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Press Release

MITERA: Superbrands Award 2011-2012

MITERA Hospital was honored with the **Corporate Superbrands Greece** award, as it accumulated the highest overall score in the “**Healthcare Institutions-Diagnostic Centres**” category.

A Superbrand is a brand that has established excellent reputation in its sector and offers its customers significant tangible or perceived advantages, which the public in turn recognizes or requires.

The Corporate Superbrands 2011-2012 were selected out of approximately 2,000 candidate brands, based on the score given by the experts’ committee, as well as the opinion poll conducted by the market research company Focus Bari to (a) the wider public and (b) among representatives of Greece’s business community, according to the following criteria:

- ✓ Brand recognition & strong reputation
- ✓ Quality
- ✓ Reliability and long-term consistency
- ✓ Corporate responsibility (market, industrial relations, society, environment)

The Corporate Superbrands Greece 2011-2012 Award Ceremony was held on Monday April 2<sup>nd</sup>, 2012. A total of 10 brands were named Corporate Superbrands, having accumulated the highest overall score in their category. Mr. Andreas Kartapanis, CEO of MITERA Hospital, collected the award, on behalf of the Hospital.

Commenting on the award, Ms Areti Souvatzoglou, Chairwoman of the MITERA Board of Directors and CEO of HYGEIA Group, noted:

“This honorary distinction confirms the reputation of MITERA as one of the leading institutions in its field and justifies the expectations of all of us who work there. MITERA continues to uphold the values that have distinguished it as a quality hospital, with its high level of credibility for the services it offers, the state-of-the-art equipment of its clinics and its experienced and specialized medical and nursing staff. This award comes to complement a series of distinctions for our Group’s companies, for its work environment and human resources, as well as the innovative products available to the people who entrust their health to us. I would also like to take this opportunity to thank all those who work or collaborate with MITERA for their efforts, which I am certain, will continue in the future with the same success.”



*The Superbrands institution is based in London and constitutes an independent authority for evaluating and promoting top brands of products or companies. The same-named awards are being held in Great Britain since 1995, while they have also been adopted by more than 75 countries worldwide, through national representatives.*

*The Superbrands institution aspires to promote the concept of branding to the wider public, to contribute towards recognizing the multi-faceted value of brands of products and services, as well as to inform the public on the history, values, achievements and ultimately the identity of some of the most popular and loved brands in the market.*

*The Superbrands awards recognize the effort and success of all those who contribute towards creating, offering and promoting quality brands of goods and services on a national and international level.*