



## PRESS RELEASE

### Alpha IVF Group enters China with new sales representative office in Shanghai

- *Sales representative office commences on 4 September 2024, major step forward in regional growth strategy*
- *Strengthens the Group's financial performance and attracts more Chinese patients to seek reproductive treatment at Alpha IVF Group*

**KUALA LUMPUR, Malaysia, 11 September 2024** - Leading fertility care specialist, Alpha IVF Group Berhad (“Alpha IVF Group”, “the Group”, “阿儿法国际辅助生殖集团”, Bloomberg: ALPHA MK, Bursa Ticker: 0303) commenced operations of its new sales representative office in Shanghai’s bustling Huangpu District, strategically situated near the renowned Obstetrics and Gynecology Hospital of Fudan University, marking a major step forward in its regional expansion strategy.

Operational since 4 September 2024, through the Group’s wholly-owned subsidiary Alpha International (Shanghai) Medical Consulting Limited, the new office aims to capitalise on China’s rapidly growing in-vitro fertilisation (IVF) market and strengthen Alpha IVF Group’s regional footprint. The new presence will serve as a gateway for Chinese patients to directly access the Group’s world-class services and expertise.

The Shanghai office will provide Alpha IVF Group a platform to promote its advanced fertility services to Chinese residents, including Preimplantation Genetic Testing for Aneuploidies (PGTA), an embryo screening technique for chromosomal abnormalities currently unavailable in China. Moreover, the office will emphasise the Group’s high IVF success rates and streamline the process for patients seeking treatment in Malaysia.

“China presents a tremendous growth opportunity for Alpha IVF Group, driven by the rapidly growing demand for reproductive treatment services. Having served Chinese patients for some time from home base in Malaysia, we believe now is the ideal time to establish a physical presence in the country.

Our Shanghai sales representative office aims to enhance patient experience, reduce logistical challenges and intermediary costs, as well as further our mission of making advanced fertility treatment accessible to those in need, wherever they may be.

With China facing chronic fertility challenges, we hope to play a pivotal role in helping couples set up their families, facilitating access to our cutting-edge reproductive technologies and high IVF success rates. We are enthusiastic about this new development and eager to provide exceptional services and support to our patients in China.”

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



The entry into China marks Alpha IVF Group's second international expansion following its IPO in March 2024, adding to its recent venture into the Philippines through a strategic joint venture, forming Alpha IVF (Manila) Incorporated. These expansions further strengthen Alpha IVF Group's regional presence in line with its long-term growth strategy.

The Shanghai office is projected to have the capacity to recruit over 150 egg retrieval procedures annually, significantly increasing the number of Chinese patients seeking treatment in Malaysia and strengthening the Group's financial performance.

Before the Covid-19 pandemic, Chinese patients accounted for 21.0%, or RM12.8 million, of the Group's Malaysia operations revenue for the financial year ending 31 May 2020 (FY2020). The pandemic and resulting border closures led to a decline in this contribution. However, the Group has since seen a recovery. In FY2024, Chinese patients contributed RM12.6 million, or 9.3%, to Malaysia's operations revenue, a significant increase from RM3.3 million, or 3.1%, in FY2023.

Commenting on the growth prospects in China, Dato' Dr. Colin remarked, "The strong resurgence in Chinese patient numbers in 2024 is just the beginning. We are optimistic about our opportunities in China, and with the recent reopening of borders and the launch of our new sales representative office, we are confident that contributions from Chinese patients will not only return to pre-pandemic levels but will surpass them."

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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.  
For media enquiries, please contact:**

Ms. Azja Delana

[azja@aquilas.com.my](mailto:azja@aquilas.com.my)

T: 03-2711 1391 / 019-5886 088