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HK startup acquires DNAFit to expand footprint

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Prenetics, a HongKong-based genetic testing and digital health company, has announced acquisition of DNAFit, a UK-based genetic testing company, to expand its global footprint and extend its reach in the consumer market.

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DNAFit works directly with consumers, using their genetic information to help them achieve their health, fitness and nutritional goals.

According to Prenetics, the deal would add a proven business-to-consumer channel to its already strong business-to-business offerings via large insurers and corporates.