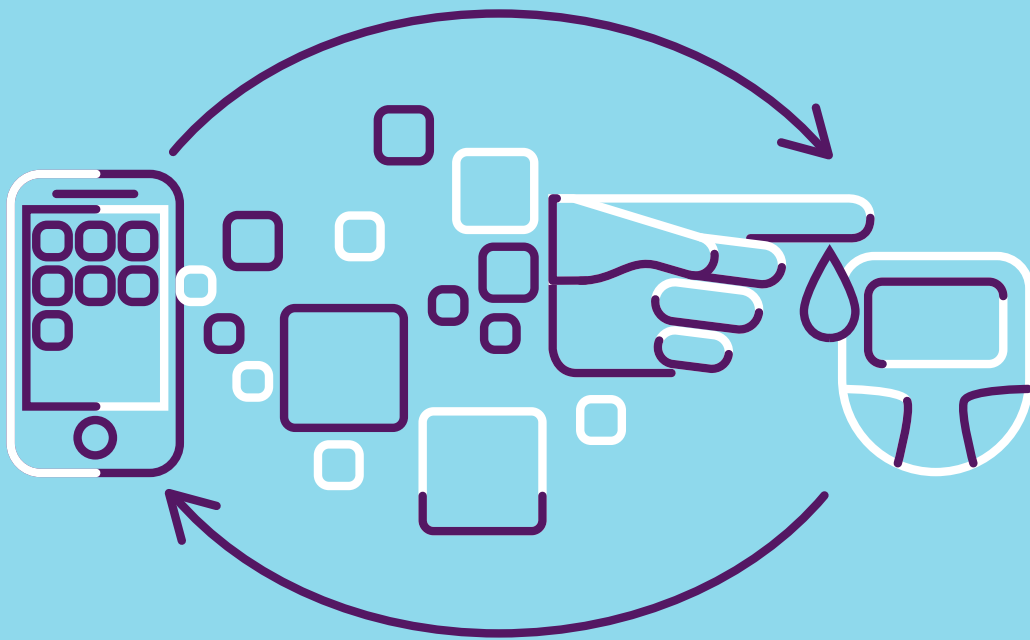
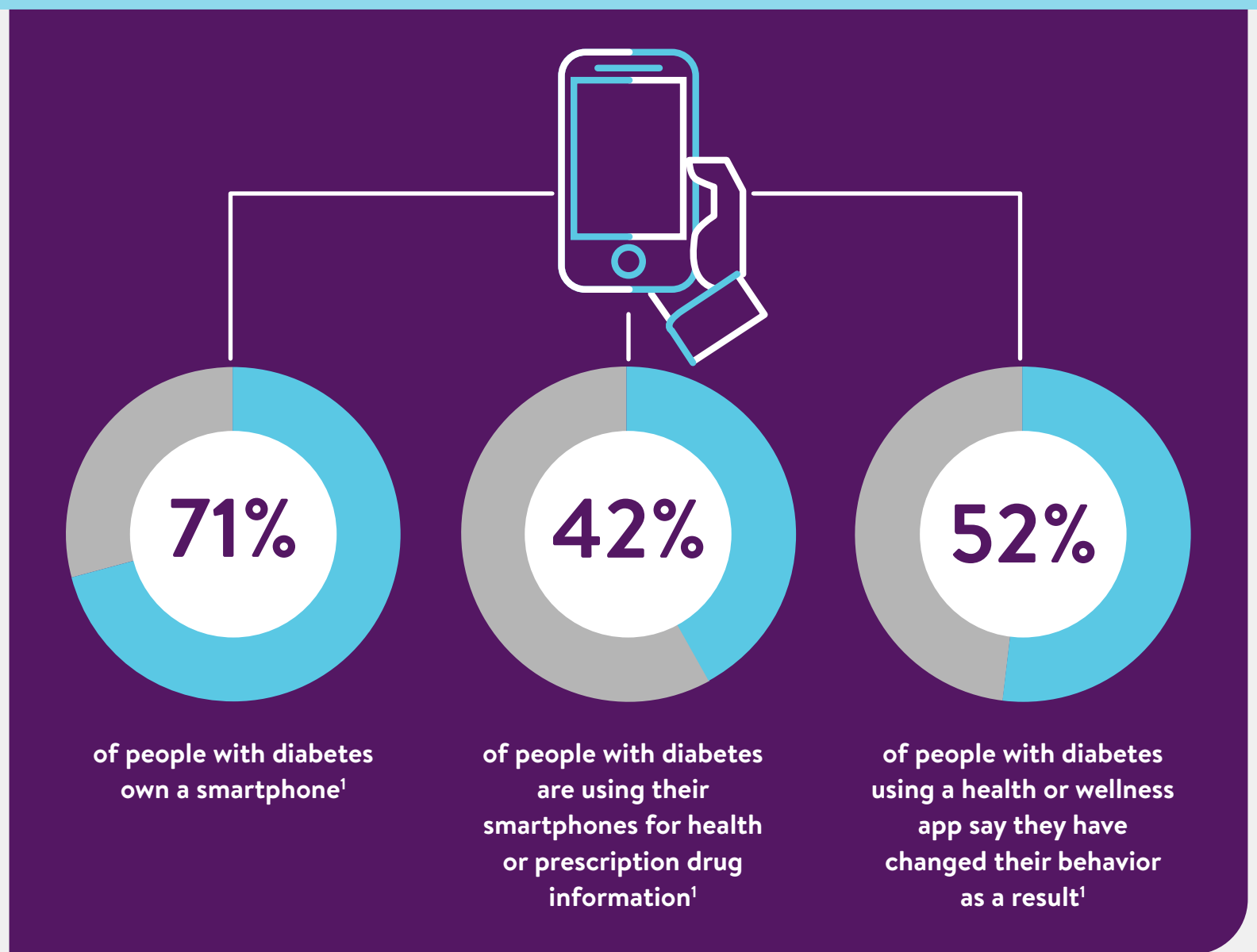


