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NEWS RELEASE

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**Vivia Cares Hires Gregory Leong
as Chief Strategy Officer**

*Leong brings proven expertise in strategy and business development
to drive innovation and transformation in senior home healthcare*

[Download Leong's Headshot HERE**](#)**

HONOLULU – Vivia Cares, Inc., a locally owned developer of the technology enabled neighborhood home care model called, Vivia by Ho’okele Home Care, announced today the addition of **Gregory Leong** as **Chief Strategy Officer** to its executive leadership team as Vivia grows and expands to the continental United States. Bringing a proven track record in finance, business development, and organizational growth, Leong will play a key role in guiding the company’s long-term strategy and vision. With extensive experience in financial leadership and strategic planning, he is well positioned to drive innovation and sustainable growth across the organization.

“We are thrilled to welcome Greg as our new Chief Strategy Officer,” said Dew-Anne Langcaon, Co-Founder and CEO of Vivia Cares. “His expertise in finance, strategy, and business development will enable us expand our Vivia model to help multitudes of seniors stay healthy at home. Greg’s leadership will help us attract strategic capital to rapidly scale and transform the way care is delivered for seniors and their families across the country.”

Prior to joining the Vivia team, Leong was the Chief Financial Officer and Co-founder of Kingfisher, a mobile services company in the United States and Asia; he held senior roles at the World Bank Group’s International Finance Corporation, Blackstone’s Private Equity Group, Arocrest, H&Q Asia-Pacific, and JP Morgan.

In these multiple leadership roles, Leong has shaped corporate strategy, managed investments and operations, and built high-performing teams. His responsibilities have spanned the full investment lifecycle—including sourcing and evaluating opportunities, mergers & acquisitions, managing capital structures, , and leading fundraising efforts. Leong’s past experience also has emphasized impact investments, particularly in agriculture, consumer, infrastructure,

technology, and healthcare, with a strong focus on private equity and credit investments across Asia.

Leong earned a Bachelor of Business Administration in Finance from George Washington University; a Master of International Public Policy from Johns Hopkins University School of Advanced International Studies (SAIS); and a Master of Business Administration from the University of Chicago, Booth School of Business. Greg also earned a Certificate of Long-Term Care from the University of Hawai'i.

He currently serves as Chair of Mid-Pacific Institute's Board of Trustees and as a Board Director at TruTag Technologies in Honolulu.

He resides in Honolulu with his wife and two daughters.

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About Vivia Cares, Inc.

Vivia Cares, Inc. through its subsidiary Ho'okele Home Care has been serving Hawai'i's seniors on Oahu since 2006 and Maui since 2014. Ho'okele, which means "navigator" in Hawaiian, first began helping seniors and their families navigate the sometimes complicated eldercare system via Registered Nurse (RN) health navigators and geriatric care managers. In 2010, Ho'okele expanded its services to include home care services and is now one of the state's largest licensed home care agencies serving Oahu and Maui. Vivian Cares also developed its own proprietary software platform with a connected mobile app, which is used by senior care providers in more than 23 states. Vivian Cares' family of companies now are dedicated to transforming aging in place through its technology-enabled innovative home care model paired with technologies to create a complete solution for seniors to live independently at home and also have access to personalized, consistent and coordinated care to stay healthy at home.

www.viviacares.com.