

## **MedLife launches LevelUP, the first medical subscription with unlimited gym access**

- **MedLife** continues to support and promote the approach to a healthy lifestyle, based on prevention and wellbeing, by launching **LevelUP**, an unique and innovative product on the Romanian market, dedicated to start-ups and SMEs.
- Thus, in addition to preventive medical examinations, the new MedLife subscription, **LevelUP**, also offers employees access to stress monitoring services, nutrition, beauty and dental health services, as well as, for the first time, unlimited access to fitness services in a network of 550 gyms nationwide.
- **MedLife** becomes the operator that addresses for the first time, in aggregate, the needs of entrepreneurial, small and medium-sized companies to motivate their teams with tax-deductible services, regardless of stressful periods, when geopolitics and fiscal policies occupy our time all the time.
- It is well known that people who exercise, eat healthily and look good, that take care of their teeth and skin, and manage their stress and health are happier and more productive.

**Bucharest, March 5, 2025: MedLife**, the leader in the private healthcare market in Romania, announces the launch of a new product dedicated to start-ups and SMEs (companies with between 10 and 250 employees) – **LevelUP**, a subscription that combines complete wellness, lifestyle and medical screening solutions. Available from March 2025, the **LevelUP** subscription is designed to support companies in promoting a healthy lifestyle and preventing health problems, having a direct impact on team results and employee satisfaction.

The **new subscription** brings together essential health and wellness services, aiming to support not only the physical condition of employees, but also their mental one, promoting a healthy and balanced lifestyle through an integrated approach that includes wellness, prevention and holistic care. The key benefit of the **LevelUP** subscription is unlimited access to the **SanoPass** network, which includes over **550 partner fitness centers** nationwide.

In addition to unlimited access to the **SanoPass** network, **LevelUP** subscriptions also include the possibility of accessing premium services from other companies in the MedLife portfolio, such as **DermaLife**, **DentEstet**, **MindCare** and access to good doctors in the **MedLife** network, offering subscribers the opportunity to benefit from complete prevention and holistic care services at a competitive price: from medical screening and mental and dental health assessment, to beauty and fitness services.

*"It is a fantastic product for small and medium-sized companies. The **LevelUP** subscription offers companies the chance to stimulate their teams, to keep them performing and healthy and, why not, more motivated. It is well known that people who exercise, who eat healthy and look good, who take care of their teeth and skin, who control their stress and health are happier and more productive. We strongly believe that these services can overcome the lack*



*of salary increases in difficult economic times, while maintaining the benefit packages so necessary for motivating teams and a performing and healthy business climate”, said **Mihai Marcu, CEO and President of MedLife Group.***

### **The impact of introducing sport into the daily routine**

**Sedentary lifestyle** is a major risk factor for **cardiovascular diseases** and other chronic conditions. In Romania, approximately **40% of adults are not physically active enough**, which contributes to the **increasing rates of heart disease, diabetes and obesity**. Regular physical activity can **reduce the risk of cardiovascular disease by 30-40%** and prevent **up to 50% of cases of type 2 diabetes**. It can also reduce the **risk of depression by 20-30%** and improve mental health.

**Obesity rates** are on the rise in Romania, and the combination of a balanced diet and exercise could help prevent these problems. Investing in physical activity at work can **reduce absenteeism by 25%** and **increase productivity by 6-10%**.

### **Employee Wellbeing: Necessity, Not Desire**

Recent events – the pandemic, global conflicts and inflation – have led to a significant shift in the approach to workplace health. Faced with these challenges, companies have understood that the health and well-being of employees is essential to overcome difficult times and maintain a productive work environment..

Thus, **fringe benefit packages** have diversified, and **medical subscriptions** are now among the most popular benefits offered to employees. According to recent studies, **medical subscriptions** currently occupy the second place in the top fringe benefits (33.6%), after **meal vouchers** (63.9%). Also, more and more employees benefit from other solutions that protect their health, such as **medical insurance** (17.9%), **fitness memberships** (9.4%) or **dental subscriptions** (3.5%).

### **Public Health Challenges in Romania**

In Romania, **healthy life expectancy** at age 65 is significantly lower than the European Union average, highlighting the need to invest more in prevention and wellness solutions for the population. This deficit in healthy life expectancy also puts pressure on companies that want to keep their teams healthy and productive in the long term.

In this context, **employee wellbeing** becomes essential for companies that want to avoid financial and productivity losses related to illness, absenteeism and chronic stress. **LevelUP** responds to this need, integrating medical, psychological and wellness solutions to create a complete package that supports the physical and mental health of employees.

### **Global Trends in the Corporate Wellness Market**

According to Research Market Community, the global **corporate wellness** market is estimated to reach a value of almost **\$100 billion** by 2030, from approximately **\$52 billion** in 2023. This is a significant growth, which shows the global trend of integrating wellness into companies' HR strategies.



One of the factors that accelerated this change was the COVID-19 pandemic, which highlighted the importance of mental health alongside physical health. Issues such as **burnout** and **anxiety** have reached record highs during the health crisis, directly impacting employee productivity and overall well-being.

\*\*\*

### **About MedLife Group**

*MedLife started nearly three decades ago, growing steadily to become the largest provider of private medical services in Romania. Romanian entrepreneurs who founded the company invested and engaged to bring change to the Romanian healthcare system, believing in innovation and aiming high to offer Romanian patients quality, professionalism, care, and respect for their needs.*

*The company operates the most extensive network of clinics, one of the largest networks of medical laboratories, general and specialized hospitals, and has the largest corporate client base for Health Prevention Packages in the country. It is also one of the largest private healthcare service providers in Central and Eastern Europe in terms of sales.*

*MedLife Group has a successful track record in both organic growth and growth through acquisitions. Its strong and experienced management team has been able to create and manage growth opportunities, gaining valuable knowledge and experience to find the best path for successful expansion.*

*As a traditional Romanian company, MedLife chose to list on the Bucharest Stock Exchange, setting an example for local capital market listings. It has opened new horizons and, through its implemented corporate governance, has inspired other local companies to follow suit, contributing to the development of Romanian capital and the economy. MedLife SA shares are traded on the regulated market operated by the Bucharest Stock Exchange, in the Premium category, under the trading symbol "M".*

*During the pandemic period, MedLife played a crucial role in society and gained a leadership status in pandemic monitoring through active involvement in research. The company continues to invest in projects with impact on the local community in technology and infrastructure. It creates jobs and develops an ecosystem that contributes to the development and maintenance of a healthy Romania.*