



## **PRESS RELEASE**

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### **PALETTE MULTIMEDIA SIGNED PARTNERSHIP DEAL WITH SHANGHAI INTERNATIONAL MEDICAL CENTER (SIMC)**

**(17 November 2016, Kuala Lumpur)** Palette Multimedia Berhad announced today that it has signed a partnership deal with Shanghai International Medical Center (SMIC). SIMC is the most prestigious hospital in China and it is also the first high end hospital built in China to provide quality healthcare services to the increasingly affluent population in China. Additionally, SIMC is also chartered to provide quality medical services to patients outside of China.

Located in the International Medical Zone of Pudong District of Shanghai, SIMC is situated amongst some of the most advance medical research institutes where access to the latest medical equipment and different types of treatment are available within the Zone.

In this Agreement, SIMC will adopt Palette's Mobile Healthcare platform, i-medic for all its doctors and specialists. SIMC provides space and the necessary hardware facilities to set up the "International Mobile Healthcare Center" as the third medical technology center in the hospital after bio-chemistry lab and imaging center. Palette will invest in the setup of the mobile healthcare system, provide training, technical support and consultants in managing the Center. There are over 100 specialists including cardiologists, oncologists and TCM cancer specialists in the hospital are in the process of being trained to use i-medic for mobile healthcare services. In this partnership, Palette is also authorized to market all SIMC's medical services including imperial healthcare

management program, TCM Cancer Treatment internationally and domestically in China.

“The 3<sup>rd</sup> Center” is the registered brand name of Palette to position the mobile healthcare center, just like the lab for blood and urine tests and imaging center with X-ray, CT Scan, MRI, Ultrasound, etc. in the hospital. Doctors in the hospital prescribe patients to blood test or X-ray or CT Scan when necessary based on the set protocol. Likewise, for patients that need medical consultation outside of the hospital, then doctors would prescribe patients to the Mobile Healthcare Center and consultants in the Mobile Healthcare Center will provide the necessary preparation to set up the patients for consultation over the Internet.

A company of IHH, Parkway Pantai Hospital Group has helped to design the hospital and was awarded to manage the hospital for the first couple of years. The hospital has also added Traditional Chinese Medicine (TCM) as one of their core department, integrating western medicines with TCM in providing a more holistic and effective treatment to patients, giving the hospital a unique medical competitive advantage.

With the appointment of the new CEO, Prof Dr. Huang Yi-Ran, an internationally renowned nephrologist who is also one of the imperial doctors who is managing top leaders of China, SIMC has also enhanced its offerings to include the imperial health management for the high-end patients locally or foreign. He was also one of the imperial doctors in managing the health of the former Premier Zhu Rongji. “We are uniquely different from the rest of the international hospitals in the world in that not only we are advance and skillful in treatment of complex diseases when a patient is hospitalized, we also provide imperial health program to the customers so that their health is well managed”, said Prof Dr. Huang. “We are not just having TCM as an independent department but integrating the underlying philosophy of TCM into western medicines so that we can provide the most effective treatment, preventive management and rehabilitation to our patients. Cancer, cardiovascular and other chronic diseases are some of the diseases that show the best results when this protocol is applied.”.

“We are pleased to have the partnership with the leading hospital in China adopting i-medic as the platform for mobile healthcare and also the setup of

the 3<sup>rd</sup> Center inside the hospital. This enables SIMC to offer mobile healthcare management services for chronic diseases such as cardiovascular diseases, diabetes, cancer, etc. This allows hospital to increase its revenue substantially without any facilities expansion,” said Mr. Eg Kah Yee, Chairman of Palette Multimedia Berhad. “We are offering to the people in ASEAN countries this unique imperial health management services, the latest integrated targeted therapy and TCM for cancer treatment and other advance medical treatment. With the mobile healthcare, patients will no longer need to visit the doctors face to face as frequent as before and this will help in making international medical tourism a big step forward.” he added.

