

CHA HEALTH SYSTEMS: LEADING THE HEALTHCARE INDUSTRY THROUGH TRANSLATIONAL RESEARCH

CHA Health Systems (CHA) has been at the forefront of many innovations in the healthcare industry, and with a comprehensive network that includes hospitals, clinics, research institutions, university and a biotech corporation – is poised to set the standard in healthcare for future generations. With a focus on “translational research,” CHA has adopted “from bench to bedside” as its motto to represent its comprehensive approach communicating the synergy created from a seamless integration of the “Discovery, Development and Delivery” of innovative healthcare services. These efforts facilitate the development of findings from our own research into practical applications that truly enhance human health and well-being – all of which are delivered through our global healthcare network – CHA Health Systems.

Discover – in the research portion of the CHA Integrated Business Model, new technologies and techniques are developed with one goal in mind – to create breakthroughs in medicine that can impact the mass. Currently, CHA is a global leader in Stem Cell technology, developing cures for common diseases, including Alzheimer’s, Parkinson’s, cerebral palsy and many others that are in the final stages of clinical trials. CHA is also leading research projects to discover new pharmaceuticals and to discover further breakthroughs in all areas of medicine. CHA has among the most comprehensive global research networks, with laboratories and institutions in Boston, Los Angeles, Korea, Japan and others.

Develop – this is where CHA develops new technologies into real solutions for the healthcare industry. CHA Bio & Diotech, a publicly traded corporation, identifies potential applications for the newly discovered technologies and further develops the technology into applications which will eventually go through the clinical trial process. For example, a new discovery in stem cell technology can lead to a new cure for what may have seemed to be an incurable disease in the past, or find



its way into a new line of cosmetics. Currently, CHA is actively developing new products for a number of industries that seek to leverage the proprietary technologies.

Deliver – the breakthroughs in technology are made available to the patients and consumers. CHA delivers its world-class products and services through a global network of hospitals and fertility centers, and also licenses its technologies to leading global brands. For example, CHA’s stem cell technology can be found in a number of the best-selling high-end cosmetics. A number of the cutting-edge services and new programs are introduced in the US through CHAUM, CHA Hollywood Presbyterian Medical Center and CHA Fertility Center.

CHAUM – A New Paradigm in Healthcare

The Vision...

“The doctor of the future will give no medicine, but will interest her or his patients in the care of human frame, in a proper diet and in the cause and prevention of disease.”
– Thomas Edison

...is Now A Reality.

“In establishing CHAUM, I have realized a dream – truly personalized, integrated healthcare designed to slow the aging process through the prevention of today’s disease. This future is today.” – Dr. Kwang Yul Cha



Chaum's Anti-Aging Center in Seoul

Everyone understands that hospital is where one goes to treat illnesses, but where does one go to prevent illness and to maintain optimum health & beauty?

Introducing CHAUM, a new global destination for preventing diseases and maximizing health & beauty:

CHAUM is the world's premier preventative healthcare and anti-aging center, featuring leading physicians and therapists who are dedicated to providing a truly customized program for each individual. CHAUM combines superior diagnostic and treatment capabilities, both of which are developed through the group's translational research in advanced medical science and offers a diverse range of proprietary products and services that are changing the healthcare paradigm. Services include:

- Anti-Aging Therapies
- Customized Health Screening
- DNA Diagnostic Profiling
- Bio Banking
- Cosmetics & Surgery
- Medical Fitness Center
- TheraSpa
- Food Therapy
- Manipulative Therapy

The Journey to Active Health

CHAUM integrates the latest breakthroughs in stem cell technology to provide advanced medical services all under the direct supervision of a personal CHAUM physician, beginning with the most thorough and unique diagnostic review available in the world – advanced scanning, cellular testing, genetic analysis and more, performed in the comfort, serenity and relaxation of your private room. The programs and integrative techniques will restore vitality,

awaken beauty and help you look and feel youthful each and every day. The singular objective of these integrated techniques is to slow the natural aging process by transporting you from a passive health, or a disease state, into active health and disease prevention.

