



## PRESS RELEASE

# Alpha International Women's Specialists Collaborates with Leading Shanghai's Women's Hospital to Advance Women's Health and Fertility in Shanghai

- *Enhancing women's health and fertility awareness in Shanghai; providing access to information on world-class care options in Malaysia.*
- *Targeting growth in China patient contribution in coming years.*

**KUALA LUMPUR, Malaysia, 30 September 2024 - Alpha International Women's Specialists Sdn Bhd (Alpha International Women's Specialists), a leading fertility care specialist and a wholly owned subsidiary of Alpha IVF Group Berhad, signed a Collaboration Memorandum with a leading women's hospital in Shanghai to promote awareness of women's health and fertility, as well as provide patients in Shanghai with the latest information and resources on world-class care.**

The leading women's hospital in Shanghai is a prominent healthcare provider with an extensive network of hospitals in China, delivering top-tier medical and comprehensive healthcare services. Its portfolio includes a leading maternity hospital in Shanghai, which boasts an impressive track record with over one million patients served and ranks among the top in the city for the number of successful deliveries.

The signing ceremony was attended by Alpha IVF Group Berhad's Group Managing Director, Dato' Dr. Colin Lee, along with representatives from the leading women's hospital in Shanghai and other key stakeholders.

The collaboration leverages Alpha International Women's Specialists' specialized expertise in fertility care and the leading women's hospital in Shanghai's excellence in maternity care. By fostering knowledge exchange between the two organizations, the collaboration aims to enhance awareness and accessibility to high-quality care options for women's health and fertility.

"Our partnership is founded on a shared vision of empowering women through quality healthcare options, with a focus on excellence in patient care throughout their journey to parenthood. We unify top-tier expertise to offer exceptional services at every stage, from conception to delivery.

Furthermore, through this collaboration, we aim to broaden our reach and make a positive impact on women's health and fertility in China. We are confident that these efforts will accelerate the growth of our international patient base and revenue in the coming years."

**Dato' Dr. Colin Lee Soon Soo (拿督 李顺树医生)**  
**Group Managing Director, Alpha IVF Group Berhad**

In addition to leveraging synergies, the collaboration is expected to boost the number of Chinese patients seeking care at Alpha International Women's Specialists in Malaysia, while raising its profile in China.



Furthermore, Alpha IVF Group recently established a new sales representative office in Shanghai, further strengthening its commitment to the Chinese market. The enhanced local presence will streamline patient access, ensuring a smooth experience for those traveling to Malaysia, as awareness of women's health and fertility services continues to grow. Together, these initiatives empower the Group to provide world-class care to a broader international patient base.

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## **About Alpha IVF Group Berhad ("Alpha IVF Group")**

Alpha IVF Group is one of the largest fertility care specialists, currently operating in Malaysia and Singapore. The group primarily focuses on Assisted Reproductive Services (ARS), with a strong emphasis on In-vitro Fertilisation (IVF). Presently, the group operates three specialist centres in Malaysia - Alpha International Women's Specialists Sdn Bhd ("Alpha KL"), Alhaya International Women's Specialists Sdn Bhd ("Alhaya") in Kuala Lumpur, and Genesis Specialists Sdn Bhd ("Genesis") in Penang - and one in Singapore, known as Alpha International Women's Specialists (Singapore) Pte Ltd ("Alpha Singapore").

In addition to IVF, Alpha IVF Group provides various assisted reproductive procedures, including intracytoplasmic sperm injection, intrauterine insemination, diagnostics, testing, screening procedures, and Cyrotec® cryopreservation of eggs, sperm, and embryos.

Since its inception in 2011, Alpha IVF Group has earned a strong reputation with a branding synonymous with exceptional success rates among regional peers in IVF. The high pregnancy rates are attributed to the Group's robust foundation, known as the "System of Systems," and its five strategic pillars: leading medical specialists, highly skilled embryologists, continuous research and development, innovative techniques, and cutting-edge laboratory equipment.

Alpha IVF Group's operations have provided IVF services to international patients hailing from Indonesia, China, Singapore, the Middle East, and various other countries. The Group has also pioneered numerous innovations leading to improved pregnancy rates and is actively involved in utilising advanced Artificial Intelligence technology to enhance embryo selection for higher IVF success rates.

Alpha IVF Group was recognised by Newsweek magazine as the Leading Fertility Centre in Asia 2024 and by Healthcare Asia, with Alpha IVF Group Berhad securing the Technology Innovation of the Year Award - Malaysia. These accolades underscore the Group's commitment to research and development, as well as its innovative use of advanced technologies.

**Issued for and on behalf of ALPHA IVF GROUP BERHAD by Aquilas Advisory (Malaysia) Sdn Bhd.  
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