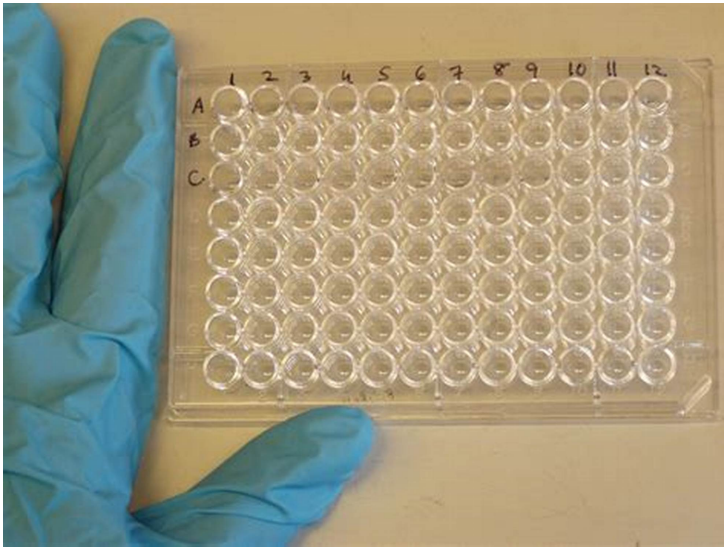


## Prenetics Launches Circle, a Consumer DNA Testing Platform

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**Global genetic testing market estimated to be USD 50-billion per annum by 2026.**



Prenetics, a leading global genetic testing and digital health company announces the launch of *Circle*, a consumer DNA testing platform. The initial offerings include *Circle's* Cancer DNA test and Diet Fitness Pro 360 test, an award-winning diet, nutrition and exercise DNA test. Starting today, consumers in Hong Kong can order the DNA tests directly on [www.circleDNA.com](http://www.circleDNA.com) and also at selected Green Common stores in Hong Kong from 3<sup>rd</sup> December 2018. In the near future, the company plans to include more categories in its portfolio, including chronic disease risks, drug response, family preparation screening, cardiovascular health and more.

Danny Yeung, CEO and Co-Founder of Prenetics, says "*Circle* empowers people to optimise their most important asset - health. The World Health Organization (WHO) estimates that up to 80% of chronic diseases and 40% of cancers can be prevented."

"When Angelina Jolie told the world about her faulty BRCA 1 gene, which put her at very high risk of developing breast and ovarian cancer, the world sat up and took notice. The phenomenon is known as the 'Angelina Effect' because it saw a surge in women coming forward for genetic testing. With *Circle*, we aim to create a movement around prevention, starting with understanding your genetics, and how it can influence your health. Our mission is to make health personalised in every way, from understanding our genetics to learning about the foods we should be eating."

The genetic tests offered by *Circle* provide a comprehensive view and analysis of an individual's genes along with actionable recommendations. At launch, the two tests available are:

**Cancer DNA Test** -- Helps individuals understand their genetic risk of eight common cancers: breast, ovarian, colorectal, melanoma, pancreatic, prostate, stomach and uterine. The retail price is set at HKD 2,499.

**Diet Fitness Pro 360 Test** -- Helps individuals uncover their personalised diet, nutrition and exercise profile, based on their

DNA. The retail price is set at HKD 1,499.

Danny Yeung adds, "I'm also very excited to announce our *Circle ChangeMaker* Movement - that aims to create awareness on the power of prevention in health. *Circle ChangeMakers* are an accomplished group of prominent entrepreneurs, professionals, and lifestyle influencers from different walks of life, who are all equally passionate about health and wellness."

Prenetics is a leading global genetic testing and digital health company. Headed up by serial entrepreneur and former CEO of Groupon East Asia, Danny Yeung, the company has a team of 100+ people and is spread across eight offices in Asia, Europe and South Africa -- expanding into China and the US soon.

Prenetics has received over USD 50 million in strategic funding from Alibaba, 500 Startups, Beyond Ventures, and more.