

# Official Island-Wide Launch of On Call Blood Glucose Monitoring System in over 40 Public Health Institutes

Announcement on On-Call Blood Glucose Monitoring system

8 April 2024

On Call Blood Glucose Monitoring System Starter Kit with 50's strips



On Call GenTouch Lancing device



On Call Lancets



On Call 50's Strips



On Call 100's Strips



Note: Prices exclude GST

After winning the National On Call Sure Sync Blood Glucose Monitoring System (“BGM”) contract to Singapore’s Public Health Institutes’ retail pharmacy (please refer to our [News Release](#) on 2<sup>nd</sup> January 2024), we are proud to announce that our subsidiary, AJJ Healthcare, has successfully launched our BGMs in more than 40 major hospitals and polyclinics, including National University Hospital (NUH), Changi General Hospital (CGH), and KK Women’s and Children’s Hospital (KKH).

Through this initiative, we have the potential to capture a large portion of the Singapore's BGM market, and projecting over 1.5 - 2 million SGD in annual recurring revenue for the coming years. This strategic rollout cements our continuous mission to continuously deliver affordable healthcare. Singapore’s healthcare expenses are continuously on the rise, creating greater economic burdens for patients with chronic diseases. With the launch of the On Call Sure Sync Blood Glucose Monitoring System, we have helped to decrease the price of BGMs across pharmacies.

“Managing diabetes should be affordable to all Singaporeans” said the CEO and the Executive Director of AJJ Medtech, Ms. Alice Zhao, “With the island-wide launch our On Call BGMs, patients no longer have to travel to Malaysia to purchase cheaper BGMs and the complementary test strips.”

The first batch of our On Call BGMs, meant to last a month, sold out within the first two weeks following the soft launch on 4 March. Excited by the high demand, we are committed to addressing and fulfilling the surge.

**AJJ**  
HEALTHCARE MANAGEMENT PTE LTD

Exclusively Distributed by:  
AJJ Healthcare Management Pte Ltd

**On Call SG  
Diabetes Management**

Home Page: Fully featured and easy to operate.

Clear and intuitive data list

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**On-Call SureSupport**

24/7 Customer Service Hotline

1800-ON-CALL-0

1800-66-2255-0

CE 0123

**On-Call Sure Sync**  
Blood Glucose Meter  
血糖計  
Penguukur Glukosa Darah  
@01235 973535353

Meter Designed for Performance  
GDH-FAD Enzyme

On-Call Sure Sync

12:13 16:12  
5.8  
MEM mmoL

On-Call Sure Sync

**On-Call Sure Sync**

Blood Glucose Meter

Be Sure with On Call Sure Sync

One of the key success factors is our dedication to service excellence, tailored to Singapore, including our 24/7 Call Centre service, 1-for-1 exchange programme, on-site promoters, and our digital application customized for patients in Singapore. This app improves patient care by enabling seamless glucose monitoring, showcasing our commitment to integrating technology with healthcare to meet contemporary patient needs.

The launch of the BGM system is a pivotal achievement for AJJ MedTech, illustrating our commitment to innovation, sustainability, and affordability. Positioned at the forefront of transforming healthcare delivery in Singapore, we are set to make significant contributions to the Healthier SG initiative and the broader healthcare landscape.

For more information on our On-Call Blood Glucose Monitoring, please visit [oncall.sg](https://oncall.sg).

For more information, please contact:

Investor Relations Office

+65 6908 4251

[investor@ajjmedtech.com.sg](mailto:investor@ajjmedtech.com.sg)

## About AJJ Medtech Holdings Limited

AJJ Medtech Holdings Limited (“AJJ Medtech”, the “Company,” “our,” or “we”), SGX: 584, formerly OEL (Holdings) Limited, is at the forefront in the healthcare technologies, providing integrated medtech solutions across Singapore and Southeast Asia. We deliver a comprehensive product ecosystem that improves healthcare affordability, efficiency and effectiveness along the patient care pathway, thereby improving the experience for patients and healthcare practitioners. The Company focuses on the development, manufacturing, sales and distribution of technology-driven healthcare equipment and single-use devices. In addition, we develop and integrate complementary digital, artificial intelligence, and robotics solutions, designed to optimise diagnostics and clinical support. To support the complex needs of Singapore’s and Southeast Asia’s healthcare system, we offer resilient and high-quality product turn-key supply chain solutions to overcome key challenges and setting new standards in healthcare delivery.

## Our Subsidiaries



**AJJ**  
HEALTHCARE MANAGEMENT PTE LTD



a subsidiary of AJJ Healthcare Management Pte Ltd,  
a wholly owned subsidiary of AJJ Medtech Holdings Ltd (SGX:584).

