

GeneraLife

A new GeneraLife clinic opens in Milano

Milan, September 2021 - GeneraLife opens a new clinic for the treatment of infertility, in the heart of Milan, in Via Cerva, 25. This was announced by the European group of clinics specialized in reproductive medicine, already present in Italy with 7 centers (Rome, Naples, Umbertide, Florence, Grosseto, Marostica and Turin), under the scientific guidance of the gynecologist **Filippo Maria Ubaldi** and the embryologist **Laura Rienzi**, experts in medically assisted procreation for over 30 years, with more than 200 scientific publications to their credit. The head of the Milan center will be Dr. **Francesca Bongioanni**, gynecologist and also medical director of the GeneraLife Livet center in Turin.

GeneraLife therefore continues its consolidation strategy, after having acquired Ginefiv clinics in Madrid and Barcelona in April 2019, and FertiCare, in the Czech Republic, in August last year. Also in 2020, the company continued its expansion with its entry in Italy (acquiring the Genera centers, leader in the sector in our country, then Demetra and Livet) and in Sweden, where it acquired Carl von Linnékliniken based in Uppsala, the largest clinic in the country for private fertility treatments. Finally, the acquisition of the Spanish group Ginemed dates back to August, which doubled the size of the group. A path thanks to which it is expected to reach a turnover target of over 90 million euros in 2021.

GeneraLife, led by **CEO Marcos Bueso**, performs more than 25,000 treatments per year in its 30 centers in 5 European countries (Italy, Spain, Portugal, Czech Republic, Sweden) and employs 600 doctors and other professionals. "Over the past year, in Italy - says Bueso - we have seen a significant increase in the demand for IVF treatments. The feeling is that the pandemic has therefore not stopped the desire for parenthood of many couples, on the contrary it has amplified the need to concentrate their energies on important projects, such as building a family. The new clinic in the center of Milan, a few steps from the Duomo, will allow our patients to have a point of reference in a city as important as the Lombard capital, to have a first access to our specialist advice and to be correctly directed towards your own personalized path of infertility treatment".

ABOUT GENERALIFE

GeneraLife is a European group of 30 clinics specialized in reproductive medicine, present in 5 countries (Italy, Spain, Czech Republic, Sweden, Portugal). It performs 25,000 treatments a year, thanks to the work of 600 employees, 85% of whom are women. GeneraLife promotes Research and Development in this sector, using a rigorous scientific method. Several members of the group hold important roles in national and international scientific societies such as the Italian Society of Embryology, Research and Reproduction (SIERR), or the Italian Society of Fertility and Sterility (SIFES) or the European Society of Human Reproduction and Embryology (ESHRE). They also play editorial

roles in various journals in the field of reproductive medicine (Human Reproduction Update, Journal of Assisted Reproduction and Genetics, Human Reproduction, Fertility and Sterility, Reproductive BioMedicine Online, Frontiers in Endocrinology).

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