



07 January 2015

DENPLAN EXPANDS ITS SUPPORT FOR VETERINARY PROFESSIONALS BY ACQUIRING THE ANIMAL HEALTHCARE COMPANY LTD

Denplan has today acquired The Animal Healthcare Company Ltd, also known as AHC. AHC, based in West Sussex, provides online, self service direct debit collections for practices and practice groups (corporates) who offer their own health plans for pets. The purchase will complement Denplan's current offering and enhance the service provided to the growing pet health plans marketplace.

Denplan currently offers pet health plans for over 140,000 pets through independent veterinary practices, with the Denplan Pet Health Plans and Practice Plan for Vets products. The acquisition of AHC will strengthen Denplan's expertise in the pet health plans marketplace by gaining access to and thereby enhanced capabilities into the growing corporate sector.

Steve Gates, Managing Director of Denplan, commented on the acquisition: "We want to reassure our member dentists that they and their patients in both general practice and corporate areas will continue to be Denplan's core focus. The dental side of our business has seen growth and investment over the last few years under the ownership of Simplyhealth who acquired Denplan less than three years ago. During that time, not only has the dental side of our business continued to thrive under their ownership, but we're able to also invest and expand further into new markets. This acquisition will give us an opportunity to broaden Denplan's offering in the growing veterinary healthcare market."

For more information about Pet Health Plans from Denplan, please visit

www.pethealthplans.co.uk. For more information about AHC, visit www.animal-healthcare.co.uk.

For further information about Simplyhealth, visit www.simplyhealth.co.uk.

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Notes to Editors:

The Acquisition of The Animal Healthcare Company Ltd has been made by Denplan, which is part of Simplyhealth.

About Denplan Pet Health Plans

Pet Health Plans from Denplan initially launched through the trading name of The Practice Business in 2007. In April 2014 they acquired Practice Plan for Vets and together today they cover over 140,000 pets, with numbers growing



every day. Pet Health Plans are preventive health plans for cats, dogs, rabbits and horses, bespoke to the practice and covering preventive care for a fixed monthly payment by the owner. Pet Health Plans is part of Denplan, the UK's leading dental plan specialist with over 25 years' experience of providing plans for health professionals and is part of the Simplyhealth group.

Find out more at www.pethealthplans.co.uk

About The Animal Healthcare Company Ltd, (AHC)

AHC have over 200,000 pets covered via vet practices. AHC has extensive experience in providing the necessary systems to practice based businesses to deliver 'own branded' pet healthcare plans to their customers. Their paperless online system provides a seamless integrated direct debit collection service working in partnership with veterinary practices and corporate vet bodies. Find out more at www.animal-healthcare.co.uk

About Denplan

Denplan Limited is the UK's leading dental payment plan specialist; with more than 6,500 member dentists nationwide and 1.7m registered dental patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been at the heart of dental care for over 26 years. Today the company is part of Simplyhealth. Denplan has a wide range of dental plans for adults and children, enabling patients to spread the cost of their private dental care through a fixed monthly fee. Denplan supports regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life.

Find out more at www.denplan.co.uk

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About Simplyhealth

- Simplyhealth has been providing healthcare solutions for 140 years, and is dedicated to serving its customers and patients through a variety of cash plans, dental plans, private medical insurance, self-funded health plans and mobility and living aids
- Simplyhealth covers nearly four million people with health plans (more than any other company) and helps 20,000 companies with their employees' health
- For further information: newsroom.simplyhealth.co.uk