

FOR IMMEDIATE RELEASE

Premier Integrated Labs Unveils Dynamic Rebranding Event to Showcase Innovation and Partnerships

[Kuala Lumpur, 27 June 2023] - Premier Integrated Labs, formerly known as Pantai Premier Pathology, held a rebranding event on 27 June to mark a significant milestone for the laboratory as they unveiled a new identity.

With the primary goal of strengthening its market position and establishing itself as a leading laboratory services provider in Malaysia, Premier Integrated Labs aims to become the market leader in Malaysia's Outreach segment to showcase its commitment to excellence, innovation and customer-centricity.

Among the strategic plans for Premier Integrated Labs include positioning itself as a leading provider of specialized testing services in areas such as Molecular Diagnostics, Cytogenetics, Fetal-Maternal Screening, Genomic Testing, and Histology. These services will be expanded to the outreach segments of Southeast Asia in addition to markets where IHH Healthcare is present.

Premier Integrated Labs also aims to expand its services to include analytical testing which comprises occupational health and industrial hygiene testing, and food testing. This expansion will enable the laboratory to diversify within the healthcare ecosystem to incorporate logistic solutions for cold chain management, healthcare informatics, big data analytics, and manufacturing of lab consumables and diagnostic kits.

During the rebranding event, Premier Integrated Labs showcased not only its new logo and identity but also its strategic vision for the future. The event highlighted Premier Integrated Lab's dedication to excellence, collaborative partnerships, and driving advancements in laboratory technologies.

A new digital solution platform, i-Premier, was introduced, which streamlines internal processes and enhances customer experience through seamless lab orders, requests for lab consumables, sample delivery tracking, and other essential services.

Additionally, Premier Integrated Labs unveiled its Premier Wellness Program, emphasizing its dedication to holistic healthcare solutions that prioritize preventive care and patient empowerment. This addition demonstrates Premier Integrated Labs' commitment to optimal well-being and comprehensive healthcare services.

Premier Integrated Labs also announced exciting collaborations with partners to foster a network of innovation and expertise in the laboratory solutions industry. These collaborations aim to enhance Premier Integrated Labs' capabilities and drive advancements in diagnostic accuracy, technology, and patient care.

As part of its sustainability efforts, Premier Integrated Labs launched its Zero Plastic Bottle Campaign, showcasing its commitment to environmental responsibility and reducing plastic waste in alignment with IHH Healthcare's sustainability goals.

The rebranding event was attended by leaders from IHH Healthcare, which is the parent company of Premier Integrated Labs. Tan Sri Mohammed Azlan Hashim, Chairman of IHH Healthcare, Joe Sim, Group Chief Operating Officer of IHH Healthcare, Ashok Pandit, Group Chief Strategy & Business Development Officer of IHH Healthcare, and Hareeff Muhammed, Chief Executive Officer of Premier Integrated Labs, jointly launched the event, symbolizing their support for Premier Integrated Labs' new chapter of growth and innovation.

The event was a resounding success, leaving attendees inspired and excited about the future of Premier Integrated Labs and the advancements it will bring to the healthcare industry.

For more information about Premier Integrated Labs and its innovative laboratory solutions, please visit www.premierpathology.com.my / www.premierintegratedlabs.com.my or email to info@premierpathology.com.my / info@premierintegratedlabs.com.my

ABOUT PREMIER INTEGRATED LABS

Premier Integrated Labs (PIL) is a leading medical diagnostic laboratory that provides a comprehensive range of laboratory services across Malaysia, Brunei and Philippines. Annually, more than one thousand physicians have utilized our services to aid in the diagnosis, treatment, and monitoring of their patients' health.

PIL provides a diverse portfolio of high-quality diagnostic and analytical laboratory testing services catering to referring medical practitioners. We receive referrals from a broad spectrum of healthcare professionals, including general practitioners, specialists, medical clinics, medical centers, and major tertiary hospitals throughout Malaysia.

ABOUT IHH HEALTHCARE

A world-leading integrated healthcare provider, IHH believes that making a difference starts with a simple aspiration: Care. For Good.

Our team of 65,000 people commit to deliver greater good to our patients, people, the public and planet, as we live our purpose each day to touch lives and transform care.

Through our portfolio of trusted brands – Acibadem, Mount Elizabeth, Prince Court, Gleneagles, Fortis, Pantai and Parkway – we offer our patients comprehensive and personalized care ranging from primary to quaternary, and even ancillary services such as laboratories diagnostics, imaging and rehabilitation.

With our scale and reach in 10 countries, we continue to raise the bar in healthcare in our key markets of Malaysia, Singapore, Turkey, India, Greater China (including Hong Kong) and beyond.

In partnership with our stakeholders, we will co-create a sustainable future for all as we work towards our vision to become the world's most trusted healthcare services network.

More information can be found at www.ihhhealthcare.com.