

PRESS RELEASE

mySugr Junior - A big app that stuns the little ones

The number of children with type 1 diabetes is constantly increasing. The therapy is often troublesome and a big challenge for both children and parents. Managing day-to-day life with diabetes includes estimating carbs, analyzing blood glucose levels as well as calculating the correct insulin dose. Many children often need their parents' help since this is a very difficult task to cope with.

For this reason, mySugr has developed a logbooking app for Android smartphones to support children aged 6 to 10. mySugr Junior helps children to deal with their diabetes in a playful way and successfully master day-to-day life with their often troublesome and complicated diabetes therapy. However, this app is not only useful for children, but also for their parents since the data transfer between the parents' and the childrens' smartphones enables parents to keep control over the therapy even if they are not around their young ones.

Gamification – a great way to log data on a regular basis

mySugr Junior is an app that resembles a game. Gamification, which is defined as using game-based elements and processes in a non-game context, helps motivate the user to find a positive and fun approach to tiring and challenging tasks such as measuring or logging blood glucose levels. Not only is there a little monster that gives educational feedback for every entry made, but the user can also collect points for these entries.

Helping children to learn in a fun and joyful way which is appropriate for them mySugr Junior wants to open the way to a different and positive approach to diabetes therapy. This way, the app is supposed to encourage children to stay motivated and take care of their diabetes on a regular basis.

Several studies have already proved the positive influence of IT-based diabetes management on blood glucose levels. mySugr believes that mobile apps will have a constantly increasing value for and influence on diabetes therapy in future. The goal of mySugr Junior is to help people with diabetes become more independent and compliant from an early age.

Benefits of mySugr Junior and how the app works

The Junior app works in a similar way as a diabetes logbook. The user can enter and save all important diabetes-related data, easily and quickly.

First, children and parents need to install the app on their respective smartphones and create separate accounts to be able to communicate and transfer data. Then, the child can name the personal little diabetes monster, which represents an encouraging and funny companion throughout the app. Children and parents can start using mySugr Junior as soon as they have set up all preferences.

Children can now enter their diabetes-related data such as blood glucose levels, insulin dose, amount of carbs, notes, or even take a picture of the meal, and send the data to their parents' phone, who receive a push message right away. Parents who do not use an Android device, but

any other smartphone, receive an email. Now they can send their young ones valuable feedback, e.g. concerning the correct amount of carbs or insulin dose.

This way, both children and parents benefit from mySugr Junior. The little ones are enabled to be more independent and get support from their parents even when they are not around, while parents can always keep track of their children's therapy. Furthermore, the young ones get rewarded not only with educational feedback from the cute diabetes monster, but also with points for every entry made. The goal is to collect a particular amount of points every day.

Currently, mySugr Junior is only available in the German Google Play Store. As of July it is planned to be also available in the English Google Play Store.

mySugr's sponsors such as T-Mobile Austria or Sanofi Austria make it possible for the company to offer mySugr Junior for free.

mySugr

mySugr is a startup company founded in 2010 and based in Vienna. The company specialises in diabetes apps and already launched another product in 2012: the mySugr Companion App. This app is a medical device and it was developed according to international standard ISO 13485. It also bears the CE marking and is FDA registered. This product complies with the highest safety and quality requirements, which almost no other diabetes app has achieved so far.

The goal of mySugr Companion is to make day-to-day life with diabetes easier and turn diabetes therapy into something positive.

Most of the staff working at mySugr are people with diabetes themselves, so their projects are based on a lot of experience and know-how. mySugr's apps are made by people with diabetes for people with diabetes.

In 2011, mySugr was awarded the prize for Most Promising Company in 2011 at the Hasso-Plattner-Ventures-Forum in Berlin. In the same year, the team won out over 500 competing startup companies at the Startup Week Challenge 2011 in Vienna. In 2012, the company was able to prove its mettle once again by winning the award for Best EMEA Startup among 500 competitors at WebIT Expo in Istanbul.

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