

**FOR IMMEDIATE RELEASE**

## **CeQur® Appoints Robert Farra Chief Executive Officer**

**MARLBOROUGH, Mass., November 7, 2016** – CeQur® SA, a leader in simple insulin infusion for people with type 2 diabetes, announced the appointment of Robert Farra as chief executive officer, effective today.

Farra has a more than 30-year record of leading organizations in the development of novel products, including drug delivery devices, medical devices, and sensors in the diabetes, cardiac, and surgical fields. Prior to joining CeQur, he was with Microchips Biotech, a developer of wirelessly-enabled drug delivery and sensing implants, where he held senior roles including president, chief technology officer, and vice president of R&D. Farra has extensive expertise and medtech capabilities that are essential to CeQur, including electro-mechanical and fluidic-based medical devices, drug delivery technologies and automation equipment.

“Over the course of his career, Bob has demonstrated that he can transform technologies into successful commercial products,” said Eric Milledge, chairman of CeQur. “He has the very specific background we sought in a CEO to lead CeQur at this point in the company’s evolution - deep experience developing both medical and drug-delivery technologies, and proven leadership capabilities.”

CeQur is optimizing PAQ for high-volume, low-cost manufacturing and continuing to amass clinical evidence that demonstrate PAQ will offer a safe, simple-to-use and cost-effective alternative to daily insulin injections for people with type 2 diabetes.

“CeQur is driven by outstanding industry leaders who are committed to developing a novel product that will have a real impact on the health and daily lives of the estimated 5 million people with type 2 diabetes injecting insulin,” said Farra. “I look forward to working with the CeQur team to advance and commercialize PAQ, for the benefit of those who need insulin and wish to free themselves from multiple daily injections.”

### **About PAQ®**

The PAQ Insulin Delivery Device is a simple and cost-effective three-day insulin delivery device that enables patients to experience the benefits of continuous subcutaneous insulin-infusion (CSII) without the complexity 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.

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**About CeQur®**

CeQur is developing and commercializing advanced yet simple-to-use 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. The company's lead product, PAQ, is a three-day, wearable device that provides freedom from multiple daily insulin injections.

CeQur was established in 2008. The company is led by a team of highly experienced executives with backgrounds from diabetes companies including Becton Dickinson, J&J, Novo Nordisk, Lilly, Abbott, and Roche. More information can be found at [www.cequr.com](http://www.cequr.com).

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