DNA Diagnostic Profiling: Based on your individual DNA diagnostic profile, you will benefit from the unique application of the finest therapies from around the globe in combination with the world's most advanced medical science. Your DNA diagnostic profile includes genetic testing, your estimated lifetime risk and preventive programs for 43 of the most common diseases. All of CHAUM's customized services are developed to match your genetic profile.

Change the Way You Age With Extraordinary Stem Cell Treatments

CHAUM is the new global destination for the world's most advanced stem cell based therapies. CHA's exclusive Evercell and CHAdiform technologies will help you defy aging and awaken your beauty, while Bio-Insurance allows you to store your own stem cells for future use in conquering diseases.

Evercell: Defy aging with stem cell based cosmetic treatments. Derived from a conditioned medium and harvested from stem cells, Evercell's dual youth rejuvenating mechanisms allow for the purification of skin and improved elasticity by promoting skin cell recovery through the combination of increased collagen production and fibroblast proliferation.

CHAdiform: Awaken beauty and revitalize skin through



CHA Hollywood Presbyterian Medical Center in Los Angeles, CA

biological innovation. CHAdiform provides a safe, effective and long lasting way to revitalize the skin. Through the injection of your own collagen stem cells, physicians are able to promote wrinkle reduction, restoration of a full and healthy looking face and body augmentation.

Bio-Insurance: Ensure future health for you and your family for generations through CHAUM's Bio-Insurance Stem Cell Bank. CHAUM Bio-Insurance provides a secure and private setting for skilled physicians to obtain and bank your stem cells for years to come.

CHAUM's Stem Cell Innovation is fueled by CHA Health Systems, housing the world's leading stem cell researchers and scientists within the world's best development facility and working in conjunction with physicians from leading medical schools and hospitals.

The CHAUM Difference: the CHAUM experience is truly integrated, offering a variety of programs customized to your diagnostic profile and supported by doctors.

TheraSpa – Luxury Meets Science

TheraSpa is one of the world's premier urban destination spas. It also serves a specific medical purpose. With more than 40 medical professionals and spa specialists on staff and over 70 programs available, each luxurious therapy is designed to support your CHAUM diagnostic profile.

Food & Tea Therapy – Healthy Lifestyle

Enjoy personalized gourmet cuisine at the world-class

Les Trois restaurant where menus are designed by physicians & nutritionists and prepared by leading chefs. Experience the art and science of tea therapy at CHA IN CHA with therapeutic teas blended and brewed to your individual needs. You will also learn the ingredients and preparation techniques that are right for you to continue your therapy at home.

BeneFit Fitness Complex – Optimize Your Health

Optimize your health at one of the world's most technologically and medically advanced fitness centers. With programs designed to meet your specific diagnostic profile, weight and fitness goals, your progress is measured scientifically through biofeedback systems and reviewed with you by your fitness team.

CHA Hollywood Presbyterian Medical Center – Healthy Happens Here

CHA Hollywood Presbyterian Medical Center (HPMC) is an acute-care facility fully accredited by The Joint Commission. The center has been caring for the Hollywood and surrounding areas since 1924 and is committed to serving the local multicultural communities with quality medical and nursing care. We believe in providing quality, innovative care in a compassionate manner and as a primary care community hospital with more than 500 physicians representing virtually every specialty, it is our goal to continually improve individual and community health. Our community is a better place because of what we do. We make it easier for people to live healthy lives by providing leading-edge medicine in a caring and personal setting. The marvel of modern medicine is that tools, technology and treatments are more advanced

than ever – better than ever able to restore health and wellness. As an integral part of the global CHA network, HPMC is poised to cement its leadership role in the U.S. market with cutting-edge applications created through our research and development network.

