

Local & digital: Wort & Bild Verlagsgruppe ("Apotheken Umschau") invests in the European health platform DoctorBox through its company Isartal Ventures - IEG as exclusive financial advisor to DoctorBox

- Wort & Bild Verlag and DoctorBox start strategic cooperation to strengthen the digital healthcare system
- The aim of the strategic partnership is the transfer of knowledge to facilitate the access to new digital technologies in the health sector for local pharmacies and citizens of all generations
- IEG – Investment Banking Group has acted as exclusive financial advisor to DoctorBox

Germany, August 28th, 2020

The corona pandemic has clearly demonstrated to the population and industry representatives the importance of new technologies in the healthcare sector. Without digital security, access to health records has become massively more difficult in times of contact restrictions. Obtaining missing or inaccessible haptic documents takes time. A patient-centered, secure and open-interface healthcare platform plays a key role in a sustainable and efficient healthcare system. DoctorBox and Wort & Bild, two innovative companies, have entered a strategic partnership to increase the acceptance and applicability of digital healthcare solutions. They benefit from a mutual transfer of knowledge. The cooperation focuses on local pharmacies as trustworthy advice centers for patients on the pandemic and new digital health solutions, which are becoming increasingly common with the Digital Health Care Act.

Andreas Arntzen, Chairman of the Management Board of Wort & Bild Verlag: "The healthcare industry is undergoing radical change. New technologies are making various processes in this very important industry much easier. As a healthcare manufacturer, it is our task to provide pharmacists and their customers with professional information about new products and services and thus to successfully accompany them into a sustainable, digital healthcare system. The cooperation with DoctorBox is an important step in this direction".

Stefan Heilmann, Founder and Managing Director of DoctorBox GmbH: "Wort & Bild Verlag is one of the best networked companies in the healthcare market with a deep industry expertise and an outstanding media reach. With DoctorBox we pursue the goal of making digital offers accessible and usable for all patients as a health platform. The cooperation with Wort & Bild Verlag is an important element of this. We are very pleased about this strong investor".

With 36 million reader contacts per month, Wort & Bild Verlag is the market-leading provider of health media (including Apotheken Umschau) in Germany. The 65-year-old traditional company has a broad network in the pharmacy landscape.

DoctorBox is one of the leading European digital health platforms for patients. The digital health file of the same name for the smartphone has already been downloaded over 400,000 times and is number one in the Google Play Store in the category "Medicine". In the fight against the corona virus and a second lockdown, the Berlin-based healthcare company has expanded its portfolio and developed a fully digitalized platform for the delivery of COVID-19 findings, a nationwide corona warning system for companies based on Beacon technology, including an automated contact diary and the COVID-19 antibody test, which is based on a doctor's findings.

About IEG – Investment Banking Group

IEG – Investment Banking Group is one of the leading, global independent investment banking boutiques focused on Mergers & Acquisitions, Financings & Principal Investments for the Internet and Technology sector. Locally present in the key international growth regions and/or emerging markets, IEG – Investment Banking Group is a unique, influential and trusted partner for growth companies and larger, international corporates. Founded in 1999, IEG has completed over 180 successful transactions to date with approximately 80 technology investment bankers. For further information about IEG – Investment Banking Group, please refer to: www.ieg-banking.com.

About DoctorBox

DoctorBox is one of the leading European digital health platforms for patients. In addition to the digital health file of the same name, the healthcare company has developed a fully digitalized platform for the delivery of COVID-19 findings, a nationwide corona warning system for companies based on Beacon technology, including an automated contact diary, as well as the "BeTroBox", the medically confirmed COVID-19 antibody test for use at home.

With the mobile DoctorBox app, users organize their personal health data and actively obtain value-added services such as a contact and symptom diary. The DoctorBox for smartphone has already been downloaded more than 400,000 times. It is one of the most popular apps in the Google Play Store in the category "Medicine" (Top 5 since the beginning of 2020 - as of 25.08.2020). The DoctorBox has an ISO 27001 and ISO 9001 certified Information Security Management System (ISMS) and Quality Management System (QMS).

The DoctorBox GmbH is independent of health insurance companies, insurances as well as clinic or practice software providers. The company was founded 2016 in Berlin by Priv. Doz. Dr. med. Oliver Miltner, orthopedic surgeon in private practice, and Stefan Heilmann, CEO of IEG - Investment Banking Group. In addition to the two founders, the IEG 12 Apostel Group, the NOVENTI Group and Dr. Marc Becker, owner of the Munich LABOR Becker & Kollegen, are also shareholders of DoctorBox GmbH. For further information about DoctorBox, please refer to: www.doctorbox.de.

About Wort & Bild Verlag

Wort & Bild Verlag, based in Baierbrunn near Munich, is the leading provider of health media in Germany. The brands stand for high editorial quality, serious and independent journalism and high popularity among readers and users. As partners of the pharmacy, the high health benefit for the readers and the expert advice in the pharmacy are always in the foreground.

The following magazines are published by Wort & Bild Verlag: Apotheken Umschau, Baby und Familie, Diabetes Ratgeber, Senioren Ratgeber, Ärztlicher Ratgeber, medizini, the HausArzt-PatientenMagazin and the Digital Ratgeber. The magazines reach 22 million readers in Germany every month. At www.apotheken-umschau.de, the editorial team offers new health information every day, which is used by around eight million unique users every month (AGOF 7/2020). Since the Corona crisis, there is a current podcast on the topic of Corona (www.gesundheit-hoeren) and attractive video formats explaining important health topics. The book series includes guidebooks on health and nutrition topics. Isartal Ventures (www.isartal-ventures.de) and Isartal Health Media (www.isartal-healthmedia.com) are companies of the Wort & Bild Verlagsgruppe.