



Insulet Establishes Two Significant Commercial Partnerships to Support its European Expansion

May 1, 2018

BILLERICA, Mass. & LONDON--(BUSINESS WIRE)--May 1, 2018-- Insulet Corporation (NASDAQ:PODD) (Insulet or the Company), the leader in [tubeless insulin pump](#) technology with its Omnipod® Insulin Management System (Omnipod System), today announced that it has entered into partnerships with two highly-experienced diabetes distributors, Theras Group and Nordic Infucare, to provide full-service distribution of the Omnipod System in Italy and the Nordic markets beginning July 1st. These partnerships are key milestones for Insulet's transition to direct operations in Europe to fully support its Omnipod System.

"There are considerable commercial opportunities for the Omnipod System in Italy and the Nordics and we are thrilled to work with these two highly-experienced and respected diabetes medical device companies that have provided support to the local diabetes communities for many years," said DJ Cass, General Manager, Europe. "Establishing these partnerships is another critical step forward to ensure Insulet's smooth transition to direct operations in Europe and provides a platform for long-term growth and an exceptional customer experience."

"Omnipod is a perfect fit within our existing diabetes portfolio and we are excited to partner with Insulet to provide support to Omnipod System users in Sweden, Norway, Denmark and Finland and to continue building awareness and knowledge of this unique insulin pump across our region," said Mats Durvall, General Manager, Nordic Infucare, <https://www.infucare.com>.

"We are also delighted to add the Omnipod System, the leading tubeless insulin pump technology, to our diabetes portfolio so we can offer greater options and support for people living with diabetes in Italy," said Cristiano Ferrari, President, Theras Group, <https://www.theras-group.com>.

Under the agreements, Theras Group and Nordic Infucare will provide sales, marketing and customer support for Omnipod System users and healthcare professionals beginning July 1st. The latest news and updates about the transition in Europe are available at <https://www.omnipodeurope.com>.

About the Omnipod Insulin Management System:

The Omnipod Insulin Management System is an innovative continuous insulin delivery system that provides all the proven benefits of continuous subcutaneous insulin infusion (CSII) therapy in a way no conventional insulin pump can. The Omnipod System's innovative design and features allows people living with diabetes to live their life—and manage their diabetes—with unprecedented freedom, comfort, convenience, and ease. The Omnipod System consists of two components: (i) a Pod that stores and delivers insulin; and (ii) a Personal Diabetes Manager (PDM) that wirelessly programs the user's personalized insulin delivery, calculates suggested doses and insulin on board, and has a convenient, built-in blood glucose meter. The small, light-weight Pod can be worn in multiple locations, including the abdomen, hip, back of upper arm, upper thigh or lower back and, because it is waterproof (IPX8), there is no need to remove when showering, swimming or performing other activities. This means that Omnipod can provide up to three days of non-stop insulin delivery, without the need to disconnect a tube set or manually inject insulin. The Pod and PDM communicate wirelessly to offer precise, personalized and continuous insulin delivery with customizable basal and bolus delivery options, as well as important safety checks. The Pod's auto-cannula insertion is quick, simple, and virtually pain-free. Users never have to handle a needle. The user simply pushes a button on the PDM and the Pod's automated insertion system inserts the cannula beneath the skin and begins delivering insulin according to the user's programmed basal rate.

The Omnipod System is the world's first commercially available tubeless insulin delivery system that allows users to live untethered by tubing and without the stress and anxiety of multiple daily injections. By breaking down the barriers to insulin pump therapy, the Omnipod System offers freedom for users to live life on their own terms and with the ease of use they deserve.

About Insulet Corporation:

Insulet Corporation (NASDAQ: PODD), headquartered in Massachusetts, is an innovative medical device company dedicated to making the lives of people with diabetes and other conditions easier through the use of its Omnipod product platform. The Omnipod Insulin Management System provides a unique alternative to traditional insulin delivery methods. With its simple, wearable design, the disposable Pod provides up to three days of non-stop insulin delivery, without the need to see or handle a needle. Insulet also leverages the unique design of its Pod, by tailoring its Omnipod technology platform for the delivery of non-insulin subcutaneous drugs across multiple therapeutic areas. Founded in 2000, more than 140,000 users across the globe rely on Insulet's Omnipod Insulin Management System to bring simplicity and freedom to their lives. For more information, please visit: www.insulet.com, www.myomnipod.com and <https://www.omnipodeurope.com>.*

*Starting July 1, 2018, Insulet will assume direct distribution of its Omnipod Insulin Management System in Europe, including sales, marketing, training and customer support activities. This will allow Insulet to be closer to the diabetes community and identify opportunities to support European customer needs over the long-term, as it already does in the United States and Canada.

Forward-Looking Statement:

This press release may contain forward-looking statements concerning Insulet's expectations, anticipations, intentions, beliefs or strategies regarding the future. These forward-looking statements are based on its current expectations and beliefs concerning future developments and their potential effects on Insulet. There can be no assurance that future developments affecting Insulet will be those that it has anticipated. These forward-looking statements involve a number of risks, uncertainties (some of which are beyond its control) or other assumptions that may cause actual results or performance to be materially different from those expressed or implied by these forward-looking statements, and other risks and uncertainties described in its Annual Report on Form 10-K, which was filed with the Securities and Exchange Commission on February 22, 2018 in the section entitled "Risk Factors," and in its other filings from time to time with the Securities and Exchange Commission. Should one or more of these risks or uncertainties materialize, or should any of its assumptions prove incorrect, actual results may vary in material respects from those projected in these

forward-looking statements. Insulet undertakes no obligation to publicly update or revise any forward-looking statements.

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