



**Press release
For immediate release**

**FOR ITS 20TH ANNIVERSARY, EPIDERMA IS GETTING A FRESH NEW LOOK
THANKS TO A COMPLETELY REDESIGNED WEBSITE**

QUEBEC, December 8, 2020 – Thanks to its team efforts with the Cossette agency, Mediacart is now proud to be putting a brand-new website online for its Epiderma medical-aesthetic care clinics.

Cossette called on Studio Brümüller of Quebec City to give the epiderma.ca website a more modern look, reflecting the body, ethnic, age and gender diversity of today's clientele, using minimally retouched photos. Offering services for both men and women, the new site makes it easier than ever to book an appointment by providing direct access to the new Mediacart virtual clinic. The content will also be enhanced with new explanatory videos on the treatments offered and a high-performance online store with product suggestions for use at home in order to maximize each medical-aesthetic treatment.

"Since we are continually seeking to satisfy our clients' needs, we are proud of our investment in a digital shift that includes the development of a new website, the Mediacart virtual clinic for online consultations and the Virtual Academy for online training of our technicians, in addition to equipping our network with the best specialized equipment on the market," stated Julie Bédard, President and Chief Operating Officer of Mediacart Corporation.

Let's also recall the recent deployment of VelaShape III and Elos Plus technologies throughout the Epiderma network and the opening of two new clinics in Saint-Eustache and Drummondville this past summer. Celebrating its 20th anniversary this year, the leader in medical-aesthetic care offers the ultimate in treatments and an ever-improving customer experience.

Determined to view our new reality as yet another challenge, Mediacart continues to innovate and optimize its processes to support the growth of its multidisciplinary network of medical-aesthetic treatments.

About Mediacart

Mediacart, owned by Walter Capital Partners and Pierre Montminy, was created to offer consumers the most complete range of beauty and wellness treatments delivered in a safe and accessible manner by experienced healthcare professionals and technicians under the same multidisciplinary brand. Mediacart is committed to bringing together various categories of complementary clinics specializing in dermatology, phlebology and aesthetic medicine. The umbrella brand now owns the

network of 30 Epiderma clinics in Quebec—with over 250,000 clients and over 2.5 million treatments carried out since 2000—as well at the Medicart Esthetic Dermatology clinic in Ville Saint-Laurent, the Medicart Phlebology clinic in Montreal and the Medicart Vein clinic in Ottawa.

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