



HUR ACADEMY WEBINAR:

Lifelong strength during Covid-19

HUR ACADEMY WEBINAR – Lifelong strength during Covid-19

Lower-limb muscle deconditioning and an impaired performance of activities of daily living occurs after Covid-19. Therefore, patients with Covid-19 are in urgent need of rehabilitation directly following hospital admission. We at HUR express our strong solidarity and commitments to support activities for effective rehabilitation interventions to improve physical performance and quality of life during this pandemic era.

12 noon Welcome and introduction, HUR takes care

Mrs Lena Karjaluo, HUR Executive Vice President

12.15 pm Rehabilitation dept because of Covid-19

Dr Arto Hautala, HUR Director of Research and Education

12.45 pm Practical implications for lifelong strength during Covid-19

Ms Nyyti Saikkonen, Physiotherapist and HUR Education Specialist

13.15 – 13.30 pm Questions & Answers

HUR

Some key facts

- Founded at the *University of Technology* (now Aalto university) in Helsinki in 1989
- Parent company in Finland
- Subsidiaries in Australia, Germany, Russia and USA
- Distributors in more than 60 countries
- ISO 13485:2003 & ISO 9001:2015
- Installations in more than 60 countries
- From Kokkola, Finland (west coast)
Less than 6 Million inhabitants
Language: Finnish and Swedish ($\approx 6\%$ speak Swedish)
10% water, 70% forests



HUR VALUES

Caring is crucial

We care about our customers, each other and the society. We have passion for our mission, which is evident in the way we serve.

Knowledge is key

We know how, today and tomorrow. Innovations, research, product development and quality are essential in everything we do.

Success is shared

It is about impact, companionship, mutual goals and profitability. We contribute to quality of life, a well-being society and prospering businesses – together with customers, partners and friends.

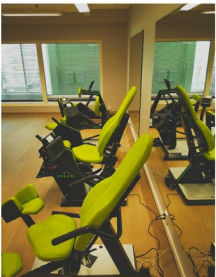


Greetings from
Happy HUR Family



Emeliehemmet,
senior housing

Greetings from Gretel, 93 years!



Emeliehemmet's new HUR gym

HUR takes care - The Heart of HUR

"Give them the strength they need,
for the life they deserve"

As the world-leading supplier of **exercise solutions to active ageing, rehabilitation and the inclusive wellness markets**, the mission of HUR is to provide the best concepts and products for *lifelong strength*.

HUR aims thereby to **contribute to solving the big socio-economic challenges** arising from an ageing society, improve quality of life for the user, increase revenues for HUR customers and lower costs for society as a whole.