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Cobi Rehab A/S expands its range of innovative products for the care sector through the acquisition of Careturner A/S

Careturner A/S has become part of Cobi Rehab A/S, thereby strengthening the continued development of the company and the scaling of sales. The acquisition of Careturner A/S follows the trend towards consolidation that has taken place in recent years in the industry for aids and welfare technology, which consists of many smaller companies with international growth potential.

Since 2016, Careturner has sold its patented tilt and turn system to nursing homes, home care and hospitals led by Jens Kristian Goth (commercial director and founder) and Michael Kock (CEO). The company will continue to do so in the future, but ownership will pass to HM Investment Group ApS (HMIG), which in addition to Cobi Rehab A/S and AB also owns the companies InnospeXion ApS and Scanbur A/S.

Invacare will continue to sell Soft Tilt for their beds, just as able nordic will sell Careturner for their beds. Careturner is distributed by some of the world's leading manufacturers of care beds and is used today in a large number of countries. The strong partnerships with the bed manufacturers will in future be supported by a stronger organization with far more resources.

- With Cobi Rehab, Careturner has significantly strengthened its access to customers. We gain significantly more muscle behind development, marketing and sales, which will benefit both existing and new business partners. Cobi Rehab has its own salespeople and technicians in both Sweden and Denmark as well as a large number of international dealers. Cobi Rehab A/S and Careturner A/S have held several successful themed workshops together and both emphasize letting therapy and technology go hand in hand. Cobi Rehab's focus on professional support and sales to nursing homes of products for storage and prevention of pressure ulcers form ideal framework conditions for the development of Careturner's market position both in Denmark and internationally, explains Michael Kock.

Cobi Rehab has a large selection of aids with a focus on optimal positioning, including sleeping pads, hygiene pads and comfort wheelchairs. The flagship is the in-house developed comfort wheelchair, Kamille, which ensures sensory-stimulating body delineation. In addition, Cobi Rehab offers several similar products for bariatric citizens. Cobi Rehab delivers directly to most Danish and Swedish municipalities. The company has 20 employees in Denmark and Sweden and is represented in 30 countries via 48 dealers - primarily in Europe and APAC.

- We have purchased Careturner to add another signature product to our already strong product range for care homes. We see many synergies between Cobi Rehab and Careturner, both in terms of sales, service, education, production and logistics. We think Careturner's employees fit in very well with our organization and plans for the future. We want to be there for the few, many places and have global growth ambitions. With the acquisition, we are now in a stronger position to realize our vision of becoming one of Scandinavia's leading suppliers to nursing homes within aids and welfare technology for immobile citizens, says Henrik Møllegaard, main shareholder and chairman of the board of Cobi Rehab A/S.

Jens Kristian Goth founded Careturner in 2014 together with his father-in-law Viorel Chicinas. The product was put on the market in 2016 and funding has taken place via first the Southern Danish Technological Institute and subsequently the Growth Fund and a number of active business angels who have contributed support via board work for the company. Careturner has several times garnered international recognition, e.g. as this year's Start-Up at Germany's largest elderly care fair, Altenpflege.

- I am incredibly happy that Careturner A/S will in future be part of Cobi Rehab A/S. We have developed an innovative approach to pressure ulcer prevention and sensory stimulation that improves sleep quality and reduces anxiety, pain and restlessness. It can be difficult to succeed in this industry, even if the product is good and frees up resources for health and care. It requires a lot of patience and financial resources, and it can be difficult to be a small organization with big ambitions. Pressure ulcers cost society a lot of money and are extremely painful for the person affected. Virtually all pressure ulcers can be prevented with the right effort with a tilting system such as Careturner. I look forward to continuing the journey, now that Careturner has a home in a larger organization with a better opportunity to utilize synergies for related product lines for the benefit of as many users as possible, says Jens Kristian Goth.

Careturner's employees will in future have important roles in Cobi Rehab A/S. Michael Kock takes over as CEO and Jens Goth as commercial director. Chairman of the board of Careturner A/S, Lasse Richter Petersen, joins the board of Cobi Rehab A/S.

About Careturner A/S

Careturner A/S was founded in 2014 and has developed its product in collaboration with the Knowledge Center for Wound Healing, Bispebjerg Hospital, Center For Døvstumme (CFD) and Gladsaxe Municipality. The company has delivered its ground-breaking tilt and turn system for care

homes, hospitals and citizens in their own homes since 2016. The product provides unique benefits in the form of automated pressure ulcer prevention during repositioning, support for heavy lifting during transfers and sensory stimulation, which optimizes the citizen's sleep. Careturner is a patented product that is sold in a number of European countries as well as Australia. Careturner A/S collaborates with leading manufacturers of care beds. Careturner A/S has an office in Herlev and production in Kolding. The company employs 5 employees. See more at www.careturner.com

About Cobi Rehab

Cobi Rehab was founded in 1995 and specializes in developing, selling and servicing customized and quality-of-life-enhancing positioning and positioning solutions for immobile people. The products contribute to preventing the development of pressure ulcers, provide pain relief and reduce physical discomfort. In 2017, HM Investment Group ApS (HMIG) bought Cobi Rehab A/S. The following year, Uriform AB in Stockholm was bought and renamed Cobi Rehab AB. The company, which dates back to 1995, are experts in stabilizing and relieving people with functional impairments using specially developed positioning cushions and bearing solutions. In 2019, Cobi Rehab bought LASAL A/S, which has 30 years of experience in developing and producing high-quality positioning aids for all branches of the healthcare sector. After the acquisition of Careturner A/S in 2024, the Cobi Rehab group employs a total of 23 employees. Cobi Rehab is represented in 30 countries via 48 dealers - primarily in Europe and APAC. See more at www.cobirehab.com

Contacts for further information:

HMIG ApS: Henrik Møllegaard Bjerre: +45 21 45 35 64 - hm@hmig.dk

Cobi Rehab A/S: Michael Kock: +45 4278 4278 – michael@cobi.dk

Careturner A/S: Jens Kristian Goth: +45 20 97 81 15 – jkg@careturner.com