

## Singapore medtech startup launches in Hong Kong

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**Singapore:** Singapore-based medtech start up ConneXion Asia has launched its services in Hong Kong. The launch comes after the company raised \$8 million in Series A funding in early February 2014, with annual revenues for the startup hitting \$6 million within the first year.

ConneXion provides healthcare services by providing personalized insurance benefits to the customers based on their needs. In Hong Kong, the vendors will comprise popular yoga classes, gyms and medical groups primarily located around Central.

Mr Dawn Soo, head of the Hong Kong ConneXion office, said, "We definitely see a strong demand for workplace wellness services in Hong Kong. Most employers understand it plays a key role in benefits but are uncertain how they should go about developing and implementing these services."

Since the startup launched in March 2014, it has had significant market success, working with over 500 corporate clients, including over 40 Fortune 500 companies. Employers who choose it as their broker get the platform for free.

By year-end, it aims to have over 100,000 members and a presence in countries including China, the Philippines, Malaysia and Thailand.