

Beurer receives German Health Award

Ulm, 19 October 2023 - Beurer has won recognition from the German Health Award 2023 in the two categories "Digital Heart Centres & Mobile ECG" and "Blood Pressure and Pulse Measuring Devices – Brand Apps". The news channel ntv and the German Institute for Service Quality (DISQ) are awarding this prize for the second time. The assessment is based on customer satisfaction and indicates which providers from the healthcare sector are leading the way. The award supports greater transparency in the health sector.

Comprehensive customer survey

623 companies were assessed in 68 categories. In a comprehensive survey using a population-representative sample, around 45,000 customer opinions on the topic of "customer satisfaction with providers from the healthcare industry" were obtained via an online panel.

Topics such as price-performance ratio, portfolio and customer service were key. However, the following points were also included in the evaluation: quality and benefits of the products, portfolio variety, reliability, contact options locally, by phone, chat and e-mail and via social media channels, willingness to recommend as well as response to customer enquiries in terms of advisory expertise and friendliness.

Head of Marketing Kerstin Glanzer and Head of Medical Sales Manager Kilian Kufner accepted the award at the Beurer headquarters in Ulm.

Kilian Kufner, Head of Medical Sales at Beurer GmbH

"This great award means a lot to us and shows that Beurer is on the right track. We are motivated to improve even further so that our customers will continue to enjoy using Beurer products in the future."

About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the long-standing company leads the way in several product fields in this segment: the company is a market leader in Europe in the field of flexible heating and a market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading suppliers of personal bathroom scales in Europe. This portfolio is under constant development in all areas and includes products for home use. It includes: heating products, personal bathroom scales, kitchen scales, luggage scales, air purifiers, air humidifiers, air washers, a sea air simulator, fans,

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thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, a resuscitation aid, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, insect bite healers, wake up lights, daylight therapy lamps, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fascia massage, leg compression massager), relaxation aids, hair removal devices (classic, IPL), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, grooming and body care products for men, a Babycare line, an ovulation thermometer, a fertility set, activity sensors, and heart rate monitors. USB ports and *Bluetooth*[®] enable an increasing number of Connect products to connect to the growing Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 1,700 people. You can find more information at www.beurer.com.