

Singapore-based, ASX-Listed Asian American Medical Group Unveils New Brand Identity Following its Collaboration with US-based UPMC

Singapore, 22 October 2013 – Singapore-based Asian American Medical Group (“AAMG”, together with its subsidiaries, or the “Group”) unveiled today its new brand identity and that of its two wholly-owned subsidiaries, Asian American Liver Centre Pte Ltd (“AALC”) and Asian American Blood & Marrow Transplant Centre Pte Ltd (“AABMTC”). The two specialist centres, formerly known as Asian Centre for Liver Diseases & Transplantation Pte Ltd and Asian Centre for Blood & Bone Marrow Transplantation Pte Ltd, have been renamed with effect from 10 and 11 October 2013, respectively, following approval received from the Accounting and Corporate Regulatory Authority (“ACRA”) in Singapore.

This move encapsulates the Group’s bold new vision following its strategic collaboration with US-based UPMC which was formalised last year. The new identity, which is also the face of the Group’s two specialist transplant centres, marks the progression of the Group to the next level of expanding in Asia through the Comprehensive Transplant Centre (“CTC”). The CTC was established through the AAMG-UPMC collaboration and comprises the AALC and AABMTC, specialising in transplant immunology, transplants, infectious diseases and intensive care of immune-suppressed patients in Asia and around the world.

“The Asian Centre for Liver Diseases & Transplantation has established itself as one of Asia’s foremost liver centres with a highly successful Living Donor Liver Transplantation Programme since 1994. The collaboration with the world renowned UPMC, which is affiliated with the University of Pittsburgh and a pioneer in the field of transplantation, has enabled us to expand into other transplant specialties, such as bone marrow transplant, through the CTC and its expansion into Asia,” said Dr Tan Kai Chah, Executive Chairman of AAMG.

Dr Tan added, “Our new vision calls for a new name – the Asian American Medical Group – and a new brand identity to signal our advancement to the next level. Through this, we hope that AAMG will become a brand that is unique among our peers in the healthcare industry.”

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The new brand architecture reveals the integration of the “Asian American” identity across the Group. The strong capital “A” in the new brand logos stands for “Asian American”, and it evokes the unique partnership that has been forged between AAMG and UPMC. It also speaks of our harmonious blend of East and West, the unity of Asia and America, and the cultural nuances of our combined expertise and partnership. The attractive textures in the “A” letter, combined with warm colour hues differentiate AAMG’s various service offerings, which in turn reflect the Group’s aim to deliver world-class patient care through its medical expertise.

Commenting on the new logos, Dr Tan said, “Not only does the new logo designs clearly symbolise the oneness of the East and the West, more importantly they embody the Group’s brand promise ‘Dedicated to healing. Powered by innovation’ through our confidence and expertise in expanding across the region, with a level of skill and patient care that is second to none in this part of the world.”

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About Asian American Medical Group

Asian American Medical Group (“AAMG”) is based on Singapore and has been listed on the Australian Securities Exchange since September 2009. The Group’s operations include the Asian American Liver Centre Pte Ltd (“AALC”), formerly known as Asian Centre for Liver Diseases and Transplantation (“ACLDT”), established in 1994 in Singapore, and the Asian Centre for Blood and Bone Marrow Transplantation (“ACBBMT”), now called Asian American Blood & Marrow Transplant Pte Ltd (“AABMTC”).

AALC is regarded as one of Asia’s foremost liver centres with outpatient facilities as well as a dedicated inpatient Parkway Asian Transplant Unit located at Gleneagles Hospital, Singapore, to complement its highly successful Living Donor Liver Transplantation (LDLT) Programme. AALC is led by renowned hepatobiliary expert and liver transplant surgeon, Dr Tan Kai Chah (Dr K C Tan), who helped start the Liver Transplant Programme at the King’s College Hospital London, the UK. Dr Tan performed many pioneering operations in the UK including the first ‘split-liver’ transplant, first auxiliary liver graft and completed a pilot study of living donor liver transplantation.

AALC is the first private medical centre in South-east Asia to have performed more than 200 living donor liver transplants. On average, AALC treats 8,000 patients a year, of which over 90% are international patients from South-east Asia, South Asia, Indochina, the Middle East and Russia.

AABMTC was established in 2013 as an extension to AAMG’s medical capabilities. It is spearheaded by Dr Yvonne Loh, a Haematologist who specialises in haematopoietic cell transplantation and who has performed close to 100 transplants. Dr Loh also has had specific training in transplant for immunological diseases.

In 2012, AAMG entered into a strategic collaboration with UPMC, one of the top 10 medical institutions in the United States. This has enhanced AAMG’s clinical capabilities through shared protocols, rigorous quality standards and technology leading to the establishment of the Comprehensive Transplant Centre – a first-of-its-kind one-stop medical hub for treatment of liver, gastrointestinal and haematological diseases and transplantation in Asia.

Other strategic collaborations of AAMG in Asia include a satellite liver centre in Ho Chi Minh City since 2010, and the Vietnamese-American Liver Center located at Vinmec International Hospital JSC, in Hanoi, both joint ventures in Vietnam.

For further information, please visit www.aamg.co.

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