



—nothing is more important than health

Integrated people-centered healthcare

Company overview

Redefining Healthcare Excellence

Dear Partners,

In the dynamic realm of healthcare, Affidea stands as a beacon of transformation and progress. We are inspired by the idea that healthcare is more than just a service; it's a lifeline that we extend to the communities we serve. With this vision, we have committed to reshaping the healthcare landscape and making it more integrated, people-centered, and accessible to all.

Affidea is Europe's largest provider of advanced diagnostics, out-of-hospital services and Centres of Excellence to offer end-to-end services often with deep expertise in one single specialty, particularly in cancer care, orthopaedics and mental health. At its core, Affidea provides its patients with a complete integrated consultation and diagnostic service, all under one roof.

In a world where quality healthcare is often far from where it's needed most, we have made it our mission to bring care closer to patients' homes. For this reason we have extended our network of medical centres — now reaching 392 facilities across 15 countries.

Our Affidea Polyclinics are designed with the objective of offering a healthier, improved life for our communities. It is based on a modern healthcare model that goes beyond treatment to enhance the overall health of the beneficiary, from prevention to high-quality diagnostics services and treatment in a state-of-the-art facility.

Our aspiration to achieve excellence is evident in our Centers of Excellence, where we have harnessed the expertise of the finest healthcare professionals and equipped them with the latest technology. We are dedicated to exceeding the expectations of our patients through quality outcomes that matter to them and a focus on their overall experience.

We are pioneers in innovative solutions. The integration of cutting-edge technologies, including artificial intelligence (AI), has transformed healthcare delivery. Our telemedicine services, particularly teleradiology, bridge the geographical gaps, ensuring that medical expertise is just a click away.

As digitization redefines industries, Affidea leads the charge in the healthcare sector. Our digitization efforts cover the entire patient journey, from e-booking to e-check-in and e-results. This seamless digital experience empowers patients, offering them fast and convenient access to the care they need and at the same time enhancing the efficiency of healthcare delivery.

We invite you to explore our corporate brochure, which reflects the dedication of Affidea. We would be privileged to have you as our partners in this journey!

Sincerely,

Guy Blomfield
Group CEO & Chairman

Dr Charles Niehaus
Executive Director

Affidea is Europe's leading provider of out-of-hospital services, advanced diagnostics (imaging and labs) and Centres of Excellence, **offering integrated, people-centered healthcare**

Number one provider in every community we serve

15
countries

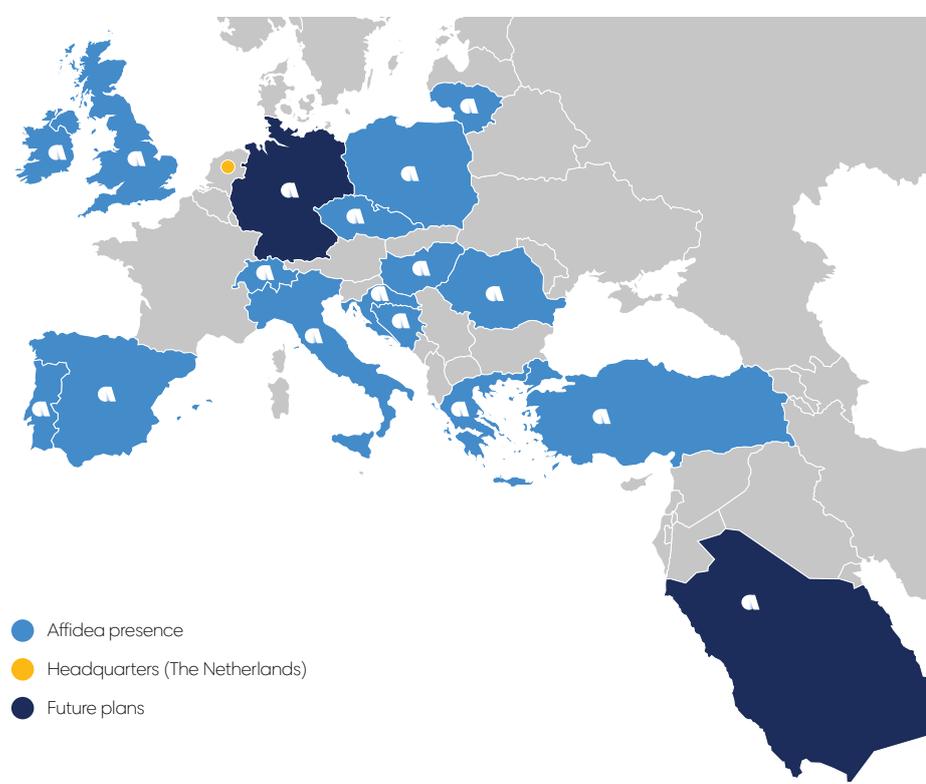
14M
patients visits per year

20M
examinations per year

Community centres at scale
+392
medical facilities

15000
professionals

8000
medical staff



Meet our Leadership



Guy Blomfield
CEO & Chairman
Affidea Group

guy.blomfield@affidea.com



Guy Blomfield held Senior Board positions in healthcare services in both private equity and public ownership.

