

mySugr Inc  
111 C Street  
Encinitas, CA 92024

[mysugr.com](http://mysugr.com)

## Press contact

Sara Westermann  
Phone: +1 760 557 9825  
Email: [press@mysugr.com](mailto:press@mysugr.com)

## mySugr joins the Roche family

San Diego, CA, June 30, 2017 – [mySugr](http://mysugr.com) announced today that partner Roche is now the exclusive shareholder of mySugr GmbH. This partnership will accelerate mySugr's international growth and enhance its focus on new diabetes technology. mySugr reported reaching more than [one million users](#) in May of 2017.

Founded by [four passionate entrepreneurs](#), mySugr becomes the heart of Roche Diabetes Care's new patient-centered digital health services. This alignment strengthens mySugr's unmatched patient focus and unparalleled success. Both companies expect to be well-positioned for a rapidly changing diabetes marketplace.

*"We started mySugr to solve our everyday problems and simplify diabetes therapy through smartphones," said Frank Westermann, CEO & co-founder of mySugr, "The mySugr team has filled a gap for over a million loyal users so far, and with Roche's diabetes expertise and global network, mySugr will become an indispensable companion for a hassle-free life."*

Roche Diabetes Care sees mySugr's vision for the digitalization of diabetes care as a perfect fit for their evolving organization.

*"It is very exciting to take our successful partnership with mySugr to the next level as it will constitute an integral part of our new, open digital health ecosystem centered around the needs of people with diabetes," says Marcel Gmuender, Global Head of Roche Diabetes Care. "We are passionately working to redefine the way diabetes care is being provided so that people with diabetes are not only seamlessly connected to their caregivers but can experience relief from their daily routines while spending more time in their target range."*

Being a focal point for Roche Diabetes Care's integrated digital health strategy, mySugr will remain a separate legal entity with an open platform for all diabetes devices and services used by people with diabetes.

## About mySugr

[Founded in 2012](#), mySugr specializes in all-around care for people with diabetes. Its apps and services beautifully combine diabetes coaching, therapy management, unlimited test-strips, automated data tracking, and seamless integration with a growing number of medical devices to ease the daily burden of living with diabetes. Early investors include business angel "Hansi" Hansmann, iSeed Ventures, and Roche Venture Fund. The company has offices in San Diego, California and Vienna, Austria with 47 employees across both locations. The mySugr App is available in 52 countries and 13 languages. For more information, please visit [mysugr.com/press](http://mysugr.com/press).

## About Roche Diabetes Care

Roche Diabetes Care is a pioneer in the development of blood glucose monitoring systems and a global leader for diabetes management systems and services. For more than 40 years, the Accu-Chek brand has been dedicated to enabling people with diabetes to live life as normally and actively as possible as well as to empowering healthcare professionals to manage their patients' condition in an optimal way. Today, the Accu-Chek portfolio offers people with diabetes and healthcare professionals innovative products and impactful solutions for convenient, efficient and effective diabetes management, spanning from blood glucose monitoring through information management to insulin delivery. The Accu-Chek brand encompasses blood glucose meters, insulin delivery systems, lancing devices, data management systems and education programs – contributing to an improved medical outcome.

### mySugr:

Sara Westermann  
Phone: +1 760 557 9825  
Email: [press@mysugr.com](mailto:press@mysugr.com)

### Roche:

Ute Volkmann  
Phone: +49 621 759 9561  
Email: [ute.volkmann@roche.com](mailto:ute.volkmann@roche.com)

### Additional information:

Open letter from the founders: <https://mysugr.com/hello-roche>

Management team: <https://mysugr.com/team/>

### Assets:

[Photo mySugr founders](#)

[mySugr logo](#)

[mySugr App screen](#)

[mySugr infographic](#)