

XLHEALTH invests once more in mySugr and the future of diabetes management

Berlin, 11th March, 2015 – With the first round just over a year ago, mySugr again proved fit for an investment by Berlin-based XLHEALTH. mySugr convinced the Digital Health investor with the development of their product portfolio, which simplifies the daily routine and therapy of diabetes. New investment partners Roche Ventures (Basel) and iSeed Ventures (San Francisco and Beijing) completed the 4.2 million Euro investment round.

One determinant of the cooperation is mySugr's innovative product style and the constant growth in user numbers, which have by now soared to over 200.000 worldwide. In order to still type-2 diabetics' fears after the diagnosis, the Austrian startup launched the mySugr Academy last year, which was developed by diabetics, physicians and experts. The Academy comprises online tutorials, answers common questions, gives hope and equips type-2 diabetics with knowledge, furthermore motivating them with elements of gamification and a lot of humour. The Academy is accessible online at any time of the day, answering urgent questions immediately, thus supporting the users' motivation to keep logging and tracking.

Ulli Jendrik Koop, CEO of XLHEALTH, sees many chances in the reinvestment, *"We believe in the long-term benefits of Digital Health for the prevention and therapy of diabetes. mySugr offers exemplary smart health IT, by providing solutions that focus on overall health and happiness, while covering all relevant aspects of diabetes therapy, ranging from the communication between doctors and patients to the weekly analysis of measurements."*

The German health sector currently holds a volume of 350 billion Euro and is still growing. Numerous studies show that the majority of all health costs accounts for chronic conditions. However, these are preventable by a staggering 80%, mainly through a healthier lifestyle, preventive measures and an intelligent distribution of healthcare resources. Diabetes too may be the result of an unhealthy lifestyle and it is by far the most expensive chronic condition. In this context, the benefits of Digital Health become easily apparent: users acquire more knowledge and responsibility for their own health, enabling them to make better health related decisions. The Austrian health insurance company SVA (Social Insurance Institution for Trade and Industry), is the first to adopt mySugr Academy into their list of insurance benefits. Talks are also held with insurers in Germany.

Press Contact

XL Health Aktiengesellschaft
Laura Beyer
Phone: +49 (0)30 226 052 70
E-Mail: presse@xlhealth.de

Media and Infos

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About XLHEALTH

XLHEALTH is a German investor specialised in Digital Health startups. The company was founded in 2013 and is located in Berlin. XLHEALTH' vision is to nurture and develop the Digital Health ecosystem with smart IT solutions that have a sustainable, positive impact on human health. Young companies who share this vision are offered investments with added value. XLHEALTH provides startups with access to their strategic partners and a co-working space designed to profit from exchanging ideas with other Digital Health startups. Furthermore, startups are connected to an exclusive network of mentors – experienced entrepreneurs, pioneers and distinguished experts in the field of IT, healthcare and startup business.

About mySugr

mySugr is an Austrian startup founded in 2012 and located in Vienna. Founded by people with diabetes, mySugr creates digital health solutions for people with diabetes. Their products are characterized by the intelligent combination of design, technology, and medical expertise focused on diabetes. Particularly well-known is mySugr Logbook with more than 200,000 registered users across US and Europe. The company holds an ISO13485 certificate. In Europe and the USA, mySugr Companion is a registered medical device.