mySugr

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mySugr Wins $2.2M in Seven Ventures Health & Fitness Competition

Vienna – Diabetes startup mySugr has been awarded a $2.2 Million TV media budget from Germany's largest mass media company.

mySugr won 2nd place at Seven Ventures Pitch Day (7VPD), a competition focusing on health and fitness companies. mySugr CMO Anton Kittelberger explained how his company stays true to their mission: **making diabetes suck less**. The contest was held at the 2015 NOAH Conference in Berlin on June 10th and featured other familiar names such as Runtastic, MeeDoc, and 1st place winner Withings.

In his pitch, Anton went on to explain how mySugr makes people with diabetes happier and healthier by using digital health solutions that make them feel good about taking care of their diabetes.

> **Anton Kittelberger, CMO of mySugr:** *"Many people with diabetes ignore it and risk their health. With this prize we can improve countless lives and help take the fear out of diabetes therapy."*

mySugr wants to give the world a better idea about real life with diabetes and destigmatize it on TV.

About ProSiebenSat.1 Group

The ProSiebenSat.1 Group is one of the largest independent media corporations in Europe and is Germany's largest TV and internet video company. It reaches more than 42 million TV households every day with 15 TV stations in Germany, Austria, and Switzerland.

More info: http://en.prosiebensat1.com/en/home

About mySugr

Founded in 2012 by people with diabetes, mySugr creates digital health solutions for people with diabetes. Its products are characterized by the intelligent combination of design, technology, and medical expertise focused on diabetes. Particularly well-known is mySugr Logbook with more than 300,000 registered users worldwide.

More info: http://mysugr.com/press
Web: http://mysugr.com/

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