



FOR IMMEDIATE RELEASE

Roha is nominated for the 2023 US Secretary of State's prestigious global Award for Corporate Excellence (ACE)

Addis Ababa, Ethiopia, 2 October 2023 – On October 2nd, 2023, the US Embassy in Addis Ababa announced that Roha Group has been nominated for the 2023 Award for Corporate Excellence (ACE) in Innovation for developing Roha Medical Campus in Addis Ababa, Ethiopia. Roha Medical Campus will be a state-of-the-art, climate-friendly landmark hospital providing affordable and accessible healthcare to Ethiopians and patients around the world. The hospital is one of the largest healthcare investments in Africa today, with plans to transform the delivery of healthcare in Africa through its scale and unique healthcare delivery models. Construction is well underway in Addis Ababa.

Roha Medical Campus (RMC) aims to be the starting point of a revolution in African healthcare, leading with an ambitious, large-scale, integrated 350-bed multispecialty hospital. The RMC development will ultimately comprise multiple phases and will include a range of advanced specialties, progressive technologies, and comprehensive services – all delivered with the highest standard of patient-centered care. Many of the planned specialties are ground-breaking for Ethiopia and RMC will be amongst the first to offer in Africa.

When asked about the impact the availability of these services will have on Africa, RMC General Manager, Welela Haileselassie, says, "RMC is an innovative hospital that will quickly become the medical center of choice for Ethiopians and a medical tourism hub for patients across the African continent due to the range of specialized departments, skilled workforce, and affordability of the services. Africans spend an estimated \$3-5 billion on medical tourism annually and we will provide better options for people to be treated on the continent."

The ACE was established in 1999 as a competitive global award that recognizes the "crucial role U.S. companies are playing in elevating higher standards of business conduct." The 2023 ACE categories for consideration were Innovation, Women's Economic Security, and Sustainable Supply Chains.

Brooks Washington, Executive Chairman of Roha Health, says "we are very excited about Roha Medical Campus' impact on Africa's healthcare landscape and potential as a business. There are few private healthcare developments at this scale on the continent, and we see a significant need for the solutions we're building."

In addition to providing affordable and high-quality care to its patients, RMC also has a mission to be sustainable and plans to be carbon neutral. There have already been significant investments to support its bold environmental initiatives including an IFC EDGE building certification and a solar PV facility throughout the planning and construction of the campus.

RMC is Roha Health's first healthcare project in Africa. Roha Health aspires to build a sustainable healthcare business for Africans on the continent. Speaking on the future of Roha Health, Washington stated "Roha Group aims to build a modern, patient-centered model of healthcare in Africa, that will impact millions of patients for generations to come. We hope that our project opens people's eyes to the power of innovation in healthcare and the potential that Africa holds." Haileselassie adds, "Roha is on a mission to deliver impactful, patient-oriented, and effective healthcare to patients around the world. Roha Medical Campus is the first step in demonstrating innovative models and approaches to care and business in Africa. We'd like to thank the US Embassy in Ethiopia for supporting our vision to offer patients the care they deserve."

About

Roha Medical Campus is the landmark project of Roha Health, a subsidiary of Roha Group, which is a US investment firm focused on building sustainable companies in Africa. Roha Health's mission is first and foremost to provide affordable, high-quality healthcare to its patients.

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Included photos: renderings of Roha Medical Campus



Photo 1 Roha Medical Campus Facade from the Main Entry



Photo 2 Roha Medical Campus from the back with solar PVC



Photo 3 Roha Medical Campus from birds eye view at night