Industry-leading programs at HPMC:

Maternity Services - Over 4,000 babies are born at HPMC each year. Having a baby is an exciting time for parents. Since every birth is a unique experience, our obstetricians, perinatologists, neonatologists, anesthesiologists and highly skilled, compassionate nurses are prepared to care for some of the most complex pregnancies and deliveries. HPMC uses a new state-of-the-art fetal monitoring system to immediately identify problems or complications that may occur during labor and delivery. We work closely with the Institute for Maternal-Fetal-Health at Hollywood Presbyterian Medical Center to further safeguard babies in the womb. To help parents prepare for labor and delivery as well as life after the birth of a baby, we offer a full complement of educational programs including childbirth education, parenting classes, sibling classes and lactation counseling for breastfeeding moms. HPMC is also a recognized leader in Fetal Therapy, a new field of medicine where life-saving treatments begin even before a baby is born. This is medicine at the leading edge that attracts high risk mothers from around the world.

Neurosciences - Our Certified Advanced Primary Stroke Center makes every second count.

As a stroke center, we are dedicated to rapid diagnosis and treatment. We have a dedicated stroke team that responds immediately to a patient suffering a stroke. They work to speed the patient to important diagnostic tests to determine the cause of the stroke and administer clot-busting drugs to restore blood flow to the brain. From initial diagnosis to rehabilitation and physical therapy, HPMC provides the most advanced treatments available today. It's our goal to diagnose and begin treatment within 45 minutes from the time a stroke patient enters our emergency room. After initial acute stroke care, patients may be admitted to our acute rehabilitation service for important rehabilitation service. We will help set and reach physical, cognitive and emotional goals to enable the patient to return to the community at their highest level of physical, social and emotional well-being. We want you to reclaim your life.

Emergency Care – We handle over 34,000 emergencies each year.

Open 24 hours, 7 days a week, the Emergency Department staff understands that speed is essential in an emergency. That's why the department has a dedicated laboratory technician to help expedite laboratory services. For patients seeking emergency medical care, the department offers filmless Radiology services directly in the Emergency Department. Additional services, such as ultrasound services, CT scans, and MRI's, are available next door in the adjoining Radiology Department.

The Emergency Department has a talented, multi-lingual and diverse staff of physicians, nurses, technicians, and ancillary staff that make HPMC unlike any other medical center in the Los Angeles area.

International Services – Welcome to Hollywood!

Each year, patients travel to HPMC from other countries to seek care from a hospital trusted since 1923. Some come for our advanced treatment capabilities, while others seek the services of our renowned physicians. But whatever may bring them to HPMC, each patient receives quality medical care delivered with compassion and respect for the diverse cultures of our shrinking world. We are also excited to promote our "Asian Pavilion," which was dedicated to meet the cultural needs of Asian patients. With a 20-bed wing and a dedicated staff, including interpreters, we are pleased to provide top-quality medical services regardless of what language you speak.

CHA Global Cell & Aging Translational Research Center

The impact of new innovations in healthcare is determined by the quality of research and the development of the technology into new applications for the healthcare industry. The CHA Global Cell & Aging Translational Research Center combines its state-of-the art research facilities with the world's leading scientists and medical students. The result is an all-in-one research center that accelerates and maximizes the development of new technologies and applications for the healthcare industry. Expected to open in November of 2013, this truly unique center will be at the forefront of many new developments in healthcare. With over 750,000 square feet dedicated to the discovery, development and delivery of new breakthroughs in medicine, CHA Health Systems is poised to increase its role as a leader of the global healthcare industry. This is the future of healthcare.



Hank Lee

Chief Operating Officer for CHA Health Systems, Inc.; Vice President of Marketing for Hollywood Presbyterian Medical Center

With over 30 years of experience in marketing & sales, Mr. Lee currently manages the group's U.S. entities and has taken on the challenge of establishing CHA as a premium brand and creating a solid foundation for accelerated growth. He is motivated by the corporate vision and the landmark accomplishments, of which he is proud to be a part. Mr. Lee hopes to make a positive impact on the healthcare industry through CHA Health Systems and its entities - by providing top quality, innovative services globally.