

## **Apposite Makes New Healthcare Services Investment in SureCalm Healthcare Ltd**

### **Management buy-in investment focuses on homecare services**

**London, UK – March 18, 2010.** Apposite Capital, the healthcare specialist investment firm, today announced it has made a new investment in SureCalm Healthcare, a provider of homecare services to patients with long-term chronic conditions. Apposite's new investment is a management buy-in of three profitable private companies which were acquired and integrated into SureCalm. The new Group's consolidated turnover totalled in excess of £13m in 2009. Other financial terms were not disclosed.

SureCalm Healthcare specialises in stoma and continence home delivery and care services, and aims to provide patients with the best possible support and assistance in managing their condition and leading normal lives. The company is headquartered in Surrey, UK and operates through 3 local regional centres, offering a personal and locally based service across the UK. The new management team is led by Kevin Hodges who has a long track record of supporting the NHS and patients within hospital and at home.

Kevin Hodges, Chief Executive Officer of SureCalm has extensive experience within the healthcare marketplace operating within the medical device and OTC pharmaceutical sectors. Kevin has extensive knowledge of the ostomy & urology marketplace with strong relationships with healthcare organisations, healthcare professionals, patient organisations and suppliers. Over the last seven years Kevin has worked for ConvaTec in the UK as Business Unit Director for the ostomy business, which included a large dispensing appliance contractor. He is currently Chair of the Stoma and Continence Manufacturers Section of the British Healthcare Trades Association.

**Commenting on today's announcement, Steve Adkin, Partner at Apposite Capital, said:** "We are very pleased to have completed this complex deal which provides a platform to develop the provision of healthcare services at home. We are excited about home healthcare where we see demographics and government policy driving tremendous growth opportunities. I am confident that given SureCalm's high calibre management team and the dedication and customer-focus of the staff team, we will be able further expand and broaden the scope of healthcare services and products offered to patients in their homes"

**Kevin Hodges, CEO of SureCalm Healthcare said:** "I am looking forward to working with the new team to further strengthen our service offerings and geographical exposure and fulfil our ambition to become a national player in home delivery and care services for patients suffering from chronic conditions. I am delighted to have the support of a distinguished healthcare specialist investor such as Apposite who shares our commitment of providing quality healthcare services which focus on patients needs."

As part of this investment, Steve Adkin, Partner, and Sam Gray, Principal, Apposite Capital, have joined the Board of Directors of SureCalm Healthcare.

- end -

**Media contact:**  
Valerie Auffray

Tel: +44(0) 20 7090 6383  
Email: [valerie.auffray@appositecapital.com](mailto:valerie.auffray@appositecapital.com)

**About Apposite Capital**  
[www.appositecapital.com](http://www.appositecapital.com)

Apposite Capital is an independent investment firm focused exclusively on Healthcare. The firm invests in private companies involved in Healthcare Services and Life Sciences on a primary basis, as well as acquiring and managing direct Healthcare assets in the secondary market.

Apposite has an in-depth sector knowledge covering all aspects of the healthcare industry globally, with a unique unrivalled reach to Japan. The investment team combines complementary entrepreneurial, private equity and investment banking skills.

Apposite has built a high quality primary portfolio of companies in the US and Europe. The firm invests in seasoned management with a clear vision and is committed to adding value to its portfolio companies. Apposite balances its investments across all stages of company development, providing venture, development and growth financings as well as buyout capital. Apposite typically invests as a lead investor and has a representation at the Board of Directors.

Created in 2006, Apposite is headquartered in London, UK and has operations in San Francisco, CA, USA.

**About SureCalm Healthcare Ltd**

SureCalm Healthcare is dedicated to providing the highest quality services to patients who are managing long-term conditions on a daily basis.

SureCalm specialises in stoma care and continence home delivery services and aim to provide our customers with the best possible assistance - on time, every time; in a discreet, confidential and reliable manner.

The company understand the importance of ensuring that patients are helped to maintain their independence, and that they, their carers and the healthcare professionals who care for them receive the highest possible standards of service and support.

SureCalm operates from a number of regional customer care centres across the country offering a personal and local community based service, with the strengths of a national company.

The company is better positioned to support the provision of an independent delivery service where there is no bias shown to any appliance manufacturer, giving patients what they need when they need it.

The senior management team have long track records of supporting the NHS and patients within hospital and at home and therefore understand the absolute reliance placed on a first class, consistent and confidential service.