



## **MEDICA wins the 2013 Purchasing Trophy award for its Evilium project, developed in partnership with the SME Evidences Mobiliers**

**Paris, 24 June 2013** - MEDICA and its partner, the SME Evidences Mobiliers from the Vendée region of France, were awarded the Purchasing Trophy at the seventh Trophées de la CDAF (Society of French Directors and Purchasers' Awards) at the Casino de Paris on 17 June. This distinction was awarded to MEDICA and Evidences Mobiliers in the "Purchasing and SMEs" category, from among a prestigious panel of nominees including BNP Paribas, Pierre & Vacances and the city of Angers.

The jury, which primarily comprised purchasing professionals from major companies, chose to reward the result of an exemplary nine-year collaboration between MEDICA and one of its supplier partners, the SME Evidences Mobiliers.

The trust established between major group and young SME has led to the development of **an innovation of significant interest to the dependency care industry**: a luminescent photo varnish which is applied to the contours of bedroom furniture in long-term care facilities (bed, chest of drawers, bedside table, desk, chair, armchair, etc.). This varnish helps to prevent falls, which are a common occurrence at night, and makes it safer for residents to move around their bedroom and thus maintain their autonomy.

This innovation is also due to the development of a constructive partnership going beyond a simple customer/supplier relationship. This project was the brainchild of MEDICA's Purchasing Manager, Laurent Labarre, who was keen to involve Evidences Mobiliers in discussions from a very early stage. MEDICA's Interior designer, Sophie Julie, was also involved in the project early on, to ensure the result could be integrated harmoniously.

MEDICA will have exclusive patent rights for two-years, giving it a head start on the market. In turn, Evidences Mobiliers, which carried out the research and development, will own the patent at the end of this two-year period and will then be able to offer the innovation to other market players.

MEDICA will open the first long-term care facilities to be fully equipped with this patented technique in summer 2013, in Saint Sulpice sur Leze in the Haute-Garonne region of France. The Group plans to roll out this equipment in all new facilities and those undergoing renovation. Discussions are underway concerning the application of the process in existing facilities.

This latest project is in line with the government's recent prioritising of the "Silver Economy", designed to improve quality of life for residents, in particular through technological innovations.

The partnership with Evidences Mobiliers is also based on a common approach to CSR. MEDICA supports French businesses in its sector by prioritising products made in France. Evidences Mobiliers is one of these businesses, having chosen to locate all its furniture manufacturing for long-term care facilities at its Vendée site in France, using components and materials carefully selected according to environmentally responsible and sustainability criteria.



**Photo: "view from a bed" during the day**



**. Photo: "view from a bed" at night**

#### **ABOUT THE MEDICA GROUP**

The MEDICA Group was founded in 1968. It is the leader in long stay and temporary dependency care in France, in the "EHPAD" sector (Nursing Homes for dependent elderly people) in France and Italy, and in the Health sector, with After-care and Rehabilitation Clinics and Psychiatric Clinics. On 31 March 2013, the MEDICA Group had a total capacity of almost 16,800 beds in these two sectors, with almost 10,700 employees.

MEDICA has been listed on NYSE Euronext Paris since February 2010 - Compartment B - Eligible for SRD 'long-only'. MEDICA is listed on the SBF 120, Euronext CAC Healthcare, MSCI France Small Cap and Gaia Index indexes.

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