

PRESS RELEASE
3 July 2013

Finland's leading ambulance and emergency care services company 9Lives sold to management

Finland's largest ambulance and emergency care services company 9Lives' entire share capital has been sold to the company management. The new owners are CEO Markus Ulfstedt and CFO Katariina Matveinen.

"Emergency care services is a growing market with interesting and promising future prospects. The demand for emergency care and other healthcare services increases constantly as the population ages. Hence, we wanted to have an entrepreneurial role in developing the company and also the entire industry", states CEO Markus Ulfstedt.

A significant part of emergency care services are still produced in the public sector. According to Ulfstedt, 9Lives as a private operator is able to produce high quality services with lower costs compared to public sector's own operators. The new owners believe that the cost pressure facing the public healthcare system will generate new business for the company.

"As a large private operator, we look forward to developing the industry perseveringly and we aim to become the industry forerunner. The industry has historically been very fragmented. Short mandates and continuous changes make development impossible for small operators - unlike for us", continues Ulfstedt.

"With the change of the emergency care law, the demand for educated emergency care professionals has also increased. The industry needs more educational resources in order to guarantee high quality emergency services in the near future", Ulfstedt reminds.

"Since 2008, we have been developing 9Lives into a leading ambulance and emergency care services operator in Finland. During the past challenging years in the industry, our dispersed group of companies has grown into a leading nationwide operator. The company is managed centrally and controlled with uniform processes and actions. This enables us to produce high quality services also in the future. Now the company is ready to move forward in new ownership", says Christer Niemi from Sentica Partners.

For further information please contact:

CEO Markus Ulfstedt, 9Lives Oy
Tel: +358 40 5015 578, email: markus.ulfstedt@ninelives.fi

9Lives Oy

9Lives is a leading Finnish ambulance and emergency care services producer, serving municipalities, federations of municipalities, hospital districts, healthcare operators and private individuals. It is also Finland's only staff rental company specializing in emergency care. 9Lives Oy produces services for 8 hospital districts in 26 locations. More than 80 ambulances and nearly 1000 emergency care professionals are available for clients and patients 24h7. www.ninelives.fi

Sentica Partners Oy

Sentica is an independent private equity company focusing on acquiring and developing Finnish small and mid-sized companies. The funds under Sentica's management amount to some EUR 300 million with fund investors consisting of Finnish institutional investors and high quality European funds of funds. www.sentica.fi