

## Irish medtech 3D4Medical bought for \$50.6m

### **The company, led by John Moore, allows researchers and students to investigate details of the human body using the app Complete Anatomy.**

Irish medtech start-up 3D4Medical has been acquired by Dutch publisher Elsevier in a deal understood to be worth \$50.6m (€45.9m).

Dublin headquartered 3D4Medical has developed an award-winning 3D anatomy platform based on more than 15 years of anatomical papers, textbooks and scan data.

The company, led by John Moore, allows researchers and students to investigate details of the human body using the app Complete Anatomy that can be accessed on devices like iPads and iPhones. Other products include Essential Skeleton, iMuscle 2, Rehabilitation for Lower Limbs and iYoga.

#### **At the heart of digital**

3D4Medical's products have been downloaded more than 25m times.

Elsevier is the publisher of prestigious medical journal The Lancet.

Founder Moore will get a payout of close to €25.6m for his 56pc stake in the business. Life sciences investment firm Malin will also benefit to the tune of around €17m for its stake in 3D4Medical.

3D4Medical was founded by Moore in 2004 and employs 75 people.

Darragh Lyons, chief executive of Malin and a board member of 3D4Medical, said the net proceeds from the deal will strengthen the company's capital position.

"The divestment of this position is in line with Malin's stated strategy of realising capital from the Growth Potential Asset group as assets mature to optimal value inflection points," Lyons added.

*Written by John Kennedy ([john.kennedy3@boi.com](mailto:john.kennedy3@boi.com))*

*3D medicine image: [metamorworks](#)/Shutterstock*

*Published: 29 November, 2019*