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LYC Healthcare-SOG to expand confinement centre operations



CORPORATE NEWS

Wednesday, 14 Apr 2021



Given Johor's population, total live births and median income trailing closely behind Selangor and Kuala Lumpur, LYC said Johor is an attractive location for the group's expansion plans.

KUALA LUMPUR: LYC Healthcare Bhd's (LYC) wholly-owned subsidiary, LYC Mother & Child Centre Sdn Bhd, has incorporated a 51%-owned subsidiary LYC SOG Mother & Child Sdn Bhd to expand its confinement centre operations in Johor with Singapore O&G Ltd (SOG).



In a filing with Bursa Malaysia, the group said the remainder 49% of the company is owned by SOG's wholly-owned subsidiary, SOG Mummy and Baby Centre Pte Ltd.“The joint venture between LYC and SOG enables LYC to rely on SOG's strong branding and presence in Singapore to reach out and serve the Singaporean customers while LYC Mother and Child Centre leverages on its established track record in confinement business to set up and manage the proposed confinement centre in Johor,” it pointed out.

Given Johor's population, total live births and median income trailing closely behind Selangor and Kuala Lumpur, LYC said Johor is an attractive location for the group's expansion plans.

“It also allows LYC to derive economies of scale and synergies from cross marketing of services under its other healthcare and wellness related services such as fertility, child care and cosmetic and aesthetic business,” the group noted.

SOG is a leading healthcare service provider for delivering premier quality medical services to women and children's health and wellness at affordable prices.

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