

# Ascensia Diabetes Care and Senseonics Announce 'The CGM for Real Life' Campaign to Raise Awareness of How Long-Term Eversense E3 Empowers People with Diabetes



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*Almost 1 in 2 people with diabetes using a short-term CGM are not fully satisfied with their current system<sup>i</sup>*

PARSIPPANY, N.J. & GERMANTOWN, Md.--(BUSINESS WIRE)-- Ascensia Diabetes Care, a global diabetes care company, and Senseonics Holdings, Inc. (NYSE American: SENS), a medical technology company focused on the development and manufacturing of long-term, implantable continuous glucose monitoring (CGM) systems for people with diabetes, have launched a new U.S. advertising and marketing campaign for Eversense<sup>®</sup> E3 CGM System. 'The CGM for Real Life' campaign is designed to significantly drive awareness of Eversense E3 as a unique CGM option that is ideally suited to supporting the everyday lives of people with diabetes. A sample of the new advertising assets can be found [here](#).

For the 37 million people living with diabetes in the U.S.<sup>ii</sup>, CGM has become an indispensable tool in managing the condition. However, it's estimated almost half of the people using the two mostly commonly known CGM brands are not fully satisfied with their current system<sup>i</sup>. Many people with diabetes take long-term breaks from their CGMs, either because of sensors falling off before expected wear duration or because they don't want to have something attached to their body<sup>i</sup>. Eversense E3 is the longest lasting CGM available, with 6-month sensor wear duration and two sensor insertion and removal procedures per year. 'The CGM for Real Life' campaign aims to highlight the reality of the diabetes experience, through the everyday complexities, successes, and challenges that people with diabetes face. The campaign demonstrates how Eversense E3 provides a differentiated CGM option, with unparalleled flexibility and long-term use that allows it to seamlessly integrate into real life.

"This campaign is designed to challenge the status quo in continuous glucose monitoring, which for too long has meant self-insertion and sensors that can either

disrupt activities or fall off,” said Rudy Thoms, VP, CGM Commercial U.S. of Ascensia Diabetes Care. “We know that Eversense has the potential to be game-changing for people with diabetes, and so the opportunity to bring it to the attention of more people than ever before is really exciting.”

“CGMs are often portrayed as one size fits all, but managing diabetes is complex and everyone is different. What works for one person may not work for the next and I personally had a real struggle with short-term CGMs,” said Chris Ruden, Keynote Speaker and Eversense Brand Ambassador. “Eversense fits seamlessly into my life and once it’s inserted, I can forget about the hassle of replacements for 6 months. I have a busy life and I don’t want diabetes to get in my way. Thankfully, with Eversense it doesn’t.”

‘The CGM for Real Life’ campaign is a coordinated awareness effort delivering information about Eversense E3 directly to U.S. consumers. It is the first time that the brand is launching a campaign across connected TV and linear TV in five states, in addition to digital and social, with the aim to raise awareness of the product’s unique benefits among people with diabetes and healthcare professionals. Senseonics and Ascensia provided an overview of the campaign in a webcast to investors on September 21, 2023. A replay of the webcast is available on the Senseonics website at [www.senseonics.com/investor-relations/events-and-publications/events-and-presentations](http://www.senseonics.com/investor-relations/events-and-publications/events-and-presentations) (Gilmartin Group Emerging Growth Showcase).

Designed by Senseonics and brought to patients by Ascensia, the Eversense E3 CGM System offers people with diabetes:

- The longest lasting CGM available, with 6-month sensor wear duration and two sensor insertion and removal procedures per year
- Exceptional accuracy<sup>iii</sup>, with a mean absolute relative difference (MARD) of 8.5%<sup>iv</sup> demonstrated in the PROMISE Study for the duration of sensor wear
- The only CGM with a removable transmitter which can be taken on and off without wasting a sensor or adding a warm up period<sup>v</sup>
- The only CGM with predictive on-body alerts to never miss a critical event, especially at night while sleeping or when away from your phone

Potential Eversense E3 users can go to [www.eversensecgm.com](http://www.eversensecgm.com) to learn more. Physicians, nurse practitioners and physician assistants who are interested in offering the Eversense E3 CGM System can sign up at [www.bit.ly/eversense-become-provider](http://www.bit.ly/eversense-become-provider). Alternatively, contact 1-844-SENSE4U (1-844-736-7348) to learn more about the first and only long-term implantable CGM system. For important safety information, see <https://www.ascensiadiabetes.com/eversense/safety-info/>.

