



CENTRUM MEDYCZNE

THREE-YEAR STRATEGY

Centrum Medyczne
ENEL-MED S.A.

AREAS OF BUSINESS ACTIVITY



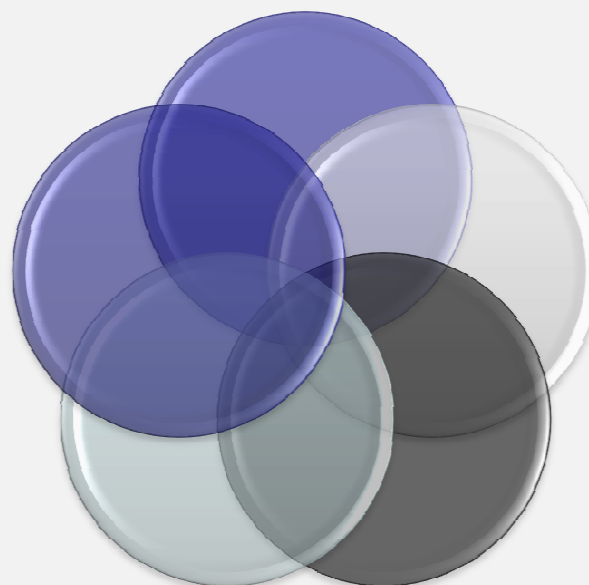
CENTRUM MEDYCZNE

Subscriptions

•57% revenues

Commercial and insurance services at out-patient clinics

•15% revenues



Diagnostic imaging

•16% revenues

Dentistry

•7% revenues

Hospitals

•5% revenues

SUBSCRIPTIONS – STRATEGIC OBJECTIVES



CENTRUM MEDYCZNE

MAINTAINING THE 3RD POSITION ON THE SUBSCRIPTION MARKET

IMPROVING PROFITABILITY

Subscription as the driver in our portfolio

Improving subscription sales effectiveness by region (e.g. by changing the sales structure and increased monitoring of sales activities)

Increasing the use of the potential of centres located outside Warszawa to 85%

Extending business activity to Silesian (Katowice) and West Pomeranian (Szczecin) markets

Development of additional facilities as the use of the potential of existing centres increases, while maintaining financial security

Securing the company against the health insurance market legislation

COMMERCIAL CLINICS – STRATEGIC OBJECTIVES



CENTRUM MEDYCZNE

INCREASE IN THE SHARE OF COMMERCIAL SERVICES IN THE PORTFOLIO

- Building a leading position in selected specialties (orthopaedics, gynaecology, ophthalmology)
- Increase in the sale of selected commercial products
- Further development of non-subscription products
- Creating new highly specialised profiled centres in Warszawa
 - Sports medicine and rehabilitation
 - Aesthetic medicine
 - Man, mother and child health
 - Ophthalmology

DENTISTRY – STRATEGIC OBJECTIVES



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INCREASE IN THE SHARE OF DENTISTRY IN THE PORTFOLIO

- Gaining a leading position on the market
 - Increase in the sale of commercial dental services
 - Separating dentistry as a network of specialised dental clinics
 - Gradual increase in the number of consulting rooms
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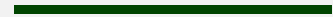
HOSPITALS – STRATEGIC OBJECTIVES



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Branding
and
increasing
hospitals'
focus on
attracting
commercial
customers

- Increase in the sale of commercial surgeries
- Modernisation of medical equipment as required by the market needs
- Streamlining the process of acquiring patients from own ENEL-MED centres (including commercial centres)
- Building medical teams handling the process "from consultations to surgery".



WHAT WILL WE INVEST IN?



CENTRUM MEDYCZNE

MAIN INVESTMENT AREAS 2014–2015 (50 million zlotys)

- Creation of highly specialised out-patient clinics to develop commercial services (sports medicine, aesthetic medicine, man, mother and child health centres, ophthalmology), assuming a two-year return on the investment
- Development of subscription clinics (Katowice, Poznań, Wrocław, Szczecin)
- Increasing brand awareness and using the full potential of the centres in Łódź, Kraków, Poznań, Wrocław and Gdańsk
- Development of highly specialised dental clinics
- Implementation of a new medical IT system
- Development of the area of long-term care for the elderly
- Development of the area of medical tourism

