



**FOR IMMEDIATE RELEASE**

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### **CeQur to Present at the 32nd Annual J.P. Morgan Healthcare Conference**

**HORW, Switzerland, January 8, 2014** – CeQur<sup>®</sup> SA, a leader in simple insulin infusion for people with type 2 diabetes, today announced that the company has been invited to present at the 32nd Annual J.P. Morgan Healthcare Conference in San Francisco. CeQur management is scheduled to present an overview of the company at the Westin St. Francis Hotel on Wednesday, 15 January, 2014 at 7:30 a.m. PT.

#### **The Need for Simple Insulin Infusion**

There are currently more than 11 million people with type 2 diabetes (T2D) in the United States and the European Union who are taking daily insulin injections. The majority of these people are not achieving target glycemic control. Studies suggest that continuous subcutaneous insulin-infusion (CSII) can improve glycemic control and quality of life. However, due to complexity and cost, CSII is not widely used in T2D.

#### **About PaQ<sup>®</sup>**

CeQur's lead product candidate is the PaQ<sup>®</sup> Insulin Delivery Device, a simple and affordable device that enables patients to experience the benefits of CSII without the burden of daily insulin injections. PaQ provides three days of consistent, basal insulin along with easy, on-demand bolus insulin. PaQ can reduce known barriers to insulin therapy and has proven effective in clinical trials and usability studies. PaQ has CE Mark approval and will address the emerging \$3 billion market for simple insulin infusion.

#### **About CeQur**

CeQur is developing and commercializing advanced insulin delivery devices that make it easier for people living with type 2 diabetes to adhere to therapy and stay in control of their disease. CeQur was established in 2008, and is headquartered in Horw, Switzerland with operations in Nordborg, Denmark and Marlborough, Massachusetts. More information about CeQur and PaQ can be found at [www.cequrcorp.com](http://www.cequrcorp.com).

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