

Removing Known Barriers to Mealtime Insulin Dosing¹

CeQur Simplicity™
[Wear The Revolution]



1 CONFIDENTIAL
APM-02-0065 Rev E

1. Peyrot M, Dreon D, Ziaick V, Cross B, Tan MH. Patient perceptions and preferences for a mealtime insulin delivery patch. Diabetes Ther. 2018;9:297-307.

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Introducing: CeQur Simplicity

CeQur Simplicity™
[Wear The Revolution]

Convenient, discreet, injection-free dosing

Accurately delivers a 2-unit dose with every squeeze of the buttons

Small, flexible cannula for insulin delivery

Low profile, less than 4-stacked-quarters thick

Soft corners for comfort



Water-resistant, and stays on through bathing, exercise, intimacy, and sleep

Holds up to 200 units of rapid-acting insulin, with a minimum fill of 100 units*

Bolus-only Patch complements existing basal insulin therapy

*Labeled for use with Humalog® U-100 and NovoLog® U-100. Insulin sold separately.



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The Solution is CeQur Simplicity



There is a critical need for insulin regimens that are less burdensome¹



Convenient

- Fits into the lives of people requiring mealtime insulin dosing
- Wearable while showering, sleeping, exercising, and swimming²
- Designed for ease of use



Discreet

- Worn and dosed under clothing
- Compact design
- Small (65x36 mm), lightweight (10 gm), and thin (<4 quarters thick)
- Less embarrassment while dosing can lead to better adherence³



Injection-Free Dosing

- Fewer injections
- 1 device = 9 mealtime injections = ~90 fewer injections / month
- Less pain
- 90% of users reported mealtime insulin painless with CeQur Simplicity³

9 out of 10 users claimed CeQur Simplicity helped them do a better job following their insulin regimen than their insulin syringe or pen⁴

1. Peyrot M, Barnett AH, Meneghini LF, et al. Insulin adherence behaviours and barriers in the multinational Global Attitudes of Patients and Physicians in Insulin Therapy study. Diabetic Medicine 2012;29:682-689.
 2. Dreon D, Harmon T, Cross B, Carter D, Mercer N, Nguyen J, Tran A, Melendez P, Morales N, Nelson J, Tan M. 2018. Laboratory and Benchtop Performance of a Mealtime Insulin-Delivery System. Journal of Diabetes Science and Technology. 12(4):877-827.
 3. Bergenstal R, Peyrot M, Dreon D, Aroda V, Bailey T, Brazg R, Frías J, Johnson M, Klonoff D, Kruger D, Ramkumar S, Rosenstock J, Sarusclat P, Weinstein R, Naik R, Shearer D, Zraick V, Levy B on behalf of the Calibra Study Group. 2019. Implementation of Basal-Bolus Therapy in Type 2 Diabetes: A Randomized Controlled Trial Comparing Bolus Insulin Delivery Using an Insulin Patch with and Insulin Pen. Diabetes Technology and Therapeutics 21 (5):1-13.
 4. Zraick V, Naik R, Shearer D, et al. Patient User Experience Evaluation of Bolus Patch Insulin Delivery System. ADA Poster Presentation, 2016.

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Unique FDA Classification Product Code



First in class – different from insulin syringes, pens, and CSII pumps

FDA Product Code is OPP: NOT A CSII INSULIN PUMP, BUT BOLUS-ONLY INSULIN PATCH

	SUBCUTANEOUS INSULIN DELIVERY			CeQur Simplicity	CONTINUOUS SUBCUTANEOUS INSULIN INFUSION (CSII) Pump	
	Disposable Syringe	Disposable Pen	Durable Pen	Bolus-Only Insulin Patch	Disposable CSII (V-Go)	Semi-Disposable CSII (Omnipod)
Delivery						
FDA Product Class	FMI	Insulin vs. Device	FMF (Durable Insulin Pen)	OPP** (Bolus-Only Insulin Patch)	LZG (Insulin Infusion Pump)	

* Average injections over 3 days
 ** OPP is a unique FDA Classification that currently only includes CeQur Simplicity

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How to Prescribe

- 1 Prescribe CeQur Simplicity 2U Patch, 10 Pack
 - Includes: 10 2-Unit Patches, Quick Start Guide, Dose Count Card, Change By Stickers
 - NDC: 7310800001
- 2 Prescribe CeQur Simplicity Inserter
 - Includes: 1 Inserter, Quick Start Guide, User Guide
 - NDC: 73108000100
- 3 Prescribe a vial of rapid-acting insulin
 - CeQur Simplicity is labeled for use with Humalog® U-100 or Novolog® U-100
- 4 Have patients call CeQur Care at 1-888-55-CeQur (1-888-552-3787)
 - A healthcare provider from your office or a CeQur Care healthcare professional will train the patient



CeQur Simplicity is covered on most commercial and Medicare Part D insurance plans as a pharmacy benefit. Where covered, most patients have a co-pay of \$50 or less a month. Individual plans and pharmacy benefits may vary by patient.

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