



## PRESS RELEASE

### Alpha IVF Group strengthens presence in China with second sales representative office

- *Guangzhou sales representative office commences operations on 6 January 2025 to further amplify patient growth from China*

KUALA LUMPUR, Malaysia, 7 January 2025 - 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 at its second sales representative office in Guangzhou, Guangdong province, China, following the successful opening of its first sales office in Shanghai on 4<sup>th</sup> September last year.

The Shanghai sales office has demonstrated immense potential for a localized approach. Within just three months of operations, the number of Oocyte Pick Ups (OPU’s) from China patients to the Group’s Kuala Lumpur centre (Alpha KL) rose 33% to 120, compared to 90 in the first quarter ended 31 August 2024 (1Q25), underscoring the effectiveness of the local sales office in enhancing patient channeling.

Building on this momentum, the newly established sales office in Guangzhou, which officially began operations on 6 January 2025, aims to further amplify the number of OPU’s from China. With a population of 15 million, Guangzhou is now another key city, in addition to Alpha IVF Group’s sales office in Shanghai, to unlock opportunities in the Chinese market.

“The opening of our Guangzhou sales office represents another step forward in our strategy to make fertility care more accessible to families across China.

With Guangzhou now opened, we are ready to expand our reach even further, creating more opportunities and partnerships for Chinese patients to experience high clinical pregnancy success rates through our comprehensive and advanced IVF technologies that Alpha IVF Group is known for.”

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

China continues to be a pivotal growth market for the Alpha IVF Group, driven by the ever-rising demand for fertility treatment services, which continues to play an increasingly significant role in our foreign patients’ revenue. The establishment of this new sales office reaffirms the Group’s commitment to providing accessible pathways for families in China seeking world-class fertility care.

Similar to the Shanghai sales office, the Guangzhou sales office will act as a strategic platform for the Group to introduce its advanced fertility services to residents in China. These advanced fertility services include Preimplantation Genetic Testing for Aneuploidies (PGTA) and In-vitro Activation (IVA) to support older couples in achieving pregnancy. These advanced services are not easily accessible to patients within China.



## 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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