



PRESS RELEASE

Puteaux, 20th march 2024

By becoming *emeis*, the Group reasserts its goal of providing personalised care and support for each vulnerable individual

The Group is announcing a new chapter in its history: a new identity and a purpose centred on providing personalised care and support for each vulnerable individual. *emeis* embodies the ambition of a Group that is undergoing a transformation to better contribute to the major societal challenges of mental and physical health, as well as old age. A resolutely forward-looking name for the 76,000 healthcare professionals and experts, serving the needs of our patients, our residents and other beneficiaries, as well as their loved ones and caregivers.

Laurent Guillot, Chief Executive Officer: *"With emeis we are opening a new chapter in our history. 18 months after setting out and then implementing our Refoundation Plan, we are ready. Today, we are unveiling our purpose and our new identity: emeis. Our plan is founded on the commitments relating to social, environmental, and societal responsibility that drive us from day to day, and which we are putting into practical terms in all our care facilities. emeis is made up of 76,000 healthcare professionals and experts who are committed to helping our patients, residents, and other beneficiaries, as well as their loved ones and caregivers, and other care providers: public and private, businesses and community associations. Together, we are committed to being useful to everyone and helping our society become stronger by taking care of all vulnerable people. emeis is a collective and demanding plan. It enables us to provide a better response to societal challenges linked to mental and physical health, as well as old age. This new step also strengthens our commitment to becoming a "purpose-driven company".*

emeis means "Us" in ancient Greek. It signifies an ambition to put the collective, employees, patients, residents, other beneficiaries, their loved ones, and other parties involved in care and social ties at the core of our corporate plan.

emeis also comes with a purpose: "Together, let's stand as a strength for the vulnerable among us." Laid out through an overall process of consultations and contributions from all our in-house and external stakeholders, this purpose embodies the Group's heartfelt conviction: it is only together, united, that we will rise to one of the major challenges facing our society, that of health and the elderly.

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emeis is more than just a name.

It is a new identity: a logo that depicts hands and handwriting to denote the humility and humanity that are integral to care professions in the care sector. Hands support and protect. They express a commitment to humanity. The orange colour is symbolic of softness and light in motion. It brings to mind life as part of a community.

emeis is a single brand for all the care professions and for all the teams in all the countries where the Group operates. It serves as an endorsement behind the names of care facilities.

emeis expresses a plan that brings together our teams, as well as attracting and retaining talented new recruits.

emeis is also a commitment to offering our team members fulfilling careers in a company that is inclusive, socially engaged, and eager to learn.

emeis is already setting itself apart through emblematic initiatives aimed at providing personalised care and support for each vulnerable individual.

For example, by pursuing the transformation of nursing homes into "living homes for the elderly", i.e. real living spaces open to the surrounding region and offering services focused on interdisciplinary risk prevention and social ties.

To give another example, specialised care pathways involving the patient's home, clinics, and nursing homes for individuals suffering from neurological disorders (Alzheimer's disease or similar) will be offered at all stages of the illness.

Furthermore, we have a growing number of initiatives to improve the mental health of adolescents, young adults, and the elderly, as well as in other specific areas such as sleep disorders.

New specialised activities, such as caring for neurological and cardiovascular diseases are being developed through synergies with other players in the public and private sectors. With *emeis*, the Group is making its contribution to the caregiving and support of tomorrow.

CEO Laurent Guillot added: *"In November 2022, we re-defined our fundamentals in our refoundation plan: "With you and for you, Changing ORPEA". We put taking care of and supporting our teams as well as our patients and residents at the core of that plan. We also undertook the financial restructuring of the Group with the addition of new shareholders in December 2023. Today, we are taking a new step by adopting a new identity and purpose. With the support of our new shareholders, amid a context where long-term care requirements are increasing in numbers and diversity, with major public health challenges, we are embracing the future of emeis with great confidence and a heightened awareness of the importance of our mission in society."*

To learn more, watch this video presentation of the brand: [emeis](#)



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About *emeis*

With 76,000 experts and professionals in healthcare, care, and supporting the most vulnerable among us, *emeis* operates in 20 countries with five core activities: psychiatric clinics, medical care and rehabilitation clinics, nursing homes, home care services, and assisted-living facilities.

Every year, *emeis* welcomes 267,000 residents, patients, and other beneficiaries. *emeis* is committed and taking action to rise to a major challenge facing our civilisation, i.e. the increase in the number of people put in a vulnerable position as a result of accidents, old age, or the rising number of cases of mental illness.

emeis is 50.2 % owned by Caisse des Dépôts, CNP Assurances, MAIF, and MACSF Epargne Retraite. It is listed on the Euronext Paris stock exchange (ISIN: FR0000184798) and a member of the SBF 120 and CAC Mid 60 indices.

Website: www.emeis.com

