



FOR IMMEDIATE RELEASE

CeQur Appoints Peter B. Luther to Board of Directors

-- Former Johnson & Johnson President and Private Equity CEO Brings Extensive Experience in Consumer Health and Diabetes --

MARLBOROUGH, Mass., March 18, 2019 -- CeQur® announced the appointment of Peter B. Luther to its board of directors, effective immediately. Luther is a 29-year veteran of the medical device and diagnostics, OTC drugs and consumer-packaged goods industries.

"We are delighted that Peter has joined the CeQur board," said Robert Farra, CEO of CeQur. "His exceptional leadership in marketing, commercialization and operations has helped drive annual revenues in the billions of dollars for multiple companies. Peter's deep and relevant experience will help us scale our portfolio of simple, three-day, wearable insulin-delivery devices and deliver it to the market."

CeQur's products provide three days of glucose control with injection-free dosing in a discreet patch to overcome the key, known barriers to insulin delivery that prevent nearly 70 percent of U.S. insulin users from achieving the blood glucose (HbA1c) targets recommended by the American Diabetes Association. The company's portfolio includes PAQ MEAL™ (formerly known as the OneTouch Via and the Calibra Finesse) and PAQ TOTAL™ (formerly known as the PAQ® Insulin Delivery Device). PAQ MEAL provides on-demand mealtime insulin delivery while PAQ TOTAL delivers both basal and on-demand mealtime insulin.

Luther served most recently as the president and CEO of Atrium Innovations, a globally-recognized leader in nutritional health products. He led the company through a successful early-2018 acquisition by Nestle Health Science for \$2.3 billion. Luther is also a 25-year veteran of Johnson & Johnson (J&J), where he served as president of several of the company's large divisions, including J&J Consumer Healthcare, J&J Beauty Care, J&J OTC and LifeScan.

In his last full year as president of Consumer Healthcare at J&J, Luther oversaw more than \$2.0 billion in retail sales across 17 brands. During his tenure as president of LifeScan, he directed the production and commercialization of the industry-leading OneTouch brand of blood glucose monitors for people with diabetes.

"I am honored and pleased to join the CeQur Board of Directors. CeQur has a very exciting portfolio of unique, injection-free insulin delivery devices," said Luther. "The company's first product, PAQ MEAL, has demonstrated that it removes the barriers people with diabetes struggle with to be adherent with daily mealtime injections. By removing these barriers, PAQ

MEAL will help reduce the risk of missed injections and help people reach their target glycemic control.”

In addition to his role on the CeQur Board of Directors, Luther serves on the U.S. Soccer Foundation Board of Directors and the Parents Council of Muhlenberg College. He is a 1991 graduate of Northwestern University’s Kellogg School of Management.

About CeQur®

CeQur is commercializing advanced, simple-to-use insulin delivery devices that make it easier for people living with diabetes to adhere to therapy and stay in control of their disease. The Company’s simple, three-day, wearable devices provide freedom from multiple daily insulin injections. More information can be found at www.cequr.com.

OneTouch® and OneTouch Via™ are trademarks of Johnson & Johnson.

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