

## Heliad invests in the Munich-based technology company Libify Technologies

***Heliad Equity Partners is investing several million euros in Libify Technologies GmbH. Libify's hybrid emergency call system increases user safety and autonomy, in particular among the elderly and chronically ill.***

Munich/Frankfurt, November 15, 2016. Libify Technologies GmbH is an up-and-coming Munich-based company founded in 2010. Libify has enriched the market with a hybrid emergency call system that keeps its users safe both at home and on the road. The company specializes in the manufacture and sale of mobile emergency call, locating, and tracking systems, and stands for solution-oriented, high-quality products for security and detection. Libify currently offers the fastest emergency call system available. The company is already looking to the future, when innovative technologies will allow its system to recognize emergencies before they occur.

Libify Technologies' GEOCARE® is an innovative mobile emergency call system that helps the elderly and chronically ill to fulfill their desire for safety, independence and mobility. In case of an emergency, speed makes all the difference. That is why GEOCARE® combines several components that make it possible to get help easily and, above all, quickly. Its optimal connectivity via all mobile networks allows users – by pushing the emergency button once only – to make an emergency call from anywhere in Europe and send their precise coordinates to friends, relatives, and in particular to a professional emergency call center. The call center is manned 24/7, and users have the option of providing data in advance regarding their medical history and medications so that, in case of an emergency, this information is automatically available to responders. Aid organizations such as the Arbeiter-Samariter-Bund and the Red Cross have adopted the system and incorporated GEOCARE® into their own product portfolios. The communication protocol is fully integrated into current alarm central software used by emergency call centers, providing these services with a cost-effective emergency call system.

In addition to GEOCARE®, which is sponsored by the Federal Ministry for Economic Affairs and Energy, Libify Technologies also offers other products, such as GEODOG®, a tracking collar for dogs, and GEOHORSE®, an emergency call system for horse riders. GEOHORSE® was awarded with the 1<sup>st</sup> place in innovation by readers of the equestrian magazine CAVALLO. Additional innovative products are planned.

According to Tim-Julian Hartmann, the founder and Managing Director of Libify Technologies GmbH, "We developed the Libify emergency call system for and with our customers so that it would fit into their daily routine. Our goal is to enable our customers to live an active lifestyle while offering them a maximum of safety. Heliad and its investment allow us to meet our R&D goals and to continue tailoring our services to our customers' needs. Heliad also provides its network and expertise to support Libify's development and growth." In addition to further development of its products and sales team, Libify's agenda also includes capturing additional markets. "Due to demographic changes and our elderly population's desire to be as independent as possible, Libify Technologies is already very well positioned. With this hybrid solution we strive to become leader on the European market for innovative emergency call systems," says Thomas Hanke, Heliad's CEO. Libify Technologies products are already well recognized by their target audience. By today they are already offered in 18 countries, and 20,000 of them are successfully in use in Germany, Austria, and Switzerland. The Libify emergency call system and associated services are also already well established in the United States and Australia, where they are successfully marketed through PERS (Personal Emergency Response System).

**About Libify Technologies GmbH**

*Libify Technologies, headquartered in Munich, specializes in manufacturing and sales of mobile emergency call, locating, and tracking systems. Libify stands for solution-oriented and high-quality products. For several years, Libify Technologies has been working with numerous companies in the fields of Ambient Assisted Living (AAL), health, safety, sports, and agriculture.*

**About GEOCARE®**

*GEOCARE®, a product of the Libify Technologies GmbH, is an ultra-modern mobile emergency call system for everybody. GEOCARE® allows you to request help within seconds by pushing the emergency button once only. Numerous functions, such as automatic emergency calling and GPS localization, allow anyone in distress to be located immediately and with accuracy. GEOCARE® offers the elderly and chronically ill more independence and freedom while keeping them as safe as possible. GEOCARE® is also the ideal companion for all active people. GEOCARE® can be purchased from the Red Cross and Arbeiter-Samariter-Bund, as well as directly from Libify.*

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**About Heliad Equity Partners**

*Heliad is an investment company that serves as an equity partner in supporting companies during growth and transformation phases. Its investment strategy is in particular characterized by active support of the companies in which it invests, and the option to structure individually tailored financing solutions. Heliad invests in both listed and unlisted companies, and takes both majority and minority interests in them.*

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