

**PRESS RELEASE**

Winterthur/Frauenfeld, 3 February 2023

## **Zur Rose Switzerland to become part of Medbase Group**

**Healthcare service provider and Migros subsidiary Medbase, based in Winterthur, is acquiring the Swiss business of integrated medicines supplier Zur Rose Group. The merger marks an expansion of the existing successful cooperation between Medbase and Zur Rose Switzerland. Together the two companies are keen to further develop integrated outpatient basic care and provide access to the best possible treatment. This is needed urgently, since basic care in Switzerland is under pressure.**

Zur Rose Switzerland and all its operating units are being spun out of the Zur Rose Group. All companies will retain their existing locations and operate under their current name. All staff will be kept on. This marks a further expansion of Medbase's position as a key provider of basic care in the Swiss healthcare system and a point of contact close to customers. The existing cooperation between Medbase and Zur Rose Switzerland – the joint venture covering shop-in-shop pharmacies and the shared online marketplace – will continue under one roof. The merger still requires approval from the Competition Commission (COMCO).

### **New momentum in outpatient basic care**

Medbase and Zur Rose Switzerland see themselves as responsible integrating forces in a healthcare system facing major challenges. Demographic and social changes are increasing demand while simultaneously reducing supply. Shortfalls in basic care are already a reality in many regions. There is a lack of qualified staff, medicines cannot be delivered, medical practices and accident and emergency departments are overloaded.

“Currently there is a major shortage of supply. In this situation we want to take action in order to secure and strengthen primary outpatient care,” says Medbase CEO and co-founder Marcel Napierala. “The skills of our two companies complement each other perfectly. Medbase has a wide range of physical offerings from prevention and acute medicine to rehabilitation, while Zur Rose Switzerland contributes technology and processing expertise in the supply of medications. Together we will accompany patients on their entire treatment path, allowing us to remove some of the obstacles in outpatient basic care. ”As an innovation driver, we want to further develop viable solutions together with Zur Rose Switzerland and contribute to a sustainable healthcare,” says Fabrice Zumbrunnen, President of the Executive Board of the Federation of Migros Cooperatives.

Patient needs have changed significantly in the wake of digitalisation and are at the heart of all considerations. The combination of digital offerings and physical points of contact gives patients rapid, individual access to basic care. This guarantees freedom of choice and unimpeded access to further medical service providers. Medbase ensures quality within this network, and continuity on the treatment path.

**Focus on patients; general practitioners and insurers as key partners**

The digital healthcare solutions from Zur Rose Switzerland make it possible to create a patient-focused network of the relevant industry players. This is the key to high-quality, cost-efficient and integrated basic care; the intention is that with Medbase the network will become stronger and deeper.

“In association with Medbase and the locally based basic service providers, Zur Rose is strengthening the supply of medications in the whole of Switzerland. Together with our customers, we support the specialists in their interactions with patients,” says Emanuel Lorini, Managing Director of Zur Rose Switzerland. “As broad-based healthcare providers with digital expertise, we jointly promote integrated support by general practitioners and managed care. We are backed by Migros, a company with a long-term strategic focus on health. This ensures stability and continuity.”

---

**About Medbase**

Migros is committed to healthcare that is effective and meets the needs of customers. To achieve this, it has gradually expanded and developed its healthcare offering under the Medbase Group. Medbase operates over 160 medical, pharmaceutical and dental locations in Switzerland, making it one of the leading service providers for outpatient integrated medicine. Around 3,200 employees provide holistic support to patients, from prevention and acute medicine to rehabilitation. Medbase Corporate Health offers companies specific advice and holistic projects in occupational health management. In its 12 Sports Medical Centers, Medbase cares for and treats athletes in recreational and professional sports.

[www.medbase.ch](http://www.medbase.ch)

**About Zur Rose Switzerland**

Zur Rose Switzerland is a subsidiary of the Zur Rose Group AG and one of the country's leading online pharmacies and a leading wholesaler to physicians. Its business model provides high-quality, safe and low-cost supply of pharmaceuticals. It has also steadily developed its digital services. It operates shop-in-shop pharmacies and a multi-seller online marketplace for over-the-counter healthcare products, cosmetics and hygiene articles in a joint venture with Medbase. [www.zurrose.ch](http://www.zurrose.ch)

Further information:

**Medbase**

Isabel Gherbal, Communications Manager  
[medien@medbase.ch](mailto:medien@medbase.ch), +41 52 260 29 43

**Zur Rose Group / Zur Rose Suisse**

Lisa Lüthi, Group Director Communications  
[media@zurrose.com](mailto:media@zurrose.com), +41 52 724 08 14