership with SAINT BELLA. We will lead the development of the maternal and newborn care industry in the Guangdong-Hong Kong-Macao Greater Bay Area (“GBA”) and drive innovation in post-natal care for new parents.



Humansa’s first service point will be launched in K11 ARTUS located at Victoria Dockside in Hong Kong (Remarks: Rendering images for reference only).

Humansa

About Humansa

Humansa is a premium healthcare organisation under New World Group (Hong Kong stock code: 00017), sets a new benchmark within the health and wellness industry. Our name embodies our intention: Humansa, an eponym of the two words “Human” and “Answer”, is human-centric. We offer consumers 360° personalised healthcare journey that becomes synonymous with their lifestyle. We are dedicated in introducing a transformational concept of healthcare that brings together best-in-class experts and likeminded individuals who aspire to live life at its full potential by nurturing an ecosystem that prioritises body and mind healing and nourishment.

Our first-in-market healthcare model is aimed to be introduced in the first half of 2022 with the launch of a series of newly integrated professional health and wellness centres.

About SAINT BELLA

SAINT BELLA Maternity and Child Care Center (SAINT BELLA), a luxury postpartum confinement care brand, founded in 2017, aims to explore new lifestyle of moms and babies. As the first maternal & child care center in China featuring art therapy, we have the advantage of experienced postpartum care team from Taiwan and ISO9001 maternal & child care certification system. Based on the concept of attachment parenting coined by Dr. William Sears, SAINT BELLA provides 24-hour one-to-one nursing service.

SAINT BELLA’s mission is to redefine the concept of postpartum confinement by creating extraordinary environment with innovative high-end service and luxury experience. Its parent company PrimeCare International has completed several rounds of financing, and its shareholders include leading companies and investment institutions such as Tencent Investment, Gaorong Capital, Sun Hung Kai & Co. Limited (Hong Kong stock code: 00086).

Media Enquiry:

Ruder Finn Asia

Judy Ho

T : (852) 2201 6470 / 6308-1539

E : hoj@ruderfinnasia.com

Wini Lam

T : (852) 2201 6461 / 6257-8473

E : lamw@ruderfinnasia.com