Since September 2022, he is leading Affidea Group as CEO and Chairman.

As CEO of Alliance Medical from 2012, he successfully turned around the company and established partnerships, leading to a profitable exit to Life Healthcare in 2016.

At Oasis Dental Care, he implemented a successful private/NHS turnaround strategy, resulting in a profitable exit to Duke St Capital in 2007.

Guy served as the Commercial and Strategy Director for BMI hospitals, overseeing growth and partnership initiatives with private medical insurers and third-party service providers.

Guy has a strong record of successful public-private partnerships in various European countries and holds an MSC in Corporate Finance.



Dr. Charles Niehaus
Executive Director
Affidea Group

charles.niehaus@affidea.com



Dr. Charles Niehaus, a trained Medical Doctor with over 27 years of healthcare experience, offers a unique blend of clinical, operational, and management expertise.

He has driven operational excellence in private organizations across Sub-Saharan Africa, the UK, and Europe, emphasizing continuous improvement and always trying to challenge what is possible.

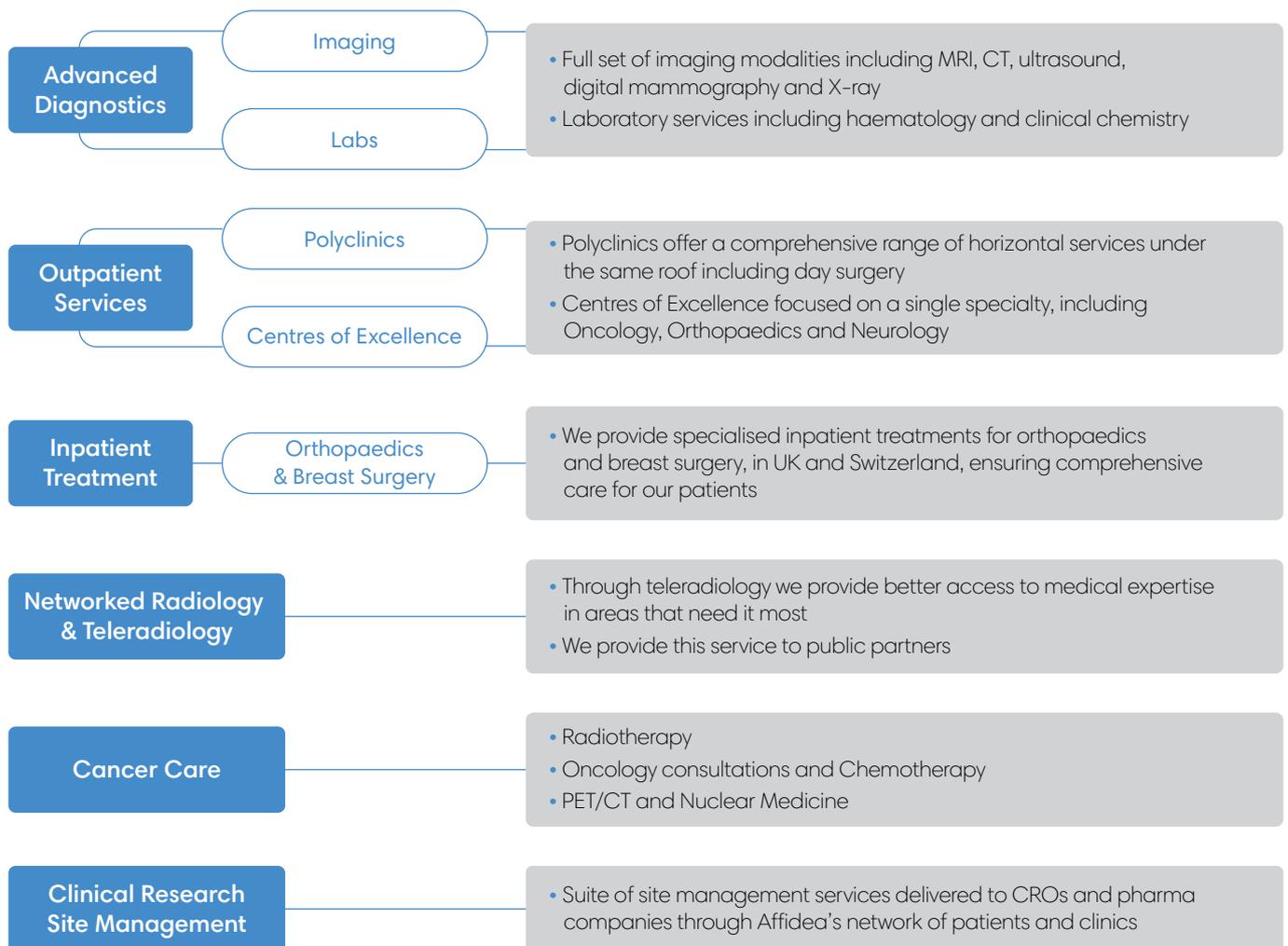
Charles is dedicated to providing high-quality, cost-effective care worldwide and advised The Nelson Mandela Foundation on population health issues, including HIV during his time as President Nelson Mandela's personal physician.

