mylife™ OmniPod®: the first insulin patch pump now available in France and the Netherlands

Burgdorf, 21st December 2010, 7:30 am – As of today, mylife™ Diabetescare, Ypsomed’s business-to-consumer brand is launching the first insulin patch pump in France and the Netherlands. The launch in the Swiss market will follow at the end of January 2011. The mylife™ OmniPod® insulin management system is worldwide the first continuous, tubing-free insulin infusion system. It offers people with diabetes, who are dependent on insulin, a high level of comfort and flexibility, while at the same time opening up new possibilities in the treatment of children and young people. The mylife™ OmniPod® system consists of a small, compact Pod, which is simply secured directly onto the skin with an adhesive, and an easily controlled Personal Diabetes Manager (PDM), that also serves as a blood glucose meter. The costs for the mylife™ OmniPod® system will be reimbursed by health insurers.

Greater comfort and a better quality of life through the innovative insulin patch pump therapy.

Jean-François Flamant, General Manager of Ypsomed S.A.S. in France is thrilled about the first patient, who has received the mylife™ OmniPod® and says: “We have trained the majority of our health care providers on the product and have led positive discussions with the key opinion leaders in the infusion pump business. With the feedback received for our innovative system, we feel extremely confident of our sales in the next weeks and months.”

Bram van Bergen, General Manager of Ypsomed BV in the Netherlands, is impressed with the demand as well: “We already have had a huge amount of people calling our office for information and availability in their hospital or diabetes clinic. Last week, an 8 year old girl in Deventer Hospital really didn’t want to start her therapy on a pump with tubing. She now is our first patient in Holland enjoying the freedom of the mylife™ OmniPod®. A fantastic breakthrough in the daily lives of people living with diabetes.”

Simon Michel, Senior Vice President of Marketing & Sales at Ypsomed, is delighted: “With the mylife™ OmniPod® insulin management system, Ypsomed is the first provider to bring the very latest technology in insulin treatment to France and the Netherlands. We are pleased to enable people with diabetes to enjoy greater comfort and a better quality of life through our products.” The mylife™ OmniPod® offers patients a greater degree of freedom and simplicity in use compared with conventional insulin pumps. Since the system does not require an infusion set, tangled tubes are a thing of the past. With the mylife™ OmniPod®, the cannula is positioned automatically at the touch of a button. No needle visible for the patient. This automated insertion provides a consistent placement of the cannula and makes it easy, even for children. The alternative Pod placement options ensure greater flexibility. The Pod’s adhesive is gentle on the skin, breathable and flexible. Unlike conventional infusion pumps the Pod is entirely patched on the skin. Due to the small size it is very discreet and not visible under clothing. The Pod can be used whilst swimming and during workouts without the need to disconnect the device. As an
American study has shown, an interruption to the insulin supply lasting as little as 30 minutes has a considerable effect on the blood glucose level.\textsuperscript{1}

**Advantages over intensified conventional therapy (ICT)**

After switching to the OmniPod\textsuperscript{®}, ICT patients have improved long-term blood glucose levels (glycemic control) through the continuous insulin supply. This effect has been demonstrated in recent study on the basis of an improved mean HbA1c (-0.49 percent).\textsuperscript{2} The overall acceptance rate for the OmniPod\textsuperscript{®} in this study was 92.2%. An earlier study demonstrated the preference of the OmniPod\textsuperscript{®} over conventional insulin pumps. In this study most of the existing pump users preferred the OmniPod\textsuperscript{®} system to their conventional insulin pump and in addition their HbA1c improved from 7.1% to 6.8%.\textsuperscript{3} The improved HbA1c in both trials results in a reduced risk of possible secondary disease associated with diabetes. Furthermore, the bolus calculator integrated into the Personal Diabetes Manager (PDM) helps to determine the amount of insulin required. Since there is no longer any need for multiple daily injections, patients are once more able to go about their daily lives with greater flexibility and less stress, which can be of benefit to the success of the therapy.

The OmniPod\textsuperscript{®} insulin patch pump enjoys great success in the USA and a good uptake in the UK and Germany.

Ypsomed is convinced that the current success of the system in the UK and Germany will be similar in Holland, France and Switzerland. The OmniPod\textsuperscript{®} System has been available in the USA since 2005, and tens of thousands of patients already enjoy the benefits of the OmniPod\textsuperscript{®} insulin patch pump. An essential part of all new pump wearers in the USA choose the OmniPod\textsuperscript{®} insulin patch pump over a conventional pump. The French as well as the Dutch market have excellent potential for growth.

**mylife™ OmniPod® now available in the Netherlands.**

In France, the mylife™ OmniPod® is available from Ypsomed S.A.S. in Paris. Telephone number +33 (0) 1 58 70 2000. For further information, please visit www.mylife-diabetescare.fr.

In the Netherlands, the mylife™ OmniPod® is available from Ypsomed BV in Vianen. Telephone number +31 (0) 347 32 47 10. For further information, please visit www.mylife-diabetescare.nl.

Further information can be obtained with Mr. Daniel Kusio, Head of Investor & Public Relations at Ypsomed Holding AG, on tel. +41 34 424 41 43 or tel. +41 34 424 41 11. This media release as well as other documents are available in electronic form from http://www.ypsomed.com/en/company/8.html. Further product information can be found at www.mylife-diabetescare.com

\textsuperscript{1} Zisser, Howard C., Quantifying the Impact of a Short-Interval Interruption of Insulin-Pump Infusion Sets on Glycemic Excursions, Diabetes Care, 2008 (31), 238-239.

\textsuperscript{2} Kane M.P. et. al., Clinical Experience with a Tubing-Free Insulin Pump System, Infusystems USA, 6. 2009 (1), 25-27.

\textsuperscript{3} Zisser, Howard C., OmniPod® Insulin Management System: Patient perceptions, preference, and glycemic control. Diabetes Care, 2006 (29), 2175.