FORMS OF FINANCING



CENTRUM MEDYCZNE

Recapitalisation
by a financial or
sectoral
investor or by
an insurance
company

and/or

Sale of
a separated
part of the
company with
diagnostic
imaging centres

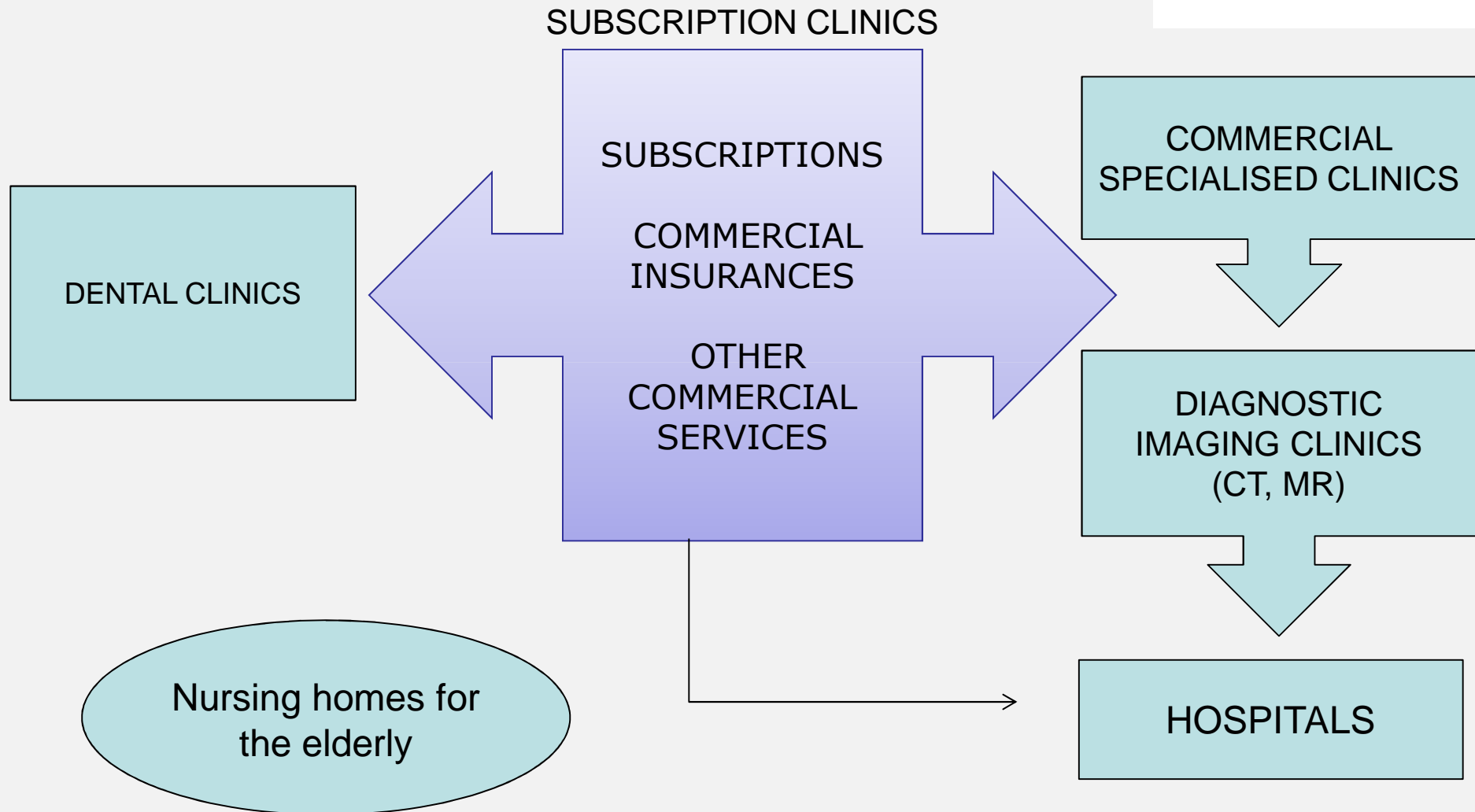
In the case of establishing cooperation with an insurance company, willingness to create synergies as regards the joint strategy and cross-sale of products

Implementation of the scenario of raising funds will take place after selection of a consulting company by the end of 2013

2016 BUSINESS MODEL



CENTRUM MEDYCZNE



MANAGEMENT BOARD AND FINANCIAL DIRECTOR



CENTRUM MEDYCZNE



Adam Rozwadowski

President of the Management Board
Founder of ENEL-MED



Jacek Rozwadowski

CEO, Vice-President of the
Management Board



Zbigniew Nasiłowski

Financial Director



CENTRUM MEDYCZNE

www.inwestor.enel.pl

Contact:

Anna Rosińska
Investment Relations Specialist
Landline: (22) 431 77 84
Mobile: 608 392 300
anna.rosinska@enel.pl

www.enel.pl