Ascensia Diabetes Care is a PHC Holdings Corporation (TSE: 6523) company.

### About Ascensia Diabetes Care

Ascensia Diabetes Care is a global company focused entirely on helping people with diabetes. Our mission is to empower those living with diabetes through innovative solutions that simplify and improve their lives.

We are home to the world-renowned CONTOUR<sup>®</sup> portfolio of blood glucose monitoring systems and the exclusive global distribution partner for the Eversense<sup>®</sup> Continuous Glucose Monitoring Systems from Senseonics. These products combine advanced technology with user-friendly functionality to help people with diabetes manage their condition and make a positive difference to their lives. As a trusted partner in the diabetes community, we collaborate closely with healthcare professionals and other partners to ensure our products meet the highest standards of accuracy, precision and reliability, and that we conduct our business compliantly and with integrity.

Ascensia is a member of PHC Group and was established in 2016 through the acquisition of Bayer Diabetes Care by PHC Holdings Corporation. Ascensia products are sold in more than 100 countries. Ascensia has around 1,300 employees and operations in 31 countries.

For further information, please visit the Ascensia Diabetes Care website at:  
<http://www.ascensia.com>

### About PHC Holdings Corporation

PHC Holdings Corporation (TSE 6523) is a global healthcare company with a mission of contributing to the health of society through healthcare solutions that have a positive impact and improve the lives of people. Its subsidiaries (referred to collectively as PHC Group) include PHC Corporation, Ascensia Diabetes Care Holdings AG, Epredia, and LSI Medience Corporation. Together, these companies develop, manufacture, sell and service solutions across diabetes management, healthcare solutions, life sciences and diagnostics. PHC Group's consolidated net sales in FY2021 were JPY 356.4 billion with global distribution of products and services in more than 125 countries.

[www.phchd.com](http://www.phchd.com)

### About Eversense

The Eversense<sup>®</sup> E3 Continuous Glucose Monitoring (CGM) System is indicated for continually measuring glucose levels for up to 180 days in persons with diabetes age 18 and older. The system is indicated for use to replace fingerstick blood glucose (BG) measurements for diabetes treatment decisions. Fingerstick BG measurements are still required for calibration primarily one time a day after day 21, and when symptoms do

not match CGM information or when taking medications of the tetracycline class. The sensor insertion and removal procedures are performed by a health care provider. The Eversense E3 CGM System is a prescription device; patients should talk to their health care provider to learn more. For important safety information, see <https://www.ascensiadiabetes.com/eversense/safety-info/>.

## About Senseonics

Senseonics Holdings, Inc. ("Senseonics") is a medical technology company focused on the development and manufacturing of glucose monitoring products designed to transform lives in the global diabetes community with differentiated, long-term implantable glucose management technology. Senseonics' CGM systems, Eversense®, Eversense® XL and Eversense® E3 include a small sensor inserted completely under the skin that communicates with a smart transmitter worn over the sensor. The glucose data are automatically sent every 5 minutes to a mobile app on the user's smartphone.

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<sup>i</sup> dQ&A Diabetes Connection Patient Panel Report, Q2 2023

<sup>ii</sup> American Diabetes Association (ADA). Statistics About Diabetes.

<https://diabetes.org/about-us/statistics/about-diabetes>

<sup>iii</sup> Garg S. et al. Evaluation of Accuracy and Safety of the Next-Generation Up to 180-Day Long-Term Implantable Eversense Continuous Glucose Monitoring System: The PROMISE Study. Diabetes Technology & Therapeutics 2021; 24(2): 1-9.DOI: 10.1089/dia.2021.0182

<sup>iv</sup> MARD of 9.1% was observed in primary sensor in the PROMISE Study

<sup>v</sup> There is no glucose data generated when the transmitter is removed

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<https://www.businesswire.com/news/home/20231009491571/en/>

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