

CeQur Appoints Rick Doubleday and Dr. Meret Gaugler to Board of Directors

- *Accomplished executives with decades of healthcare experience join board as CeQur Simplicity™ advances toward commercialization*

LUCERNE, Switzerland and MARLBOROUGH, Mass., June 25, 2021 – [CeQur®](#), a medical device company committed to simplifying the lives of people with diabetes by revolutionizing insulin-delivery solutions, today announced the appointments of Rick Doubleday and Meret Gaugler, Ph.D., to its Board of Directors.

“Rick and Meret are exceptional leaders with an incredible depth of healthcare experience, and I am thrilled to welcome them to CeQur’s Board of Directors,” said Richard Mott, Chair, CeQur Board of Directors. “Rick’s decades of leadership experience successfully advancing and commercializing diabetes devices on a global scale will be a tremendous asset to the company as CeQur delivers on its broadscale commercialization plans for CeQur Simplicity. Additionally, Meret’s scientific background combined with her healthcare investment experience will bring significant value to CeQur during this pivotal time of growth for the company.”

Rick Doubleday is a distinguished medical technology executive with a strong track record of leadership in global sales and marketing for leading diabetes device companies. Mr. Doubleday recently retired from his position as executive vice president, chief commercial officer at Dexcom. During his 12-year tenure at Dexcom, he played a pivotal role in driving acceleration of worldwide awareness and adoption for the Dexcom Continuous Glucose Monitoring (CGM) device. Previously, he served in numerous capacities at Johnson and Johnson, including sales, marketing and strategic partner development roles in the company’s LifeScan, Inc., and Animas Corporation diabetes business units.

“I truly believe that CeQur Simplicity represents a meaningful advancement toward helping individuals with Type 2 diabetes better manage their disease, and I am looking forward to contributing my insights and expertise to the leadership team at CeQur as we advance toward commercialization,” said Doubleday. “The diabetes community has continually demonstrated a desire for simpler, more discrete insulin-delivery devices. I believe CeQur Simplicity offers a solution for the most common challenges that current insulin-delivery devices pose for people with diabetes, and could ultimately lead to improved outcomes for many of them.”

Dr. Meret Gaugler is a recognized expert in the healthcare industry and brings a unique blend of scientific acumen with financial management expertise. Dr. Gaugler is currently head of investment strategy at Endeavour Vision and previously served in portfolio management and strategy roles at Lombard Odier Investment Managers (LOIM). During her decade-long tenure at LOIM, she built a reputation as one of the foremost healthcare specialists and opinion leaders on the sector in Switzerland.

About CeQur Simplicity™

CeQur Simplicity is a simple, three-day, wearable insulin device for discreet, convenient and injection-free bolus dosing. One Simplicity patch holds up to 200 units of rapid-acting insulin administered in two-unit increments and replaces, on average, nine mealtime injections over three days. Clinical research has shown that nearly 90% of patients using CeQur Simplicity reported following their insulin regimen better as

compared to multiple daily injections. The device is [clinically proven](#) to improve glycemic control, with patients achieving significantly improved HbA1C and time-in-range (TIR) goals.^{i,ii} CeQur Simplicity is both FDA cleared and CE certified.

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.

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ⁱ Peyrot M, Barnett AH, Meneghini LF, Schumm-Draeger PM. Insulin adherence behaviours and barriers in the multinational Global Attitudes of Patients and Physicians in Insulin Therapy study. *Diabet Med.* 2012;29(5):682-689.

ⁱⁱ Johnson ML, Dreon DM, Levy BL, et al. Comparing patch versus pen bolus insulin delivery in type 2 diabetes using continuous glucose monitoring metrics and profiles. Paper presented at: 54th Annual Meeting of the European Association for the Study of Diabetes; October 1-5, 2018; Berlin, Germany.