



Evolve HealthCare Partners partners with Cera Care to accelerate continued growth

16 April 2021

Barcelona, Spain – Evolve HealthCare Partners, (“Evolve”), the European mid-market specialist investor in healthcare, together with the existing institutional shareholders, have led a capital injection in Cera Care (“Cera” or the “Company”) to support and accelerate its continuous growth.

Evolve has co-invested alongside Schroder Adveq.

Cera is a technology-enabled healthcare company which has grown rapidly to become one of the largest home care providers in the United Kingdom, as well as one of fastest-growing HealthTech businesses in Europe. Launched in November 2016, Cera has close to 6,000 staff across more than 70 offices in England, Scotland and Wales, and delivers 30,000+ care visits every day.

Cera has pioneered digital services, data analytics technologies and artificial intelligence to improve elderly care, empowering users to live longer, healthier and better lives at home. More than 85% of carers using Cera's technology believe it enables them to deliver a safer and more effective service, whilst over 90% of Cera's users rate their care as ‘Outstanding’ or ‘Good’. In addition, Cera's recruitment platform ‘Join Social Care’ is working to tackle joblessness in the UK by aiming to recruit 100,000 new carers across the UK. The platform has already recruited tens of thousands of new candidates on behalf of more than 2,500 care providers.

The new financing will be used to advance Cera's technology platform, as well as further scale its service platform through the acquisition of small- and mid-sized home care service providers in the UK.

This investment is in line with Evolve's focus on partnering with high-quality, high growth mid-size healthcare companies, with opportunities for significant further expansion and a strong alignment between shareholder value and fundamental positive purpose in society.

With its strong ESG focus, the Company intends that the activities of each of the investee companies in its portfolio will be consistent with the achievement of at least one of the United Nations' Sustainable Development Goals ("SDGs") or Sub-Goals. The investment in Cera is in line with SDG 3 "Good health and well-being" and SDG 8 "Decent Work and Economic Growth".

Mahiben Maruthappu, CEO of Cera, said, *"Evolve is the ideal partner for this next phase of our growth, with their expertise not only in the healthcare landscape but also in supporting high-potential businesses in accelerating their growth. The coming years hold immense promise for our business, as we continue to expand in terms of footprint and technology. We greatly look forward to continuing our work with Evolve, to the benefit of a rapidly-growing number of older people in the UK and, soon, internationally."*

The Partners at Evolve commented, *"We are delighted to partner with Ben and his management team. Cera is a company we know well and believe in due to its unique value proposition. We look forward to supporting this ambitious team on their next phase of growth and in delivering Cera's full potential as the partner of choice in high quality home care."*

Evolve was advised by KPMG.

Cera was advised by Taylor Vinters.

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Further information:

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About Evolve HealthCare Partners

Evolve is a mid-market private equity firm founded by former international C-level healthcare executives and investors that aims to support European healthcare companies with growth acceleration and/or strategic repositioning ambitions, both organically or via M&A. Evolve's

investment thesis covers the different segments within the healthcare space (specialty pharma, medtech/healthcare IT and healthcare services) by applying a hands-on / operational approach given the nature and strong industry background of its founding partners.

For further information, please visit www.evolvehcp.com

About Cera Care

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For further information, please visit www.ceracare.co.uk