
P R E S S R E L E A S E

Ypsomed launches new DiaExpert brand following successful integration of Florian Müller

Burgdorf, 9 May 2008, 7.30am – DiaExpert, a subsidiary of the Ypsomed Group, has successfully completed the integration of the Florian Müller Group, a specialist diabetes service provider Ypsomed had acquired in July 2007. With new structures and a new corporate image under the joint “DiaExpert” brand, Ypsomed is now set to be positioned as leader in diabetes direct sales in Germany and in the field of servicing insulin pump therapy patients.

Fast and successful integration

Dr. Jörg-Markus Paul, General Manager DiaExpert/Ypsomed, is extremely pleased: “After an intensive planning phase, the integration went ahead fast and smoothly. The outstanding success of the merger of DiaExpert and Florian Müller is attributable to a large extent to the great commitment of the two teams driving the initiative.” In the course of the integration, new organizational structures and competence centers were set up. The order processing and logistics services are newly centralized at DiaExpert’s headquarter near Frankfurt. An experienced customer service and consultancy team, with the focus on patients in insulin pump therapy, is concentrated in Hamburg, where the Florian Müller Group was formerly based.

DiaExpert: new corporate image and comprehensive customer service

“DiaExpert has created a new and uniform brand with a new logo supported by a special advertising campaign. Our aim is to position DiaExpert as a strong and competent brand with patients, physicians, diabetes consultants and health insurance providers. We will emphasis on our proximity to customers and extended service benefits,” Detlef Jantos, Ypsomed’s Senior Vice President Marketing & Sales comments. The DiaExpert service offering comprises telephone advice, customer service, an online shop, a customer journal and health insurance related services. The product range includes blood glucose test strips, insulin pumps and accessories, safety lancets and needles and additional products needed by diabetics, which they can have delivered directly to their home or purchase from shops specializing in diabetes supplies. Ypsomed and DiaExpert now own one of the biggest independent distribution organizations in Germany.

Further information on our website www.diaexpert.de. Contact: Daniel Kusio, Head of Investor & Public Relations at Ypsomed Holding AG, Tel. +41 34 424 41 43 or Tel +41 34 424 41 11. This press release and further documents are available in electronic form at www.ypsomed.com.