

Seed Group onboards France-based Cureety to empower healthcare for cancer patients in the UAE and Middle East



From left to right: Jamie Lu, CCO of Cureety; Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed Bin Ahmed Al Maktoum; François-Guirec Champoiseau CEO of Cureety

Dubai, United Arab Emirates; Paris, France—14 November 2023—Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has added French health-tech start-up Cureety as its new strategic partner to empower healthcare for cancer patients with technology and innovation. Cureety’s digital health solutions are designed to support patients, clinicians, and researchers in their fight against cancer. The start-up is committed to improving patients’ care pathways, making life easier for healthcare teams, and collecting new data for advanced research.

The strategic partnership has been designed to assist Cureety in bringing its solutions and services to UAE and Middle East patients and healthcare systems. Per this partnership, Seed Group will support Cureety in its growth and expansion goals with guidance on how to reach the right audience, access top decision-makers in the government as well as the private sector, and contribute to making cancer patient pathways more robust and effective.

Using Cureety, patients can take an active part in their care management, sharing information about their symptoms, quality of life, and therapeutic compliance with their healthcare teams and also accessing digital supportive care. Clinical teams leverage Cureety to prioritise patients who need their

attention the most, streamlining pathways and adapting care plans to look after more patients effectively.

Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "It is a known fact that cancer is one of the prominent causes of death worldwide, killing about 10 million people in 2020. It is a concerning fact that cancer is growing at an alarming pace in the countries of the Middle East region, and projections indicate that by 2030, there will be a 1.8-fold increase in cancer incidence. Given this, Cureety's solutions are capable of easing a lot of pain points for the overall healthcare system for cancer patients with the help of technology. We are looking forward to having an impactful and fruitful partnership with Cureety."

François-Guirec Champoiseau, Co-Founder and CEO of Cureety, said, "We are excited to launch Cureety in the Middle East, following our strong footprints in France, Spain, and Italy. Cureety is committed to improving the everyday care of patients suffering from cancer and contributing to the advancement of clinical research worldwide. In partnership with the Seed Group, we look forward to leveraging remote patient monitoring, already the new standard of care for oncology patients in Europe, to support patients, care teams, and health systems at scale in the Gulf region".

Cureety is currently used by patients, clinical teams, and researchers across 60+ healthcare and research institutions in Europe, in addition to conducting multiple clinical studies. In July, the French National Authority for Health approved Cureety as the first oncology remote patient monitoring platform reimbursable nationwide via statutory insurance. The overall aim of the start-up is to improve patient pathways in oncology.

Seed Group is a notable force in the technology, healthcare, hospitality, and telecommunications landscapes in the Middle East. Over the past 20 years, it has formed successful strategic alliances with leading global companies representing diverse regions to accelerate sustainable market entry and presence within the Gulf Cooperation Council countries.

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About Cureety

Cureety is a MedTech startup that develops a digital remote monitoring platform for oncology patients, helping medical teams transform from reactive to proactive care management. Classified as a Class IIa Medical Device based on EU regulation, the Cureety platform enables the collection of patient-reported outcomes and implements proprietary algorithms adapted to all treatments and protocols available in onco-hematology. Cureety also recommends self-care services and medical content to help patients better understand symptoms and manage conditions daily. For clinical teams, the platform streamlines resources and prioritizes care for the most vulnerable.

Cureety strives to enhance patients' quality of life and strengthen the link with their medical team. Its technology improves the organization of care in the hospital without compromising the quality of care delivered by the medical teams. In addition to being the first oncology remote patient monitoring platform reimbursable in France by statutory insurance, Cureety is partnering with hospitals in France, Italy and Spain and has built a pan-European network of 60+ healthcare providers and research institutions. For more information, visit www.cureety.com.

About Seed Group

Over the past 20 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group's goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet the Private Office's criteria. For more information, visit www.seedgroup.com.

Cureety Media Contact

Jamie Lu
+44 7513 667954
jamie@cureety.com

Seed Group Media Contact

Nomarie Jean Lacsamana
+971 4 373 5068
jean@seedgroup.com