With over 18 years of experience in developing public-private partnerships, he has successfully delivered transformations of surgical and diagnostic businesses, aligning clinical, operational, and commercial strategies, and integrating efficient processes with management information systems to enhance performance and patient satisfaction.

Since September 2022, Charles Niehaus is Executive Director for Affidea Group.

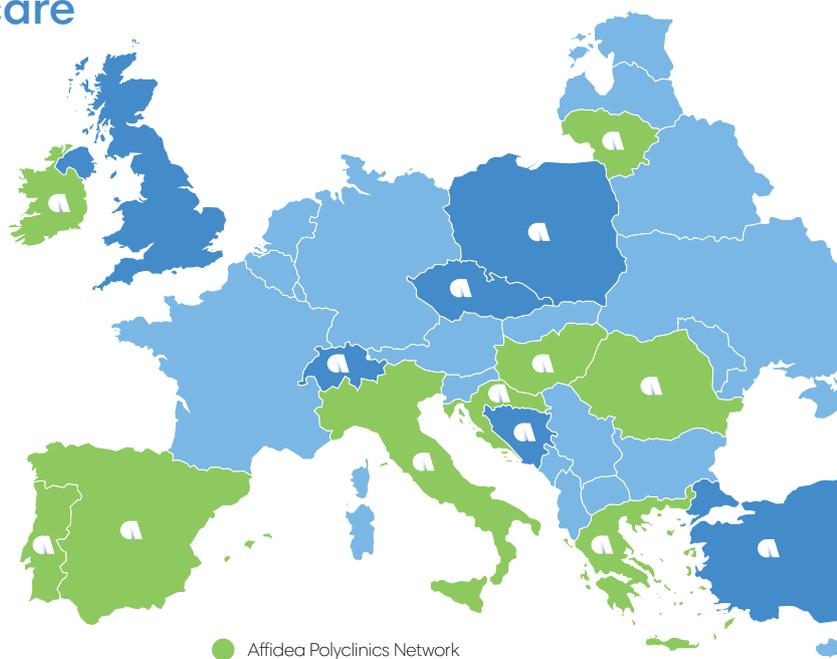
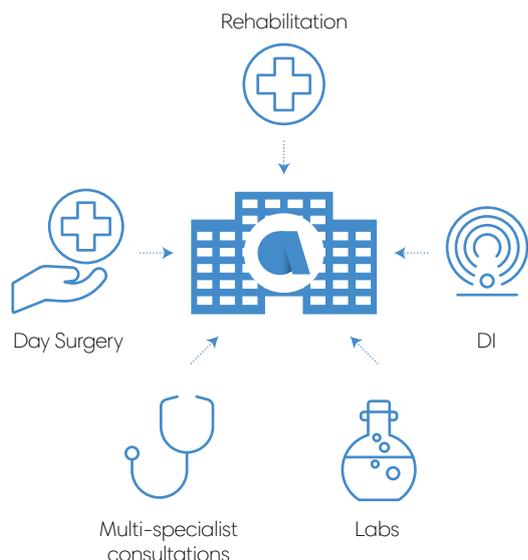
We provide a wide range of services across our extensive network of sites covering imaging centres, single-specialty Centres of Excellence, and multi-specialty polyclinics

People-centered integrated care, close to the patient, built on a foundation of high quality clinical and safety standards, operational efficiency and customer satisfaction

