

The Next Big Thing is Here

Collaboration will enhance the Samsung Digital Health Platform and improve the BlueStar patient experience.



Engaging Patients, Enhancing Outcomes™

WELLDOC AND SAMSUNG COLLABORATE TO IMPROVE THE LIVES OF PEOPLE WITH DIABETES

Collaboration will empower patients to more effectively self-manage their type 2 diabetes

Baltimore, MD & SEOUL, South Korea, November 13, 2014 - WellDoc®, a leading digital health care behavioral science and technology company has launched a multi-stage collaboration effort with Samsung Electronics Co. Ltd, to improve the lives of those living with type 2 diabetes and explore next generation diabetes devices and product offerings.

The parties share a vision for leveraging technology to empower patient self-management and provider clinical decision-making. They each have commercialized unique and powerful health care platforms that when combined, can deliver unparalleled support to patients with diabetes.

WellDoc has launched **BlueStar®**, the world's first Mobile Prescription Therapy (MPT). This innovative FDA cleared product is powered by WellDoc's patented clinical and behavioral Automated Expert Analytics System™. To obtain BlueStar, a prescription from a doctor is required. Then, the therapy provides real-time guidance to people with type 2 diabetes and clinical decision support for their health care provider. In randomized controlled trials using a prior version of BlueStar, WellDoc demonstrated significant clinical outcomes, achieving a 1.9-point reduction in A1C, the gold standard for measuring whether a person's diabetes is in control.

The Samsung Digital Health Platform collects and integrates health information from consumer's smartphones and other personal health devices. The platform also provides easy to use features in a mobile dashboard to help make health improvement an engaging part of everyday life.

"Samsung devices are an integral part of daily life for millions of people around the world, including those living with diabetes. At WellDoc, our mission is to support those individuals with personalized, real-time, and contextual guidance to enhance their clinical outcomes and quality of life," said Ryan Sysko, CEO of WellDoc. "This collaboration combines the strengths of two leaders in their respective fields in an effort to make a positive impact on the global diabetes epidemic," Sysko added.

"We are impressed with how WellDoc pioneered the use of evidenced based medicine in digital health, and believe BlueStar is a perfect complement to the Samsung Digital Health Platform," said Won-Pyo Hong, President and Head of Samsung Media Solution Center. "With this agreement, we can ensure enhanced innovations in the delivery of care and interventions for millions of people living with type 2 diabetes," Hong stated.

WellDoc is a presenting healthcare partner at the Global Samsung Developers Conference (SDC) at the Moscone Center in San Francisco, CA, November 11-13, 2014.

For more information about BlueStar, visit www.BlueStarDiabetes.com.

About WellDoc: Engaging Patients, Enhancing Outcomes™

WellDoc®, a health care behavioral science and technology company that develops solutions aimed at engaging patients and enhancing health outcomes, is focused on simplifying the way chronic diseases are managed through a collaborative, life-changing approach that breaks down the barriers of engagement and adherence by providing patients and their health care providers with real-time, actionable information. WellDoc has developed an industry-leading, technology-based solution designed to help people with chronic diseases better manage their conditions. Forbes selected WellDoc as one of "America's Most Promising Companies" based on its potential for future growth, and in January 2014, WellDoc closed a \$20 million Series A led by the Merck Global Health Innovation Fund. For more information, visit www.welldoc.com and www.BlueStarDiabetes.com

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TV's, smartphones, tablets, PC's, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. We employ 286,000 people across 80 countries with annual sales exceeding US\$216.7 billion. To discover more, please visit www.samsung.com.

Best Regards,

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