

Press release

VitaeGroup BV invests in SilverTech Solutions

Leiderdorp – 22-01-2024 – VitaeGroup BV, a prominent investor and player in Senior Mobility proudly announces the establishment of SilverTech Solutions as its latest addition to the corporate family. This strategic move is geared towards reinforcing VitaeGroup's position in the value chain and optimizing distribution channels for enhanced efficiency.

SilverTech Solutions, operating under the umbrella of VitaeGroup BV, is set to make significant contributions to the overall strength of the company's value chain. By specializing in cutting-edge software applications tailored for the senior mobility sector, SilverTech Solutions aims to elevate VitaeGroup's capabilities and offerings in this vital segment of the market.

The introduction of SilverTech Solutions aligns with VitaeGroup BV's commitment to streamlining its distribution channels. Leveraging advanced technologies and a specialized focus on the senior mobility sector, SilverTech Solutions is well-positioned to enhance the efficiency of distribution processes, ensuring that innovative solutions reach end-users with greater speed and precision.

About the Vitae Group

The Vitae Group has been expending hard in Europe for several years now. In doing so, it continuously improves its positions throughout the value chain in the areas of automation and innovation, purchasing and sales, logistics, installation and servicing of senior products. And this over a period of more than 30 years.

For example, among its consumer brands, with a wide range of senior products from multiple manufacturers, it holds the only independent intermediary in the Netherlands, Belgium, France, Germany and Italy to serve seniors with mobility challenges who still want to live comfortably at home.

The management indicates that in 2020, with the launch of a new consumer brand and creation of the Vitae Group, a new foundation was laid for a thorough renovation of the original company. In 2021 and 2022, Vitae Group worked on the commercial transformation towards efficiency and scalability. This is achieved through the successful implementation of a strategy of digitization, automation, centralization and simplification. 2023 was the year of that efficiency execution and thus the realization of further profitability and predictability. 2024 will be the year of scalability with operational strengthening, business control and further commercial acceleration.

Comments by the management

The management; *"With its consumer brands, the Group now has a market share of 10% in the market for senior equipment, especially home lifts – stairlifts – walk-in showers, and is active with these product lines in 12 countries with 500+ employees. The market is still fragmented and we expect it to double within five years. With the establishment and set-up of the SilverTech Solutions Group, we expect to be in an even better position to take maximum advantage of this growth. With the previous establishment, acquisition and incorporation of the companies Comparison4Consumer, Good2Great and Silver Mobilty Products, among others, the Vitae Group has invested in the total chain of lead generation, lead management, logistics of installations and service, respectively. We are proud to have created the most efficient distribution channel in the Senior Equipment market and will continue*

to do so backwards and forwards, e.g. in lead gen and consumer finance, in the value chain. SilverTech will, once again, be a valuable addition to the Vitae family."

SilverTech Director Jan van Duijn adds; "SilverTech has developed a few unique applications in the field of software and automation for the senior equipment market. Think of a simple but accurate measuring system for stairlifts, among other things, but also of a fully automated and multifunctional business platform from the appointment to the configuration and the order to the service. The latter is truly a unicorn in our market. As part of the group, we can further expand our expertise and deploy it more quickly in the market."