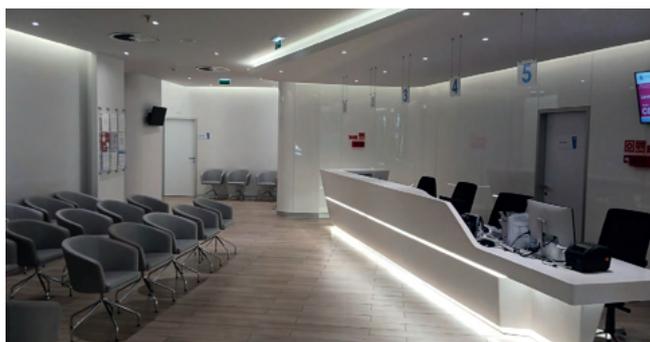


We developed an impressive network of community polyclinics across our countries, offering integrated care with a diverse range of specialty consultations and advanced diagnostics, all under one roof

Integrated people-centered care



Affidea Polyclinics examples



AFFIDEA SETÚBAL, PORTUGAL

- Primary care
- Lab analysis
- Multi-specialty consultations
- Advanced DI
- Rehabilitation

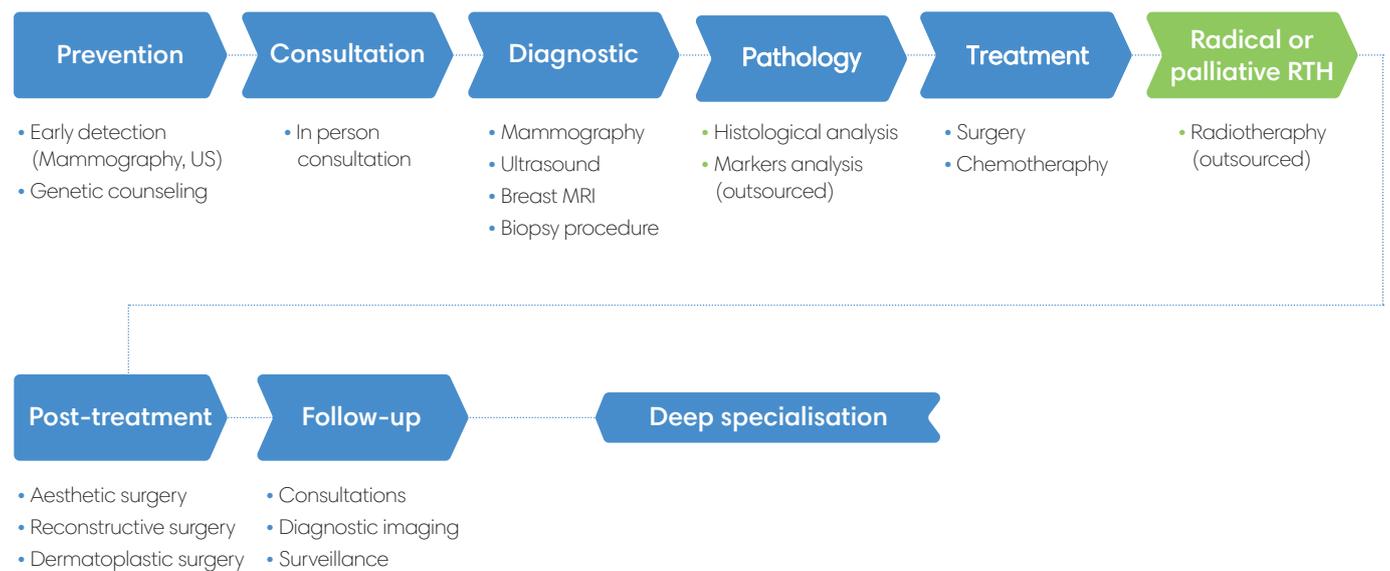


AFFIDEA KAUNAS, LITHUANIA

- Primary care
- Vaccination
- LAB services
- Mental care
- Medical Consultations
- Advanced DI
- Day Surgery
- Express Care
- Rehabilitation
- Aesthetic medicine

In our Centre of Excellence in Breast Cancer, we are offering an end-to-end pathway, from prevention and diagnosis, to treatment, reconstruction and recovery

AFFIDEA BRUST ZENTRUM ZURICH & PLASTIC SURGERY GROUP, SWITZERLAND



An integrated approach to diagnosis and treatment of patients with dementia and Alzheimer's disease in Affidea Memory Clinic in Warsaw, Poland

