Press Release LHI SPA International – 13. November 2012 - MAPIC CANNES

Life HealthCare International Medical & Hospitality Group (LHI SPA): the innovative mixed use. First pilot project opening in 2013 Lecce – Italy according to the Blue Ocean Strategy. The business idea has successful been presented in 2005 during the MIPIM now the first project of a standardized SPA with Hotel & Medical Division will open within Spring 2013 in Lecce Italy and will be presented for the first time during the MAPIC in Cannes 14.-16. November 2012.

Life HealthCare International Medical & Hospitality Group (LHI SPA) has been identified as Blue Ocean Strategic Project as one of the answer to today's competitive business environment, where companies are constantly looking for ways to continually gain an edge in order to improve their competitiveness and differentiate themselves from the competition. As a result, management teams are researching and applying the latest management systems into its operations. One such management system gaining notoriety and acceptance is the Blue Ocean Strategy.

What is Blue Ocean Strategy and what is its Value?

The concept of Blue Ocean strategy was popularized by Kim and Mauborgne in their book Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant. Blue Ocean strategy can be defined as a strategy that can be used to create uncontested market space that makes competition irrelevant. This rise in market space can give rise to completely new industries, or more commonly, can alter the boundaries of an existing industry.

Companies that operate in a Blue Ocean environment typically pull in new groups of customers who were traditionally noncustomers of both the company as well as the industry.

This is the case of **LHI SPA** which is positioning itself in the region to meet the medical and health related needs of the population as a fulfillment of the insufficient and inconstant services of the national healthcare services. The HealthCare services of **LHI SPA** will be accessible and affordable for everybody and will guarantee excellent medical support and modern services with the latest equipment for the whole population in the region.

The **LHI SPA** objective is to develop and multiply this project in similar micro and macro locations across Europe according to the **LHI SPA** specific mixed use formula and business model.

In fact **LHI SPA** is looking for partnerships and/or joint ventures with hotel chains & independent Hotels with or without SPA, existing wellness and beauty farms with hotel, new build mixed use, conversion of existing buildings into an effective mixed use and apply the innovative concept based on the **LHI Formula**: excellent health care services according to the current demand in optimizing spaces allocations & costs.

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LIFE HEALTHCARE INTERNATIONAL

Press Release LHI SPA International – 25. July 2012

LHI SPA - Welcome to the world of megatrend investing

Obesity. Ictus. Climate change. The world's ever-increasing energy needs. These are just some of the megatrends analysts see coming down the global pike, trends that investors can draft behind to make money from the companies that will benefit from them.

The world of megatrend investing, where securities companies build portfolios around themes they believe will have long-term, lasting impacts on society.

No, It's Not Profiting at Others' Expense. If this investing style sounds like trying to profit from others' misery, rest assured, it's not. Sure, you could look at the global obesity epidemic and cynically buy stock in Coca-Cola (KO) and McDonald's (MCD), hoping that the world will keep overindulging its way to your benefit.

But what about investing in the companies positioned to fight obesity? Or those which, at the very least, will be forced to deal with the unavoidable repercussions of an overweight population until the issue is remedied?

Bank of America Merrill Lynch (MER) is proposing just that.

Fighting Fat Around the World

In a new report titled "Globesity -- The Global Fight Against Obesity," Merrill Lynch proposes a basket of 50 stocks it sees making gains from the fight against global obesity. The report identifies specific segments of four key sectors for investors to watch:

- **Pharmaceuticals and health care:** companies taking on obesity-related medical conditions; companies that specialize in equipment for overweight patients, like bigger beds and wider ambulance doors.
- **Food:** companies trying to access the $663 billion health-and-wellness market.
- **Commercial weight loss, diet management, and nutrition:** companies trying to access this already $4 billion U.S. market and the growing global one.
- **Sports apparel and equipment:** companies in tune with the belief that governments and the general public will become increasingly aware that exercise is of paramount importance in taking weight off and keeping it off, and as such will do well selling the necessary equipment.

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LIFE HEALTHCARE INTERNATIONAL

Press Release LHI SPA International – 02. February 2012

About Life HealthCare International Medical & Hospitality Group (LHI SPA)

- The pilot project is located in Lecce - Italy, this is an ideal test location because the city is in a very strategic area with 97 municipalities and over one million inhabitants. The building is located in front of the two most important hospitals in the region a third hospital is under construction with an investment of 120MIO €
- LHI SPA offers services and amenities for all healthcare, medical and educational needs in the main Hospital and the Cancer Hospital there are more than 1.500 people and medical staff employed and over 150.000 patient are admitted every year.
- The services offered by **LHI SPA** are developed to meet the requests of modern and proactive health care and prevention such as medical check-up, assistance and rehabilitation pre & post surgery for hospital patients and their relatives directly on site thanks to 80 spacious full equipped hotel rooms together with all relevant services, medical consulting rooms, pharmacy, healthcare shops, etc.

LHI SPA is an innovative mixed use with an important medical department which completes and interacts with the services of the Hospitals. The national health services are not sufficiently meeting the demand of the patients/clients. In our **LHI SPA** the patient/client finds the full services in four different areas & services on 10.000 m²:

1) Medical SPA & Hotel; 2) Healthy Food; 3) Healthy Shops & Pharmacy; 4) Healthy Academy

1) Medical SPA & Hotel

7 Floors - 80 rooms - F&B - 3 meeting rooms up to 300 seats - 5 Sea water pools for hydro-balneotherapy - Fitness & rehabilitation - Dermocosmetics, day surgery, telemedicine - 10 Medical consulting rooms

2) Healthy Food

Healthy Life coffee shop - Healthy take away - Restaurant - Roof garden - Mediterranean diet - Slow food - Km "0" food – Fight against "Globesity"

3) Healthy Shops & Pharmacy

Pharmacy - Beauty boutiques - Healthy shops - Healthy food

4) Healthy Academy

Educational program to children & parents for a Healthy Lifestyle - Fight obesity & nutritional education - Tips & trends – Antistress Center for Employees, Manager, etc.

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