

Cellnovo expands its organisation

- Cellnovo Executive Chairman to transition to Non-Executive Chairman
 - Sophie Baratte appointed CEO
 - Company expands management team

Paris, France, October 9, 2015 – Cellnovo Group (“Cellnovo”), a medical technology company that has developed and markets the first connected all-in-one diabetes management system, today announced that Eric Beard will transition from CEO and Executive Chairman of the board of directors to Non-Executive Chairman, effective October 1st. Mr. Beard has served as Chairman on the company’s board of directors since 2011 and was appointed Executive Chairman in September 2012.

As part of its executive succession plan, Cellnovo appointed Sophie Baratte as its CEO effective October 1st, 2015. She has a distinguished career in healthcare having held senior positions at Johnson & Johnson, Sorin, CIT and Lifecell. She has extensive experience in sales and marketing and particularly in bringing innovative technologies to market. Ms Baratte joined Cellnovo in November 2014 as Chief Business Officer. She was appointed CEO of Cellnovo Ltd, the operations arm of the Group, in April 2015.

“Today’s announcement reflects the board’s confidence in the progress of our business,” said Raphael Wisniewski, director. “Eric has been instrumental in establishing Cellnovo as a leader in the field of insulin delivery and diabetes management. We are pleased that he will continue to lead the board and work with management to sustain our momentum.”

Eric Beard, Chairman of Cellnovo, said, “I am delighted to announce Sophie as CEO. Sophie and I have worked together before she joined Cellnovo and she is a well-rounded executive with great operations experience. I am also very pleased that I will continue my association with Cellnovo as Chairman and I look forward to contributing to the future success of the company in that role.”

Cellnovo also announced the expansion of its management team with several new key hires:

- **Myriam Desmet** is appointed Vice President Regulatory Affairs and Quality Affairs. For the past 3 years, Ms Desmet was Senior Manager of the Clinical Safety for the international division at St. Jude Medical. She also worked as head of the regulatory affairs and quality assurance for Kimberly-Clark Healthcare where she contributed to the registration of several medical devices across the world.
- **Didier LeNormand** joins Cellnovo as interim CFO in replacement of Bart Bergstein who has left the company. Mr. LeNormand has a long and distinguished career in banking and finance having worked for, among others, BASF, Leica and most recently Novagali Pharma (sold to Santem Pharma Japan).
- **Bommy Lee**, is appointed Director of Digital Marketing and Communications. Ms. Lee is a digital marketing professional who previously had developed the digital strategy and approaches for Mauna Kea Technologies, a medical device firm. She has also worked at the International Herald Tribune as Senior Producer and Editor.



The First Connected All-in-one Diabetes Management System

- **Thierry Lambert**, is appointed Director of Distributor Network for Cellnovo. Mr. Lambert joins Cellnovo from LabStyle, a blood glucose metering company. He has a strong experience of the diabetes field, acquired at Medtronic, and later at Dexcom where he launched their Continuous Blood Glucose device across Europe, driving both marketing and distribution strategies and partnerships.

“I am honored to succeed Eric and I want to personally thank him for his tireless work in developing the Company, bringing the Cellnovo technology to the market and his guidance over the years ”, said Sophie Baratte, CEO. “We are thrilled to expand the team that Eric built with these strategic hires which position Cellnovo for continued growth.”

About Cellnovo

An independent medical technology company specialising in diabetes, Cellnovo has developed and markets the first connected all-in-one diabetes management system that helps make life easier for patients. Compact, tubeless, intuitive and entirely connected, Cellnovo's insulin pump comprises a mobile touchscreen controller with an integrated blood-glucose meter. This unique device allows optimal management of insulin injections whilst ensuring extensive freedom of movement and peace of mind for patients. Thanks to the automatic transmission of data, it also allows the patient's condition to be continually monitored by family members and healthcare professionals in real-time.

For further information please visit www.cellnovo.com

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