AFFIDEA MEMORY CLINIC, POLAND



Experienced clinical team

- Neurologists & Neuropsychologists
- Psychiatrists
- Logopaedic
- Dietician
- Neurosurgeon
- Neuroradiologist



3T MRI



PET-CT



Spinal fluid and genetic tests





A Centre of Excellence in Orthopaedics and Sports Medicine in the heart of London

— the supplier of choice for many premier league football and rugby clubs and a recognised FIFA Medical Centre of Excellence

fortiusclinic
Part of Affidea Group

complete pathway in orthopaedic care

centre of excellence in orthopaedics & sports medicine

world-class clinical governance

Consultations

- Remote
- Face-to-face

Diagnostics

- MRI & CT
- Ultrasound
- X-ray & Dexa
- Blood tests

Treatment

- Orthopaedic surgery
- Joint replacement surgery
- Robotic-assisted joint replacement surgery
- Interventional radiology
- Sports medicine
- Rheumatology
- Pain management
- Podiatry and gait analysis
- Shockwave therapy
- Specialist services
- Tendon service
- Health and fitness service

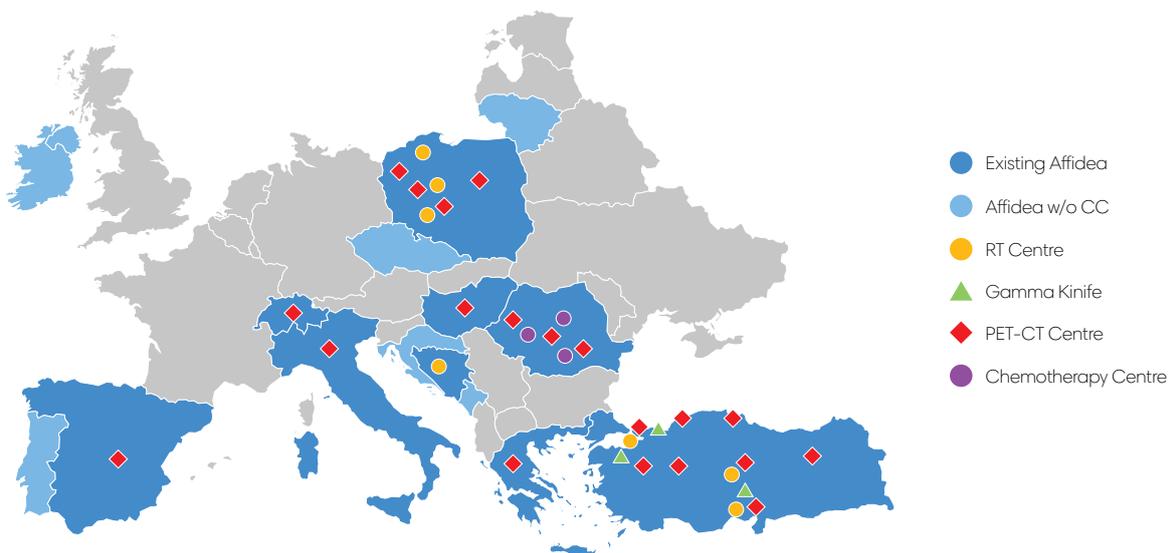
Rehabilitation

- Inpatient physiotherapy
- Outpatient physiotherapy

Elite sports

- 24/7 bespoke care
- Fast access to consultants
- Confidential service
- Urgent imaging/reporting

We have developed an outstanding **Radiotherapy and PET-CT network** in several countries like Poland, Romania, Italy, Spain, Bosnia and Turkey — with 16 linear accelerators, 16 PET-CT machines and 3 gamma knives



AFFIDEA BANJA LUKA, BOSNIA

- **Radiotherapy**
 - Affidea Cancer Care Centre Banja Luka was recognized as Centre of Excellence in Radiotherapy by



A personalized approach in cancer treatment

- **Sub-millimetre precision** in targeting treatment delivery
- **Unparalleled ease and speed** with complex radiosurgery treatment completed in less than 10 min
- **Real-time tracking of the tumor movement**, with a personalised approach in radiation dose

We have a burning ambition to reduce the burden of cancer, by driving equitable availability and access to state-of-the-art radiotherapy treatment performed by the best doctors.

