

Nemaura Medical Inc

19:50 02 May 2019

Nemaura Medical gives third-party apps access to its SugarBEAT glucose-monitoring data

Nemaura Medical Inc (NASDAQ:NMRD) announced Thursday that it will allow third-party applications, such as diabetes management, exercise and nutrition apps, royalty-free access to its sugarBEAT continuous glucose monitor app data.

As a result, users will be able to directly access SugarBEAT-generated glucose data through their preferred mobile apps, said the company.

The move allows users greater choice over when to use the data to understand how food choices, and lifestyle factors impact glucose levels.

Shares in Nemaura were flat at \$0.95 in midday trade.

READ: Nemaura is a red hot medtech stock with a winner in its painless sugarBEAT glucose monitor

"We believe integrating SugarBEAT data into the leading health and fitness apps will help to expand our target market among health-conscious consumers," said Dr Fred Schaebsdau, who leads strategy and business development at Nemaura Medical.

He said it will provide users with "seamless access" to their continuous glucose monitor data within a "familiar environment" to demystify how diet, sleep, stress, exercise and other lifestyle factors impact glucose levels.

Breakthrough medical technology

"Given SugarBEAT is non-invasive, we believe it is uniquely placed amongst continuous glucose monitor to appeal to the health-conscious consumer market," said Schaebsdau.

Since sugarBEAT doesn't require needles or insertion, it is likely to disrupt the continuous glucose monitor (CGM) device market. It will challenge entrenched players like DexCom Inc (NASDAQ:DXCM), which markets the Dexcom G6 and Abbott Laboratories' (NYSE:ABT) Libre System.

SugarBEAT consists of a daily disposable adhesive skin-patch connected to a rechargeable transmitter, with an app displaying glucose readings at five-minute intervals for periods up to 24 hours. The innovation of sugarBEAT lies in its groundbreaking skin-patch technology, which allows for better glucose management.

"We expect this integration will also benefit diabetics and pre-diabetics by making it easier for them to access data through their preferred diabetes, fitness or wellness app," said Nemaura Medical CEO Faz Chowdhury. "It will also provide insurers, healthcare providers, and fitness coaches with new tools to help their patients and clients keep their glucose levels in normal range for longer."

--(Updates share price)--

Price: 3.45

Market Cap: \$71.79 m

1 Year Share Price Graph



January 2019 July 2019 January 2020

Share Information

Code: NMRD

Listing: NASDAQ

52 week	High	Low
	19.3	3.22

Sector: Medical technology & services

Website: www.nemauramedical.com

Company Synopsis:

Nemaura Medical Inc. is a medical technology company which has developed sugarBEAT® as a non-invasive, affordable and flexible continuous glucose monitor (CGM) designed to improve glucose management for all people with diabetes and pre-diabetics.

action@proactiveinvestors.com

Contact Uttara Choudhury at uttara@proactiveinvestors.com

Follow her on Twitter: [@UttaraProactive](https://twitter.com/UttaraProactive)

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts, journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +44 (0)207 989 0813 action@proactiveinvestors.com

No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of Nemaura Medical Inc named herein, including the promotion by the Company of Nemaura Medical Inc in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).