



mySugr

Vienna, June 25, 2019

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mySugr Wins Tech Tour 2019 Digital Health Award

Vienna, AUSTRIA, June 25, 2019- mySugr, a digital health company committed to simplifying life for people with diabetes, was tonight named winner of the Digital Health Award 2019, which recognizes top companies and solutions in the global health and medical technology market. The prize was presented as part of the Tech Tour Healthtech Entrepreneur Awards, which celebrate excellence in entrepreneurship and successful commercialization of innovative health technologies in Europe.

In combination with integrated medical devices, mySugr provides a mix of health services that empower people with diabetes. These constitute a comprehensive self-management package that includes the app, a Logbook, an insulin calculator, a diabetes Coach, doctor reports and a connected blood sugar meter with unlimited test strips. In various parts of the world, mySugr also supports a growing number of connected device integrations like the Beurer GL50 Evo blood glucose meter, the Ascensia CONTOUR™NEXT ONE meter and several Roche meters.

As well as also supporting data integrations with Apple Health and Google Fit, mySugr provides data-driven decision support and motivational challenges designed to enhance therapy adherence. The app is registered as a risk class 1 medical device in the United States and Europe, and the mySugr Bolus Calculator module has risk class IIb approval for use in Europe.

Judges chose mySugr from an initial longlist of about 70 companies. The award nominees had each made a significant global impact in healthcare, and included digital health companies, other Tech Tour participants and members of the International Venture Club (IVC) network. A total of five companies were then shortlisted for the 2019 Digital Health Award, out of which mySugr was the eventual winner.

Speaking at the awards ceremony, Tech Tour Founder, William Stevens, said, "The Tech Tour Healthtech Summit runs for 10 annual editions. It brings together the most active investors and promising entrepreneurs in Healthtech. As Tech Tour champions European scale-ups, we are delighted to provide mySugr well-deserved recognition. The Healthtech Award follows a thorough selection process and is a great acknowledgement for mySugr's achievements and impact! After awarding Medopad, Invendo Medical, eDevice, Symetis, MindMaze, SeQur, Sophia Genetics & Sapiens we are honored to welcome mySugr to the Tech Tour Healthtech Award Winners family!"

"We're very grateful to receive the Tech Tour 2019 Digital Health Award and honored to be mentioned alongside so many fantastic previous winners. The mySugr team's mission is to make diabetes suck less. And we feel a truly personal commitment to making a real and positive impact in the lives of people with diabetes," said mySugr Chief Operating Officer, Anton Kittelberger. "We're humbled by this recognition of our work."

About Tech Tour

Founded in 1998, Tech Tour is a unique cross-border platform for growing and emerging innovative tech companies on their way to investment and funding – from the idea to the success story. The platform supports innovative companies and their projects through online community space and in person at 25 networking events each year. Tech Tour is well known in the venture capital market with its 20-years of experience across Europe and the Middle East, and planning to enlarge their scope of work to China. For more information please visit:

<https://www.techtour.com/>



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About mySugr

Founded in 2012 in Vienna, Austria, mySugr specializes in all-around care for people with diabetes. Its apps and services 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. The mySugr app has more than 1.8 million users and a 4.6 star-rating in the [App](#) and [Play Store](#). mySugr Logbook is a registered risk class 1 medical device in the US and EU, mySugr's Bolus Calculator module (currently available for use in Europe) has risk class IIb approval. As of 2019, the mySugr app is available in 69 countries and 17 languages. mySugr joined the Roche family in 2017. Beside its headquarters in Vienna, the company has its second office in San Diego, California. In total, mySugr currently employs more than 130 people. For more information, please visit mysugr.com/press.