We have a professional and dedicated clinical governance structure and accreditations from distinguished international medical and academic institutions



128 Affidea centres awarded 5* on the Eurosafe Wall of Stars by ESR



All Irish outpatient centers accredited by Joint Commission International



UEMS/EBNM Accreditation for nuclear medicine/PET CT with 98% centers accredited



All of Affidea's centres operate under ISO 9001 quality control standards



Our Affiliations:



Rigorous Clinical Governance



Medical Advisory Board

Prof. Andras Palko University of Szeged, Affidea MAB Chairman

Prof. Patriciu Achimas Former Romanian Minister of Health

Dr. Michael Eames Trauma & Orthopaedic Surgeon, Founder of Orthoderm Medical Clinic, Northern Ireland, UK

Prof. Carlo Catalano ECR President

Prof. Philip Poortmans Former President European Cancer Organisation

Prof. Mirosław Dziuk Medical Director Affidea Poland Vice-President Polish Society of Nuclear Medicine

Well-known specialist consultants across 50+ specialities are located in our clinics, providing **integrated services in a comfortable out-of-hospital environment, benefitting from state-of-the-art equipment**

We provide a variety of multi-specialty services across Europe, from orthopaedics and cardiology to cancer treatment

- | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  |  |  |
| Cardiology
93 clinics | Neurology
84 clinics | Urology
79 clinics | Dermatology
79 clinics | Orthopaedics
89 clinics | Pulmonology
66 clinics | Rheumatology
55 clinics | Oncology
21 clinics | Endocrinology
68 clinics | Gastroenterology
47 clinics |

An effective, integrated ecosystem centered on the health of the patient

- | | | | | | | | |
|--|--------------------------------|---------------------------|----------------------------------|-------------------------|---------------------------|------------------------------|--------------------------|
| +1700
Diagnostic and cancer care equipment | 665
Ultrasound units | 133
Mammographs | 18
Linear accelerators | 269
MRI units | 170
CT scanners | 18
PET-CT scanners | 3
Gamma knives |
|--|--------------------------------|---------------------------|----------------------------------|-------------------------|---------------------------|------------------------------|--------------------------|



an effective, integrated ecosystem centered on the health of the patient

We have introduced sub-speciality experts
in different medical areas across all our countries,
ensuring high-quality and safety standards

Sub-specialty Experts Objectives

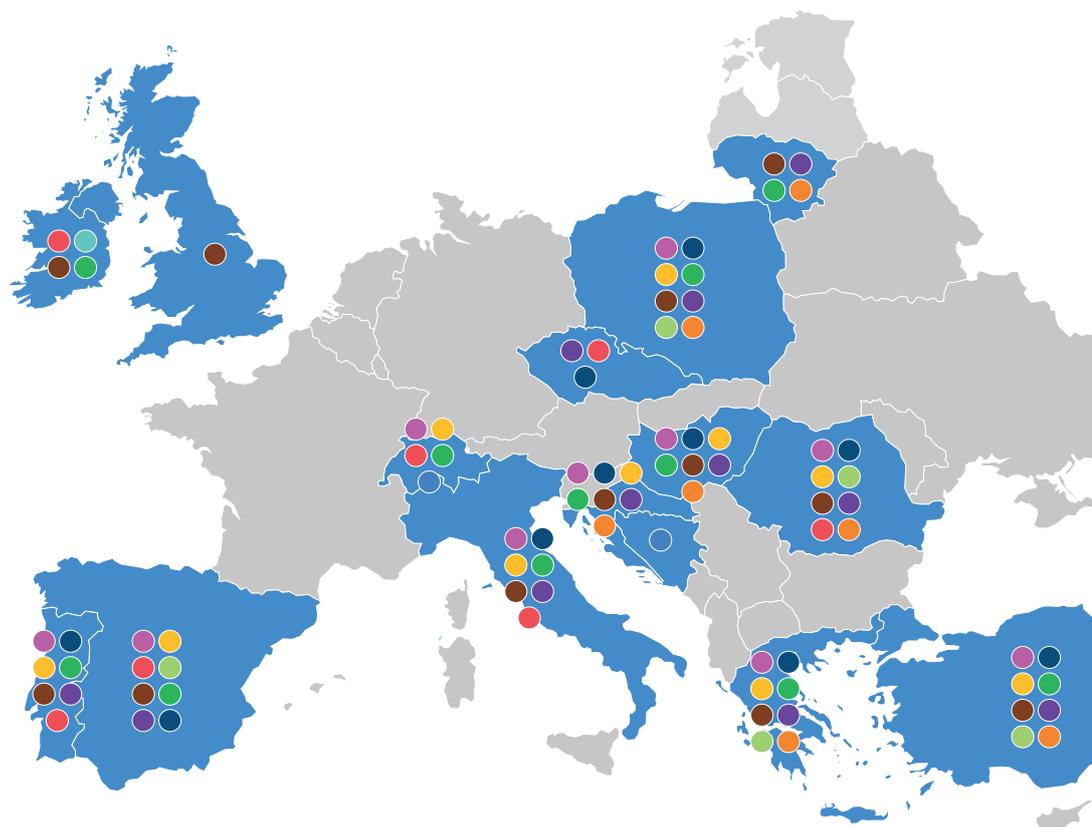
Dose Excellence		Centres of Excellence		Research & Innovation		Protocol Development		New Clinical Services	
									
