

WeDoctor, other investors to acquire Genea for \$510 M

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WeDoctor, Mason Group and Aldworth Management have agreed to pay up to \$510 million to acquire an 89.5 per cent stake in Genea, an Australian fertility treatment company.

The 31-year-old Sydney-based Genea provides reproductive technology services including infertility, in-vitro fertilization (IVF) and other assisted conception treatment. The company developed technology including culture media and embryo transfer catheters is currently applied in more than 600 clinics across 60 countries.

In May 2018, the three investors had created an IVF clinic called Reproductive Healthcare Group in Hong Kong, via the merger between Mason Group's subsidiary Reproductive Healthcare and The Women's Clinic. Mason Group brought in WeDoctor and Aldworth Management as strategic investors.

The trio aims to capitalize Genea's strong presence in Australia, New Zealand and Thailand to attract Chinese patients prepared to travel overseas for high-quality fertility treatment as well as march into China's own fast-growing market to become a leading IVF provider in Asia.