

FutureLife expands to Nordic and Baltic regions through strategic partnership with Nova Vita and Ovumia, leading IVF group in Finland and Estonia

Tallinn, Helsinki, Prague, October 14th, 2019: FutureLife acquires a majority stake at Nova Vita Kliinik, a leading IVF clinic in Estonia, together with its Finnish subsidiary Ovumia.

With the acquisition of Nova Vita and Ovumia, leading fertility clinic chain in Finland and Estonia, FutureLife will now be present in seven European countries with 29 clinics providing more than 29,000 treatment cycles annually.

Together, Nova Vita and Ovumia operate four clinics. Nova Vita clinic is located in Tallinn, Estonia, and three Ovumia clinics are in Helsinki, Tampere and Jyväskylä, Finland.

The group is a leader in reproductive medicine and operates in state-of-art facilities in both countries with over 3,000 treatment cycles annually. Additionally, the group has established own oocyte and sperm banks in Finland and Estonia to better serve the needs of its clients.

“We’ve known Mr. Sillanaukee and his team for some time. We appreciate their medical achievements as well as many of the initiatives to further develop the IVF area to better help its patients. We are certain that Mr. Sillanaukee’s forward-looking approach and strong leadership will fit very well into FutureLife” says Matej Stejskal, CEO of FutureLife, who together with Jozef Kovac, investment manager of Hartenberg Capital, is responsible for the transaction.

“We have for some time been discussing the benefits of such a strategic partnership. Combination of the know-how of FutureLife, Nova Vita and Ovumia seemed very logical in many ways. FutureLife is a strong European focused operator with excellent track-record, and solid experience in new trends in infertility treatments such as genetic counselling and pre-conception examination. Nova Vita and Ovumia, on the other hand, are leaders in the quality of infertility treatments for domestic and international customers in Finland and Estonia, and proud on their advanced inhouse R&D to utilize latest technology. The personnel of both consist of highly experienced and qualified professionals. We believe that with the strength of FutureLife and our expertise we are very well positioned to lead the high-quality infertility treatment services in North Europe” comments Mr. Pekka Sillanaukee, CEO of Nova Vita and Ovumia.



After the transaction Mr. Sillanaukee and his co-shareholders will continue their work for the group. Mr. Sillanaukee continues as the CEO of Nova Vita and Ovumia and will lead the development of the group both locally and internationally.

Jozef Janov, managing partner of Hartenberg Holding and majority owner of FutureLife, adds: “We appreciate the great achievements Mr. Sillanaukee and his team have made in Finland and Estonia, and we are looking forward to develop and expand Nova Vita and Ovumia further in the region. With our new colleagues in Finland and Estonia, we will continue to fulfill our long-term goal to become the European leader in the IVF sector. We will support all clinics in their effort to provide best in class fertility treatments for our patients across Europe. International expansion has a great synergetic effect to our clinics as they can benefit from the shared international know-how and support from top IVF specialists. We would like to welcome Nova Vita and Ovumia to the FutureLife family.”

About Nova Vita Kliinik and Ovumia



Mr Pekka Sillanaukee (Ph.D, assistant professor of medical biochemistry) was founding shareholder when the group was established in Tampere under the Ovumia brand in 2007. In 2015, Ovumia merged with a leading Estonian clinic Nova Vita Kliinik and, in 2015-2017, the group acquired three Fertinova IVF clinics in Finland (former AVA Clinic Finland) from one of the largest health care providers, Terveystalo Plc. Currently, the group operates a total of four clinics out of

which three are located in Finland under the Ovumia Fertinova brand name (Helsinki, Tampere, and Jyvaskyla) and one located in Tallinn, Estonia under the brand name Nova Vita.

About FutureLife

FutureLife is one of the Top 3 Europe’s largest and fastest growing providers of human assisted reproduction services with a presence in 7 European Union countries: Ireland, United Kingdom, Romania, Finland, Estonia, Czech and Slovak Republics. The Group is also one of the largest fertility service providers worldwide with over 29,000 IVF cycles performed annually. The majority owner of FutureLife is Hartenberg Holding, a company focused on investments in assets primarily in Central Europe with equity commitments from the founders of €200 million.