Breast	GU	GI/ABDO	Cardiac	Outpatient	Neuro	Thoracic	Express Care		
									
Labs	PET-CT & NM	Teleradiology	CTC	Surgery	MSK & Orthopaedics	US	AI		

Facilitating access to specialised healthcare services

Better patient outcomes

Increased patients and referring doctors' satisfaction

By combining networked radiology and sub-speciality expertise, we can bring top specialist diagnostics to any location



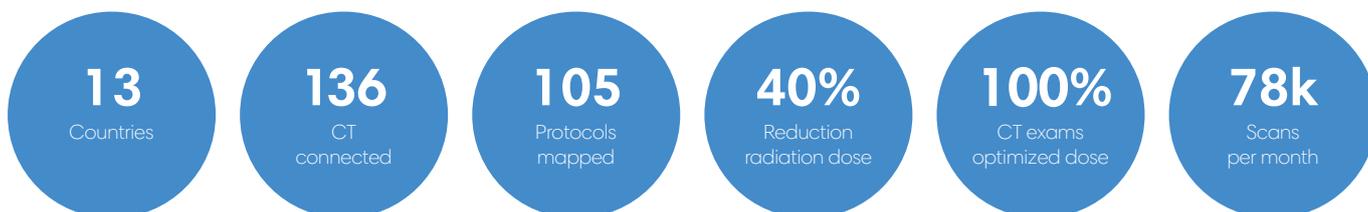
Patient safety sits at the core of everything we do



We introduced Dose Excellence programme for radiation protection & patient safety

Awarded by the European Society of Radiology

Largest global program that optimises radiation dose while ensuring appropriate image quality



Benefits

A culture of care standardisation and continuous quality improvement — unifying the way we deliver healthcare

Increased patient safety — up to 40% reduction in radiation dose during CT exams

Compliance with EURATOM Directive Basic Safety Standards requirements and local legislations



We are increasing productivity while maintaining quality, to deliver more efficient examinations, decrease waiting times and improve patient experience

We introduce MRI excellence programme to increase productivity in MRI examinations

Largest, global MRI standardisation and optimisation program



Benefits

Faster scan time

Enhanced
quality

Protocol and image
standardisation for
internal teleradiology

Decreased
waiting times

Improved patient
experience



Breaking boundaries in healthcare: **our clinical research drives science forward**, unveiling novel treatments and preventative measures for a healthier future

We are driven by a strong sense of purpose to advance science, through ground-breaking clinical research.

We are committed to supporting pharmaceutical companies in developing new treatments, therapies, and preventative measures to help people live healthier lives.

We run clinical trials through our extensive network of centres in 31 clinics across 9 countries, with plans to rapidly expanding this service during 2024.

Our key strengths in clinical research

- Strong quality & safety standards
- Robust clinical governance structure
- Extensive patient database
- Integrated care approach that enhances patient outcomes through understanding each individual's health needs
- Strong track record in protecting the confidentiality of patients' data

 Portugal - 3 sites				
 Spain - 2 sites				
 Romania - 12 sites				
 Greece - 3 sites				
 UK - 1 site	 Lithuania - 2 sites	 Poland - 1 site	 Italy - 6 sites	 Switzerland - 1 site

We are pioneering Artificial Intelligence across our centres to improve clinical outcomes while driving efficiencies and boosting productivity

Artificial intelligence implemented across Affidea

Solution	AI Partner	Focus Area	Country
● Subtle Pet	 SUBTLE MEDICAL	AI algorithms enable the reduction of FDG ⁽¹⁾ dose and/or scan time	
● Icobrain Dm	 icometrix	Cloud-base AI solution to dementia and Alzheimer's disease	   
● Air™ Recon DL	 GE HealthCare	Reconstruction algorithm tha improves SNR ⁽²⁾ and image sharpness, enabling shorter scan times and improved image quality	  
● PROView	 GE HealthCare	Application to review, assess and report multi-parametric MR prostate exams	  
● INCEPTO	 INCEPTO	Multi AI solutions folio per site	 
● Brainomix	 BRAINOMIX	Ai for stroke image analysis, and lung diseases such as NSCLC and IPF	