MOBILE HEALTH AND DIABETES CARE

INTERCONNECTED DIABETES MANAGEMENT AIMS TO USE TECHNOLOGY, CONNECTED DEVICES, AND APPS TO SUPPORT DIABETES MANAGEMENT



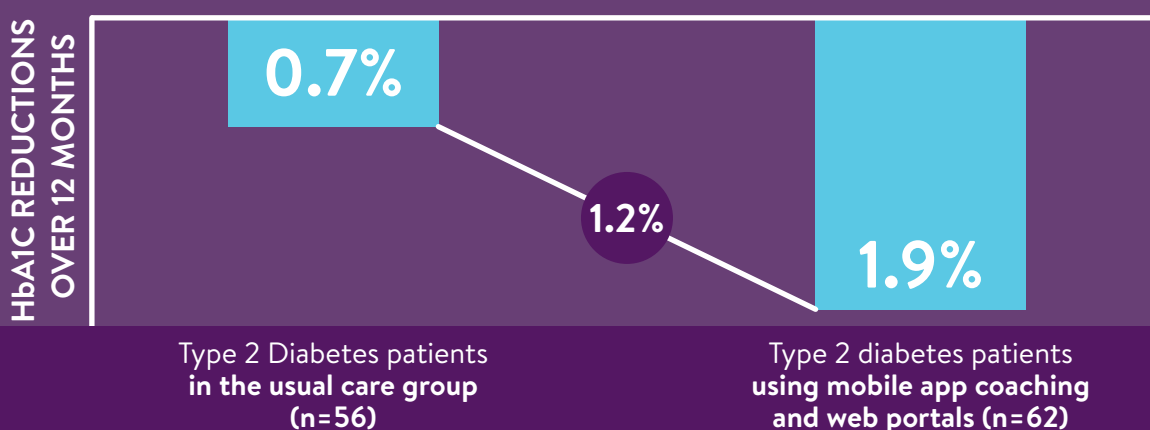
CONNECTED BLOOD GLUCOSE METERS AND DIABETES MANAGEMENT APPS ENABLE THE SEAMLESS TRACKING OF BLOOD GLUCOSE RESULTS AND CAN HELP PROVIDE CONTEXT FOR PATIENTS



IN 2015, THERE WERE OVER **1,200** iOS AND ANDROID DIABETES APPS AVAILABLE²



DIABETES MANAGEMENT USING MOBILE APP COACHING AND WEB PORTALS CAN LEAD TO HbA1C REDUCTIONS³:



¹Multichannel ConsumerHealth Marketing 2015. *Cybercitizen Health® Europe* 2014, Bayer EU9

²S. Petrow. The app revolution for diabetics. *Washington Post* (June 2015)

³Quinn C. et al., *Diabetes Care*. 2011. 34; 1934-1942