MCI invests in Klinika Miracki, aiming to build a modern leader in aesthetic medicine

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MCI Capital is acquiring a controlling stake in Klinika Miracki, one of Poland's three largest aesthetic medicine networks and a technology leader in the market. The company's founders will remain significant shareholders and continue to be actively involved in managing the business, working alongside the fund to drive its further growth. The transaction forms part of MCI's new strategy, which targets investments in the technology and healthcare sectors.

Klinika Miracki currently operates seven clinics in Warsaw, Kraków, Katowice and Łódź, where nearly 70,000 treatments are performed annually. The network offers a comprehensive range of aesthetic medicine and aesthetic cosmetology services, as well as selected plastic surgery procedures. The company has an experienced team of doctors and specialists and uses state-of-the-art equipment, while its patient care standards are based on the best global practices. As a technology leader in Poland's aesthetic medicine market, Klinika Miracki consistently implements the latest proven treatment solutions designed to enhance patient safety and improve treatment outcomes.

Together with the founders, MCI intends to accelerate Klinika Miracki's further development – both organically, by increasing access to and expanding its range of services, and through acquisitions or partnerships with other industry players. The fund also plans to leverage its experience in AI, software and e-commerce to implement further innovations and continue improving the quality of services. The highest medical standards, with a focus on patient safety and treatment outcomes, will remain the foundation of the strategy.

The investment is being made by the MCI.EuroVentures 1.0 fund, which is acquiring a **67.5% stake in the company** and is prepared to invest **PLN 100–200 million** in the project over time. The founders will remain directly involved in the company's development. Karina Dudek-Miracka will continue as CEO, while Dr Krzysztof Miracki will remain Medical Director.

"Our investment strategy envisages the dynamic expansion of Klinika Miracki's network across Poland's largest cities, as well as the development of its plastic surgery offering. We want to leverage our experience in technology to introduce a range of innovations, including AI-based solutions. The company has highly professional founders and a strong team with whom we will continue to work to build a modern leader in Poland's aesthetic medicine market," says **Paweł Borys, Managing Partner at MCI Capital.**

A market with significant consolidation potential

Poland's aesthetic medicine market is growing at a rate of more than 8–12% annually and is worth over PLN 1 billion. Around 400 companies operate in the sector, creating significant scope for consolidation. MCI and Klinika Miracki's strategy is to leverage this consolidation potential and build Poland's first nationwide network of high-quality services based on the highest medical standards, an experienced team of doctors, state-of-the-art medical equipment and technological innovation.

Further development will be based on two parallel pillars. The first will be organic growth – opening clinics in additional cities, expanding the treatment offering, increasing utilization of the existing network and continuing to invest in technology and equipment. The second will be a **buy-and-build strategy**, involving the acquisition of local market leaders and businesses with unique medical expertise. As the network expands, Klinika Miracki plans to approximately double its medical team and establish its own Academy of Aesthetic Medicine to train and attract new specialists.

"From the very beginning, we have built Klinika Miracki on the conviction that the highest standards of medical care must go hand in hand with an outstanding patient experience and responsible management. Partnering with MCI Capital is a natural next step in the development of our organization. It will allow us to accelerate our ambitious plans, invest in new locations, technology and our team, while maintaining independence in our day-to-day operations. As CEO, I will continue to be responsible for the strategy and development of Klinika Miracki, while our mission and values remain unchanged," says **Karina Dudek-Miracka, CEO of Klinika Miracki.**

The highest medical standards as the foundation for growth

Scaling the business and introducing new technologies will not change the foundation on which Klinika Miracki has been built: medical care delivered to the highest international standards. New technologies and procedures are assessed before being introduced into the offering, with patient safety and efficacy as the primary criteria. Their purpose is to improve the predictability and durability of treatment outcomes. Dr Krzysztof Miracki will remain responsible for the quality of medical services and the network's medical development. The planned Academy of Aesthetic Medicine will, in turn, ensure that as the network grows, every Klinika Miracki doctor works according to the same high standards.

"The greatest value of Klinika Miracki has always been our patients and our team of doctors and specialists. Our partnership with MCI Capital does not change our approach to medicine. We will continue to develop Klinika Miracki based on the highest standards of safety, ethics and quality of care. We see modern technologies primarily as tools that enable us to further enhance patient safety and achieve better, more predictable treatment outcomes. As Chief Medical Officer, I will remain responsible for the organization's medical development, the quality of services provided and the implementation of innovative treatment methods based on knowledge and experience," says **Dr Krzysztof Miracki, Medical Director (CMO) of Klinika Miracki.**

Technology, prevention and longevity as further areas of growth

MCI and the founders' ambitions extend beyond increasing the scale of the existing business. One of the directions for Klinika Miracki's development will be to expand its offering into preventive medicine and longevity, creating a more comprehensive range of services focused on patients' health and well-being.

MCI also intends to leverage its experience in technology and e-commerce to build a modern platform for aesthetic medicine services and implement innovative solutions using artificial intelligence, with the overarching goal of further improving patient safety, quality of care and treatment outcomes.

"Private aesthetic medicine services and complementary specialties are an attractive investment opportunity, combining strong prospects for organic growth, opportunities to expand the range of services, technological innovation and significant consolidation potential. We see Klinika Miracki as a very strong platform for further scaling, with an established brand, a high-quality team, broad medical expertise and significant expansion potential. Traditionally understood aesthetic medicine addresses only part of the needs of patients who regularly visit clinics, which is why we plan to develop the

company not only in terms of scale, but also in terms of the range of services offered and the use of new technologies," says **Tobiasz Jankowski, Investment Partner at MCI Capital.**

Investing in companies providing aesthetic medicine services is a well-established model in Western markets, where private equity funds have successfully built and scaled such networks. MCI intends to bring this model to the Polish market.

The transaction will be financed with the fund's equity. **Closing of the transaction is subject to the fulfilment of agreed conditions.**