Artificial intelligence Case Studies



● **Subtle Pet**
Follow up of cancer metastasis. AI algorithm enables the reduction of FDG dose and/or the reduction of scan time maintaining the same outcome

-33%

FDG dose administrated

-50%

Scan time

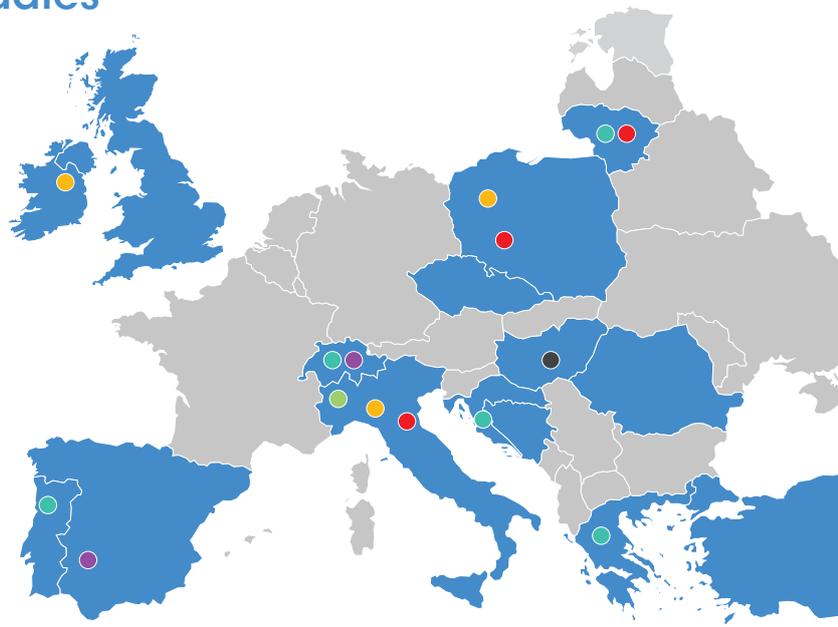


● **Air™ Recon DL**
Increase workflow. Reconstruction DL algorithm that improve SNR and image sharpness, enabling shorter scan times and image quality

-30%

Scan time

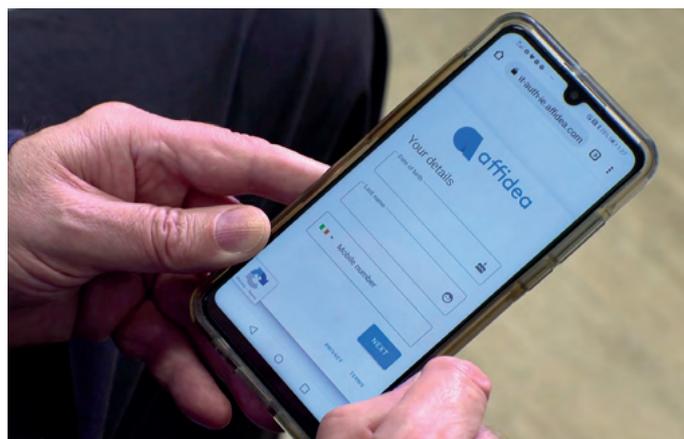
Enhancing patients' safety while driving operational efficiencies



A focus on digitization to improve patient experience offers a seamless digital pathway, from e-booking to e-checking and e-results, bringing access to healthcare only a click away

Digital pathway for patients at Affidea

- Online booking only a click away
- Swift access to care
- Instant access to e-results and historical medical results
- E-check-in to skip filling the consents at the reception
- An in-depth understanding of patients medical journey



+90%

Patient NPS Score¹

79,8%

Referrals NPS Score²

Check the digital patient pathway at Affidea (Ireland example)



High patients and referrals satisfaction

- 1 Patients NPS score refers to 2023 year to date
- 2 Referrals NPS score refers to 2023, across 13 Affidea countries

We are offering **professional development opportunities** for our clinical staff to always be ahead of the curve in the healthcare industry

Clinical Academy

- Sub-specialty training for clinical operators
- Advanced post-processing & dose management
- CT & MRI safety courses
- Training and professional development courses
- On-boarding and compliance training via Virtual Academy
- Webinars and Seminars developed by subspecialty group experts for both internal and external doctors

Highly-skilled Clinical Team

