



## AXENYA AND SOCIAL DIABETES SIGN A COLLABORATION AGREEMENT TO TEST AND LAUNCH DIGITAL HEALTH SOFTWARE IN LATIN-AMERICA

Barcelona, 1st April , 2020 , SocialDiabetes the leading digital solution for diabetes management, announces that it has signed a collaboration agreement with AXENYA , a Latin-America digital health platform company.

Technology has created an enormous value for innovation across the health care industry and Digital Health is one of the most exciting opportunities in the healthcare market globally, with enormous potential in the Latin American markets.

Axenia is a Latin American digital health ecosystem aggregator with a mission to empower Latin-America's doctors and patients to plug into the future of medicine. Their experience and commercial strengths, enables digital players to overcome critical mass issues, local presence, local knowledge and integration barriers

"I am excited to start this new collaboration. Given the critical situation that we are living as a society, it's imperative that we take good care of all the people that have diabetes and that are at high risk under this virus. Our platform can drastically positive impact in managing these risks, avoiding unnecessary contacts and decongest the system, as much as possible." said Maria Jesus Salido, CEO of Social Diabetes, "Axenia and its world-class team are the perfect partner for us as we expand beyond our home countries and into one of the most promising markets in the world."

Diabetes has become one of the top causes of death and premature disability in less than half a century in Latin America. Two of the countries with a higher number of affected subjects are located in the region (Brazil and Mexico). Prevalence of the disease is more than 10 % in Latin American countries. Digital health solutions have demonstrated significant clinical outcomes in numerous studies for patients with diabetes, significantly improving control and quality of life.

"We are thrilled to initiate this agreement with Social Diabetes", said Axenia's CEO, Mariano Garcia-Valiño. "In the near future we will see a strong growth in the use of telemedicine and self-monitoring tools, as a way to safely treat and monitor patients and Social Diabetes is a world-class player, with European and FDA certification. It represents the type of high-quality technology we want to bring to the region".

The companies will not disclose further plans at the moment.

#### ABOUT AXENYA:

Axenia is a digital health startup company dedicated to empowering Latin American doctors and patients to plug into the future of medicine. The company will remain in stealth mode for the immediate future.

#### ABOUT SOCIAL DIABETES:

SocialDiabetes is a complete solution for diabetes care with more than 200.000 registered users that strives to improve the quality of life for people with diabetes and optimize outcomes for patients and healthcare professionals. A company of patients working for patients, Social Diabetes provides a system that synchronizes with multiple devices and provides relevant information for decision making in one place.