In additional to setting up the 3<sup>rd</sup> Center in the hospitals directly, Palette has also signed up individual doctor and specialist directly on its “i-medic Cloud Hospital” platform. Over 500 top notch specialists globally including specialists from world renown hospitals in the US and China such as Stanford University Hospital, Mayo Clinics, Cleveland Clinics, Massachusetts General Hospital, University of California San Francisco Medical Center, People Liberation Army General Hospital 301, Beijing Anzhen Hospital, and Shanghai Ruijin Hospital, just to name a few.

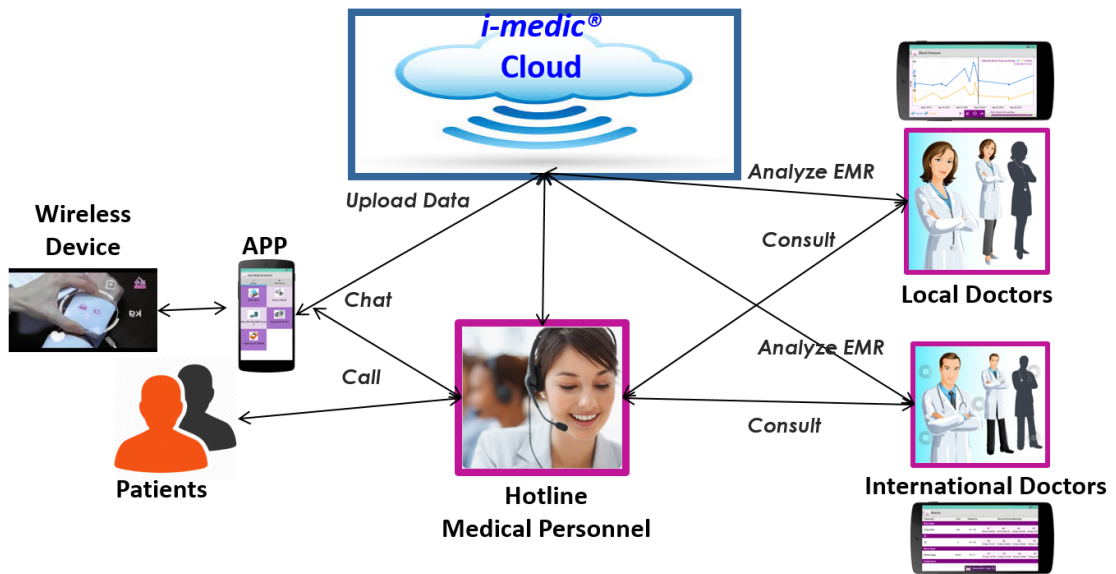
**Palette Multimedia is a public listed company on the ACE Market and it is also a leader in the mobile healthcare connecting doctors and patients over the Cloud.**

## **ABOUT SHANGHAI INTERNATIONAL MEDICAL CENTER, SHANGHAI**

**Shanghai International Medical Center is the first high-end general hospital in Shanghai, strongly supported by Shanghai's Municipal Government, Shanghai Healthcare bureau and the government of Pudong District. It enhances Parkway Pantai's presence in the China market, which presents great opportunities for market growth due to its large, ageing population, emerging economy, and increasing affluence. With Shanghai being the economic hub of China and the hospital in close proximity to the Shanghai international airport and the new Shanghai Disneyland, it provides convenience to the downtown locals.**

**Located at the Shanghai International Medical Zone, a medical hub providing international healthcare medical services to China's affluent population residing in the Pearl River Delta and Bohai regions, the hospital will partner with Shanghai Jiaotong Medical University, a reputable medical school and its 12 affiliated hospitals. The clinical departments will be staffed by top physicians from local public hospitals and overseas hospitals, serving high-end customers in Shanghai and the whole of China. The Shanghai International Medical Center will encompass Parkway Pantai's standards of care, services and clinical outcomes with advanced medical technologies.**

# *imedic*<sup>TM</sup>: Digital Mobile Healthcare System (HIPPA Compliant)



***Imedic*<sup>®</sup>: The Doctors' Assistant;  
The Patient's Personal Care taker**