

1st April 2014

Denplan diversifies its offering for Veterinary Professionals through acquisition of Practice Plan for Vets

Denplan has today announced the acquisition of Practice Plan for Vets, to strengthen its position in this fast-growing marketplace.

Denplan has provided Pet Health Plans since 2007 and covers over 30,000 pets across the UK. Practice Plan for Vets is the current market leader with around 68,000 pets covered via vet practices and both of these distinct brands will now be operated out of Denplan's offices in Winchester.

Steve Gates, Managing Director of Denplan, commented on the acquisition: "Our core focus will continue to be our member dentists and their patients in both general practice and corporate areas. Denplan was acquired by Simplyhealth just over two years ago with a goal of supporting and driving further growth over the coming years. It's therefore especially pleasing to note that not only has the dental side of our business continued to grow and thrive under their ownership, but we're now able to invest and expand further into new markets. This acquisition will also give us huge opportunities to explore some exciting new offerings and enhancements across our business in the future."

Romana Abdin, CEO of Simplyhealth, added: "Our purchase of Practice Plan for Vets allows Denplan to support more practitioners and have a stronger position within an evolving market. At Simplyhealth we look for opportunities to expand into areas where we have the expertise and experience to add value and enhance our services. Practice Plan for Vets is a great addition and we look forward to working with the practitioners and continuing to develop in this marketplace."

For more information about Pet Health Plans from Denplan, please visit www.pethealthplans.co.uk. For further information about Simplyhealth, visit www.simplyhealth.co.uk.

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Notes to Editors:

The Acquisition of Practice Plan for Vets has been made through Simplyhealth, which owns Denplan.

About Pet Health Plans

Pet Health Plans from Denplan initially launched through the trading name of The Practice Business in 2007. They are currently working with over 200 practices across the UK and cover over 32,000 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 on www.pethealthplans.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 owned by 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 on www.denplan.co.uk/companies

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About Simplyhealth

- Simplyhealth became its own brand in 2009 after bringing together HSA, BCWA, LHF, HealthSure, Totally Active, its family of health companies
- 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 is a trading name of Simplyhealth Access, which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and Prudential Regulation Authority
- Simplyhealth as it stands today, now covers nearly four million people with health plans (more than any other company) and helps 20,000 companies with their employees' health
- Simplyhealth is committed to making a positive impact on its communities. Each year, it donates over £1 million to health related charities and causes

For further information: newsroom.simplyhealth.co.uk