

Zurich, June 5, 2008

Providing access to IT technology for the elderly and disabled

New Value invests in Qualilife S.A.

New Value AG (SWX: NEWN) is acquiring an interest in Qualilife S.A., Lugano (CH), a leading software vendor in the area of IT accessibility technology. Qualilife has developed an IT solution that gives elderly or disabled people full access to computer technology, thereby improving quality of life. The software platform is also used in hospitals, where it allows patients to access modern communications and information media such as the internet as well as administrative applications. New Value is investing CHF 2.0 million in Qualilife in three tranches to help fund future growth. The fresh capital will be used in particular to expand the company's international sales structure and for the development of new products in the health care sector.

In industrialised countries, computers and Internet access have become an integral part of life, both professional and private. Nevertheless, some sections of the population still have no access to these technologies. One reason for this is physical disability. Qualilife aims to resolve this problem with its IT solution, a simple and intuitively understandable user interface based on MS Windows that enables disabled people to use assistive technologies like webcams, switches for building management or voice control. Even completely paralyzed people can use this system. Due to its easy usability, the Qualilife solution is also suitable for first-time computer users and elderly people. Hospital patients with temporarily restricted mobility can also access various applications of information technologies or write emails from their bedside using patient terminals equipped with Qualilife software. In addition, administrative processes like ordering meals, checking in or checking out can be performed fully automatically.

New Value is the lead investor in a new financing round for Qualilife that will raise a total of CHF 2.6 million and will invest CHF 2.0 million in three tranches. In the initial tranche New Value will acquire an 18.2% interest in Qualilife. Its interest will increase to 30.2% once the third stage of funding is completed. New Value will take a seat on the Board of Directors of Qualilife and support the company's future development. Peter Letter, Head of Investment Management at New Value, underscored the similarities between Qualilife's and New Value's investment approaches: "Qualilife is a young company that has already developed a leading product, set up business alliances with both local enterprises as well as global companies and institutions, and established a good market presence with initial sales. Qualilife is an excellent example of how companies with strong ethics can create attractive market growth opportunities and value creation potential."

Partnership with leading technology companies

In 2004, Qualilife S.A. launched the first version of its IT solution "QualiWorld" for people with physical disabilities. "EasyAccess", a platform designed for elderly people and first time users, and the health care solution "QualiMedical" were launched in 2005. Qualilife worked closely together with Microsoft (USA) in developing these platforms. Microsoft continues to serve as a technology partner for Qualilife and supports Qualilife's work through common presentations at congresses. At the end of 2007, Qualilife was admitted to the "Accessibility Interoperability Alliance (AIA)", a specialist organization set up by leading technology companies. The founder of Qualilife, Claudio Gugliemma, is a member of the AIA's Steering Committee along with a Microsoft and Adobe representative. At the end of 2007 Qualilife started a pilot project with Microsoft and Hewlett Packard to build an HP computer with custom software from Microsoft and Qualilife specifically designed for elderly people. Qualilife's primary markets are currently Western Europe and North America.

Press Release

Expectations regarding quality of life are growing

Due to demographic developments in industrialised countries and the increasing importance of the internet as a means of communication and information, the need for solutions that also offer elderly and disabled people easy, uncomplicated accessibility is increasing. “Accessible technology is going mainstream as more and more people, with and without disabilities, begin to discover the many ways it can improve their quality of life,” says Claudio Giugliemma, CEO of Qualilife.

Due to steadily increasing nursing costs, communications systems that elderly and disabled people can use on their own can deliver huge cost savings. With this objective in mind Qualilife is cooperating with organizations that provide care to individuals with special needs as well as with telecommunication providers and hardware manufacturers. Government authorities also support the use of technology designed to improve quality of life: in Switzerland, e.g., the Swiss Federal Disability Insurance program covers all costs of a Qualilife system if patients have a physician referral; the Canadian Health Insurance currently reimburses about 75% of the costs.

Greater patient comfort and improved clinic efficiency

Technologies like the internet or video on demand offer patients in clinics greater comfort and could therefore generate additional revenues for clinics. Administration and nursing costs can also be reduced by facilitating communication between patients and nursing staff and the retrieval of patient data. Qualilife’s sales strategy in the health care sector will initially focus on rehabilitation hospitals in Western Europe. Global distribution via system administrators is planned at a later date.

Information about New Value AG

New Value, officially quoted at the SWX Swiss Exchange, invests directly in promising private companies in Switzerland and neighbouring German-speaking countries with above-average market and growth potential. As an investment company, New Value offers firms with innovative business models venture capital and helps guide them towards market success. It invests in companies in different stages of development, starting with the market introduction phase up to medium-sized enterprises with stable profits. This is a deliberately broad investment approach. The portfolio contains companies active in renewable energy, medical technology, health, information technology and new materials. New Value attaches great value to ethical business concepts and good corporate governance when selecting their portfolio companies. Criteria such as purpose, social compatibility and ecological sustainability are considered by New Value as decisive competitive advantages that enhance the quality of products and services offered, thereby significantly improving the ability to grow value. Since the formation of New Value, EPS Value Plus AG, Zurich, has served as investment manager.

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Ticker symbol	NEWN (CH), N7V (D)	
Valor no.	1081986	
Security identif. no.	552932	
ISIN	CH0010819867	
Contact	New Value AG Rolf Wägli Peter Letter Bodmerstrasse 9 CH-8027 Zurich	Tel. +41 43 344 38 38 Tel. +41 43 344 38 11, waegli@newvalue.ch Tel. +41 43 344 38 18, letter@newvalue.ch Fax +41 43 344 38 39
Information / Downloads	www.newvalue.ch www.epsvalueplus.ch	Email: info@newvalue.ch Email: info@epsvalueplus.ch