

For Immediate Release

Sunrise Medical has completed two strategic acquisitions in Europe in 2022

Sunrise Medical, a world leader in advanced assistive mobility solutions, is pleased to announce that it has completed two strategic acquisitions in Europe in 2022 - The Helping Hand Company based in the UK and Now Tech based in Hungary - continuing its strong pursuit for strategic improvements and growth.

The Helping Hand Company is a reputed British company specializing in the design, manufacturing, and distribution of pressure management seating and positioning products, Symmetrikit 24hour postural care range, independent living, and environmental products.

Its well-established operation and vertically integrated manufacturing will benefit Sunrise Medical group in strengthening production capability in Europe and further optimizing its global supply chain. It also extends the product portfolio, especially in the Seating and Pediatrics area, to offer more comprehensive 24-hour postural care products to satisfy the well-diversified customer demand.

Now Tech, a Budapest-headquartered tech start-up company, joins Sunrise Medical with a strong digital, software, and electronic engineering team, bringing highly desired technical skills and more than 10 years of industry-specific knowledge and expertise. Its latest innovation, the special head control product Gyroset Vigo, has already been well received by the market and will become part of Sunrise Medical's SWITCH-IT power wheelchair special control product offering. The addition of Now Tech will significantly strengthen the group's innovation power.

"We are very excited to welcome The Helping Hand Company and Now Tech into the Sunrise Medical family. Continuously improving our global operation excellence and striving for great, breakthrough innovations has always been the center of our strategy," Thomas Babacan, the President and CEO of Sunrise Medical group commented. "Both acquisitions will significantly strengthen our group's setup and competences, especially in global supply chain and our innovation talents, which will enable us to further improve our products & performances and serve our customers better in many ways."

About Sunrise Medical: Committed to improving people's lives, Sunrise Medical is a world leader in the innovation, manufacture and distribution of advanced assistive mobility devices and solutions. Distributed in more than 130 countries under its own 17 proprietary brands, the key products include manual and power wheelchairs, power assist products, motorized scooters, seating & positioning systems and daily living aids. Operating in 18 countries, Sunrise Medical group is headquartered in Malsch, Germany and employs over 2,300 associates worldwide.

For additional information, please contact Carol Liu; carol.liu@sunmed.com.

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