



Pacific Healthcare appointed Consultants to leading European Mental Health and Specialist Education Group

- Will represent Priory International Ltd's interests and advise on its expansion plans in Asia
- Priory is Europe's leading independent provider of acute mental health rehabilitation and specialised education services
- Consultancy affirms Pacific Healthcare's premier branding in the region

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FOR IMMEDIATE RELEASE

Pacific Healthcare Holdings Ltd (PHH, the Group or 太平保健), a leading Singapore provider of integrated, multi-disciplinary specialist healthcare services, has inked another consultancy agreement, affirming its branding as a premier healthcare services group in Asia. Under the latest consultancy agreement, its fourth so far, PHH will represent Priory International's interests and advise on its expansion in Asia.

Priory International Ltd. is part of the Priory Group, Europe's leading independent provider of acute mental healthcare. It operates complex care hospitals and neuro-rehabilitation centres which provide specialised treatment and care for people with acquired or progressive neurological disorders. Priory is also the UK's leading specialist provider of education and care for children and young people with special needs.

Dr William Chong, CEO of PHH, said: "The appointment by Priory is an endorsement of our strong regional branding. Both PHH and Priory share similar core values in focusing on a patient's total physical and mental well-being. Interest and awareness of the importance of mental health and special needs education has increased significantly over the years. Given our common interests and goals, we look forward to working with Priory on their expansion plans in Asia."

Mr Stephen Bradshaw, CEO of Priory International, said: "We are excited by the many opportunities we see in Asia. Priory has already established itself firmly in Europe and seeks to establish itself throughout Asia. We are pleased to work with Pacific Healthcare



whose reputation, experience and dynamic growth throughout the region is in line with our vision for Priory.”

Over the last 18 months, PHH has inked consultancy contracts in Vietnam, India and Thailand. These include consultancy and management contracts to design and build a medical centre in Hanoi, specialist cosmetic and wellness centres in Mumbai, as well as the first non-hospital based medical complex in Bangkok.

PHH is moving fast to broaden its capabilities and strengthen the Group’s standing as a premier integrated specialist healthcare services provider in Asia. Just yesterday, the Group announced its plans to develop comprehensive cancer care centres in Asia.

ABOUT THE PRIORY GROUP

www.priorygroup.com

The Priory Group (“Priory” or “the Group”) is a leading independent provider of a range of acute mental health services, special needs education, and neuro-rehabilitation services in Europe. Priory partners both the public and independent sector with the aim of becoming an integral part of Europe’s public mental healthcare and education systems.

Priory’s mission is to work with patients, residents and students to help them take control of their lives and achieve their maximum potential.

Priory's mental health programmes offer a comprehensive range of successful, evidence-based patient treatments and therapies for a wide variety of mental health issues. Its facilities includes complex care hospitals and neuro-rehabilitation centres which treat people with enduring mental and physical illnesses, restricted mobility and challenging behaviours whose needs cannot be met in conventional environments.

Priory Education Services is unique because its integrated care pathways offer children and young people with Asperger's Syndrome, autistic spectrum disorders, behavioural, emotional and social difficulties and specific learning difficulties, a wide variety of choices at key life stages, allowing young people to seamlessly progress through integrated services that are always tailored to meet specific individual needs.



ABOUT PACIFIC HEALTHCARE HOLDINGS LTD

www.pachealthholdings.com

SGX mainboard listing: November 2005

Incorporated in 2001 in Singapore, Pacific Healthcare is an integrated healthcare provider offering a comprehensive range of healthcare services; encompassing specialist medical care, dentistry and wellness services as well as the operation of nursing homes and day surgery centres. Its integrated network of healthcare services allows patients to be treated in a multi-disciplinary manner within the Group.

Pacific Healthcare aims to be the premier healthcare group in Asia, renowned for its Care, Compassion and Medical Excellence. Through a team of more than 100 dedicated medical professionals and a wide network of clinics and facilities, it focuses on the total health and well-being of patients. Its core competencies include the fields of cosmetic surgery and dermatology, obstetrics & gynaecology, cardiology and implant & cosmetic dentistry.

Earlier this year, PHH formed a joint venture with the Yash Birla Group to expand specialist cosmetic and wellness centres in India. It recently established its first representative office in Vietnam to extend its reach in the region.

The Group has operations in Singapore, Hong Kong, India and China. It also has a representative office in Jakarta, Indonesia.

FOR FURTHER ENQUIRIES

MS ALICE SCOTT	+65 9321 3183	PACIFIC HEALTHCARE HOLDINGS ascott@pachealthholdings.com
MR WINSTON CHAU	+65 6887 1287	PACIFIC HEALTHCARE HOLDINGS winston@pachealthholdings.com
MS ELINE OH	+65 9839 0263	OAKTREE ADVISERS elineoh@oaktreadvisers.com
MS NORA CHENG	+65 9634 7450	OAKTREE ADVISERS noracheng@oaktreadvisers.com

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