

Senseonics and Rubin Medical to Partner in Scandinavia to Commercialize New CGM Product



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EXCLUSIVE DISTRIBUTION OF SENSEONICS' CONTINUOUS GLUCOSE SENSOR IN SWEDEN, NORWAY, AND DENMARK

GERMANTOWN, MD. May 5, 2015 – Senseonics, Incorporated, a privately held medical device company focused on the development and commercialization of the first fully implantable, long-term continuous glucose monitoring (CGM) system, and Rubin Medical, a market leader in insulin pump distribution, today announced that they're collaborating to commercialize the new Senseonics® Continuous Glucose Monitoring System in Scandinavia. The collaboration focuses on an exclusive distribution agreement of the Senseonics' CGM system in Sweden, Norway and Denmark.

This partnership is the first of its kind for Senseonics and represents a major step forward in the company's plans to commercialize its long-term CGM system on a worldwide basis once regulatory approval is obtained. "We're very excited to be working with Rubin Medical to provide this new solution for people with diabetes. Rubin Medical's history of catering to intensively managed patients and supporting clinicians in the region make them an ideal partner," says Tim Goodnow, CEO and President of Senseonics.

"We're equally enthusiastic about this opportunity," according to Karl-Johan Öhman, CEO and Managing Director of Rubin Medical. "The new Senseonics CGM system allows for 90-days of continuous monitoring with advanced safety and convenience features that we believe will be very appealing to people with diabetes. We're very happy to add this product in our portfolio and be the first market to offer this exciting option to patients and clinics."

Timing of the distribution has not been announced but both parties expect to have the CE mark for the product before the end of this year.

About Senseonics

Senseonics, Incorporated is developing the first fully implantable continuous glucose sensor designed for highly accurate, long-term wear. The Senseonics Continuous Glucose Monitoring System includes a miniaturized sensor, transmitter and mobile medical application. Based on proprietary breakthrough fluorescence sensing technology, the sensor is designed to be inserted into the subcutaneous space of the upper arm and communicate with the transmitter to wirelessly transmit glucose levels to a smartphone. After insertion, the sensor functions automatically and continuously. The system is intended to enable people with diabetes to confidently live their lives with ease. For more information on Senseonics, please visit us at www.senseonics.com.

About Rubin Medical

Rubin Medical AB (www.rubinmedical.se) is a medical device company fully dedicated in the marketing and sales of products in diabetes. The company is the exclusive distributor of the Animas® insulin pump product in Sweden, Norway and Denmark, where it has reached a strong market position. Rubin is a part of Indutrade AB, a company noted on the Swedish stock exchange.

About Diabetes

Diabetes affects an estimated 371 million worldwide. Monitoring of glucose levels is essential to managing the disease and avoiding its debilitating complications. Continuous glucose monitoring has the potential to further help diabetes patients examine how their glucose level reacts to insulin, exercise, food, and other factors. Studies have shown that CGM is effective at improving glucose control while minimizing severe hypoglycemia. Accurate continuous glucose monitors are also a key component of the promising artificial pancreas ongoing studies that could potentially offer additional freedom in the management of diabetes.