



The First Connected All-in-one Diabetes Management System

Press Release

Cellnovo Starts the Expansion of its Distribution Network

IPO Project Now Planned in the Upcoming Weeks

Paris, France, June 19, 2015 – Cellnovo Group (“Cellnovo”), a medical technology company that has developed and markets the first connected all-in-one diabetes management system, today announces that it has started to expand its distribution network in a number of countries, and has now planned to launch its IPO project in the upcoming weeks.

Cellnovo already launched the marketing of its insulin patch pump system in the United Kingdom and France in 2014 via a direct sales force. Its commercialization is now being extended to other countries via a network of key distributors.

As a first step in its international expansion strategy, Cellnovo has signed an agreement for distribution in some European countries with Air Liquide Healthcare. Distribution is scheduled to begin after the summer.

Through the distributors appointed in the various territories, Cellnovo’s innovative system and technology will be promoted to the many type 1 diabetes users who still have to rely on multiple daily injections or who currently use traditional pumps. Indeed, insulin pumps are a growing market with substantial potential in one of the most extensive global diseases in terms of prevalence and health expenditure.

Other agreements to commercialize the Cellnovo’s system in additional European countries are currently under discussion with several main distributors and should be finalised in the upcoming months.

“We are very pleased about our agreements with distributors. The distribution agreements we have signed acknowledge the relevance and potential of our system. Cellnovo’s insulin pump provides optimal quality of care and allows patients to be continually monitored. It demonstrates that our mobile diabetes management system is seen as very appealing, not only by patients and physicians, but also by healthcare providers involved in the diabetes market. Together with our advisors, we have decided to schedule our planned IPO for the upcoming weeks. The timing is now right to bring Cellnovo to the next level and give ourselves the necessary resources to finance both industrial and commercial investments necessary to deploy our system in Europe and the US.” said Eric Beard, Chairman of Cellnovo.

Founded on the concept of e-health, Cellnovo’s insulin patch pump represents a major breakthrough in the way diabetes is treated. The major innovation of the Cellnovo insulin pump lies in its ability to manage diabetes simply and efficiently while reducing the constraints and risks associated with this illness. The current version of the Cellnovo System is patented and has obtained CE marking; furthermore, it complies with existing reimbursement schemes governing insulin pumps and their consumables.



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Cellnovo first and foremost addresses patients with Type 1 diabetes who require insulin on a daily basis, i.e. 3.5 million people in North America and major European countries alone. The pump market targeted by Cellnovo is extensive and well identified. It concerns more than 610,000 people in the aforementioned regions, i.e. a 2.2 billion dollar market⁽¹⁾. This market has substantial growth potential, as on average only 17%⁽²⁾ of people with Type 1 diabetes are currently using insulin pumps, the other patients still having to rely on multiple daily injections.

(1) *Renub research analysis, Insulin Pump Market and Forecast – Worldwide analysis, Janv. 2014*

(2) *Company estimates*

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. With Cellnovo's device, certain aspects of diabetes management still require an action from the patient (blood glucose monitoring and injection of insulin just before meals). 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.

Cellnovo aims to improve the quality of life of patients with type 1 diabetes and, more generally, all people living with insulin dependency by using its technology to minimise the constraints and risks associated with this illness.

The current version of the system has already received CE Marking, is reimbursed in most countries and is already being marketed in France and the United Kingdom. Cellnovo has a clearly-defined expansion strategy that involves accelerating the product's commercialisation, initially in Europe and then in the United States and Asia, and increasing its production capacity to cope with the expected high level of demand.

The insulin pump market is currently estimated to be worth around 2.2 billion dollars, and has substantial potential given that only 17% of the 3.5 million people with type 1 diabetes (in the US/Canada and main European countries) currently use a pump. Based in France and the United Kingdom, Cellnovo has a 75-strong workforce.

For further information please visit www.cellnovo.com

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