



A DIRECT HEALTHCARE GROUP COMPANY



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Dear customers and business partners

**We are pleased to tell you that British-based Direct Healthcare Group has acquired the entire share capital of the medical device manufacturer Carital Oy and its subsidiary MediMattress Oy (Carital group). MediMattress Oy is a leading company in supplying pressure care mattresses and patient transfer aids to the Finnish market. Direct Healthcare Group (DHG) is a rapidly growing, European manufacturer of pressure care, patient handling and specialist seating solutions.**

As part of the Direct Healthcare Group MediMattress Oy will continue to serve our Finnish customers even better and with a wider product portfolio. Manufacturing as well as R&D of the present Finnish medical devices such as Carital Antideformation Support Surfaces®, higher specification foam mattresses, the patented, ergonomic transfer aid Tergo®Glide and product line Pro™ for psychiatric care will stay in Finland. Furthermore, through DHG MediMattress will expand the offering of new, clinically effective medical devices that will help our Finnish customers to care for their patients even better.

The combined expertise between Carital Group and Direct Healthcare Group in the fields of pressure ulcer prevention and therapy as well as patient transfer will ensure that the MediMattress and Carital customer are continued to be provided with the highest level of service and support.

The acquisition enables rapid growth in exports of medical devices developed and manufactured in Finland. DHG has direct sales teams in the United Kingdom, Sweden, Norway, Denmark, and the Netherlands as well as a wide distribution network across the world.

**Graham Ewart, CEO at Direct Healthcare Group, said:** “The acquisition of Carital Group continues Direct Healthcare Group’s expansion into new, direct European market spaces. Carital Group’s position as market leader within Finland has been established through decades of innovation and clinical evidence gathering, and we are looking forward to continuing to support and invest in Carital through the next phase of growth. We are continually looking at ways in which we can significantly impact the lives of our products’ end users and the individuals that care for them.”

“The acquisitions will have a particular focus on expanding Direct Healthcare Group’s European presence, whilst simultaneously adding clinically effective products that further the company philosophy of advancing movement and health.”

**Direct Healthcare  
Group**

Advancing Movement & Health®

October 30, 2020