

ASX Announcement (ASX: HLS)

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Healius' Imaging Division buys Axis Diagnostics, rebrands as Lumus Imaging

Acquisition of Axis Diagnostics

Healius (ASX:HLS) today announced that it has acquired Axis Diagnostic Holdings Pty Limited (Axis).

Axis is a high-quality Queensland-based imaging business with earnings (EBITDA) of approximately \$2 million, consisting of three radiology practices located in growth areas near Brisbane and one practice in the Whitsundays.

“The acquisition is in line with our business’ network optimisation strategy, has been funded from cash and is EPS accretive. It complements and extends our existing footprint, grows revenue and capabilities, and delivers synergies with our facilities and national contracts,” said Dr Malcolm Parmenter, Healius Managing Director & CEO.

Rebranding as Lumus Imaging

Healius is also pleased to announce that its diagnostic imaging division, Healthcare Imaging Services and all its sub-brands, will be rebranding as Lumus Imaging, unifying its imaging businesses under one national brand.

The rebrand, with a new logo and colour scheme aligned to Healius, will see a stronger customer focus, improvements to the business' online presence, and delivery of a more modern service.

Dr Malcolm Parmenter said: “Rebranding to Lumus Imaging supports Healius’ aim to be a customer centric healthcare business. In addition to refreshing our brand identity, we are updating our services, focusing on our digital capabilities and enhancing the way our business interacts with its patients and referrers.”

The rebrand will begin with seven sites across NSW and the ACT transitioning to Lumus Imaging in August 2021. The remaining sites across the country are expected to be completed over the next 18 months.

Lumus Imaging Chief Executive Dean Lewsam sees the new brand as a positive step for the business: “For more than 30 years, our business has operated under a variety of names and brands. Today, we take the first step in bringing our business and people together under one national, modern and recognisable brand. Lumus Imaging speaks to the notion of a brighter future for our business and the communities we care for. We look forward to introducing Lumus Imaging to our communities in the coming months.”

About Healius:

For over 30 years Healius has been one of Australia's leading healthcare companies committed to supporting quality, affordable and accessible healthcare for all Australians. Today, Healius has three businesses, pathology, imaging and day hospitals/IVF. Through its unique footprint of centres and its 10,500 employees, Healius provides specialty diagnostic services to consumers and their referring practitioners, as well as enabling independent healthcare professionals to deliver care in its day hospitals and fertility clinics.

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