



## Human Health Launches New Corporate Logo Enhances its Brand Image

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### New Mission to “Elevate Your Health Value, Elevate Your Life”

(Hong Kong, 15 February 2019) – **Human Health Holdings Limited** (“Human Health” or the “Company”, together with its subsidiaries, the “Group”; stock code: 1419), a leading private integrated healthcare services provider in Hong Kong, is pleased to unveil its new corporate logo, to match its new mission to “Elevate Your Health Value, Elevate Your Life”. The new logo underscores its service pledge of delivering healthcare solutions tailored for customers specific needs, with the aim of becoming their best wellness partner throughout different stages of their lives to manage healthy living. The Group will start presenting the new logo at its service points, which is expected to be completed within this year.



The new corporate logo incorporates its current green colour as the primary colour tone and adds cyan as a youthful element to the brand; the cyan curve shown in the middle of the letter “H” represents a smile, health and youth as well as the business philosophy of continuous progress, building on the past to open up new horizons and operating a trustworthy business. Human Health’s new mission of “Elevate Your Health Value, Elevate Your Life” embodies four core values “Empathetic”, “Earnest”, “Evolutionary” and “Ethical”. This highlights how Human Health has reinforced its pledge of providing patient-centric and quality services while applying technology to promote the development of healthcare services in order to realise its goal of building a one-stop platform for providing comprehensive healthcare and wellness management services.

**Mr. Chan Kin Ping, Chairman, Chief Executive Officer & Executive Director of Human Health**, said, “This is the most important brand revamp for Human Health in more than 20 years. In the past, the general public believed that being free from disease or infirmity was the sole indication of staying healthy. Nowadays, as the standard of health evolves, the public awareness of pursuing higher life quality rise and they expect to better manage their physical and mental health as well as appearance, which has become an integrated living motto. To keep abreast of the times, the Group has actively expanded the scope of its professional services, providing diverse one-stop healthcare and wellness management solutions to customers to enhance their health values. The new logo can better convey our philosophy and brand. Going forward, the Group will introduce more new technologies and services related to preventive medicine and wellness management. At the same time, the Group will enhance its IT infrastructure and boost the operating effectiveness and efficiency of its medical centres to match the Group’s development towards greater health and wellness field”.

Human Health anticipates innovative technology to be a major trend across all industries, hence it has actively allocated resources and integrated innovative technology into its services. It has commenced collaboration with certain companies and forged business alliances to develop a mobile applications platform which allows online interactions with patients. It expects to provide one-stop convenient services to customers, ranging from registration, consultation and payment and even processing insurance claims. The Group believes that its efficiency in business operation and marketing capability could be optimised and its customers' needs can be better understood by deploying AI products and services. Towards that end, in the future, the Group will continue to develop different wellness products and services through further data analysis. It will also continue to optimise the portfolio of its services platform, and thereby cater for a wider variety of health needs.

### **Photo caption**

Human Health will launch the new corporate logo at its service points in order to inject a fresh impetus into its brand. The cyan curve shown in the middle of the letter “H” represents a smile, health and youth as well as the business philosophy of continuous progress, building on the past to open up new horizons and operating a trustworthy business.



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### **About Human Health Holdings Limited**

Established in 1997, Human Health Holdings Limited is a leading private integrated healthcare services provider in Hong Kong. With comprehensive outpatient capabilities covering general practice services,

specialities practice services and dental services, the Group provides medical services through a strategic network at 124 service points in Hong Kong under seven main brands – Human Health, Perfect Life, Polyhealth Specialists, Poly Dental, KosDerm Medical Aesthetic and Laser Centre, Impact Medical Imaging Centre and weHealth Endoscopy Centre. Its new mission “Elevate Your Health Value, Elevate Your Life” 「昇華健康價值，共創豐盛人生」 summarises how Human Health has forged its strong reputation with a mission of providing patient-centred and quality-focused services. For more details about Human Health, please visit the Group’s official website: [www.humanhealth.com.hk](http://www.humanhealth.com.hk)

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