



## bewellconnect<sup>®</sup>

**out to conquer South Africa  
with its new distributor QUANTIFI  
and already two major opportunities for BewellCheck-up<sup>®</sup>**

Paris, November 13<sup>th</sup>, 2015

**VISIOMED GROUP (FR0011067669 – ALVMG), a company specializing in new generation medical grade electronics, has today announced its business development plan for the strategic South African market. The Group has signed an initial distribution partnership with QUANTIFI for the BewellConnect<sup>®</sup> range of connected health devices and has separately directly negotiated two major distribution agreements for the BewellCheck-up<sup>®</sup> platform with top-tier institutionals.**

### **Immediate extension of the international distribution network**

VISIOMED GROUP has chosen to team up with Quantifi to target, in the best conditions ever, the consumer and specialist consumer market in South Africa. Quantifi has an unrivalled partner network of popular High-Tech brands in South Africa at 300 points of sale and operates its own e-commerce website specialising in connected health and wellbeing devices. Quantifi is a subsidiary of KNR Flatrock, a company specialising in marketing and distributing high-tech products.

BewellConnect<sup>®</sup> expects the Quantifi distribution network to start marketing its first range of connected medical devices by late November.



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## Negotiations with the No.1 insurance company and the No.3 national bank

VISIOMED GROUP has also entered into discussions with the country's leading insurance company Discovery and the country's third largest national bank FNB, to market its BewellConnect® connected medical devices and its BewellCheck-up® Personal Health Assistant which will be offered as a paid subscription service. The goal is to roll out prevention and patient monitoring packages as part of outpatient surgical and chronic disease care plans (mainly hypertension, obesity and diabetes).

These discussions have moved forward fast since BewellConnect® products were registered by the FDA and were approved and integrated by Validic, the leading platform for collecting patient data output from connected health products.

Eric Sebban, Founding Chairman and Chief Executive Officer of VISIOMED GROUP says: *"The speed with which this first country has opened up confirms the massive boost we received from recent announcements by the FDA and our strong responsiveness and deployment thanks to Validic. This will have repercussion far beyond the American market and opens major business opportunities all around the world. Our advances in South Africa also show to the broader market, as health professionals already know, VISIOMED GROUP's ability to roll out innovative devices and services on a paying basis in the form of B2B and B2C services (retail, banks, insurers, telecom operators, etc), which is a tremendous lever for business development. By working with these powerful Discovery and FNB partners, we will have direct access to millions of customers and potential subscribers paying for the BewellCheck-up® Personal Health Assistant."*

## About VISIOMED GROUP

Founded in 2007 by Eric Sebban, VISIOMED GROUP specializes in new generation medical electronics. The laboratory develops and markets innovative health products in the booming field of medical and wellness self diagnosis devices. VISIOMED is notably the inventor of ThermoFlash®, the first-ever contactless infrared medical thermometer.

VISIOMED combines innovation, technology and design to provide non-drug solutions for prevention and treatment focused on simplicity, comfort and the wellbeing of users.

In 2014, VISIOMED GROUP announced the launch of its range of BewellConnect® connected health products, thus becoming the first medical electronics laboratory to penetrate the very-high-potential IoT market (Internet-of-Things). Based in Paris, VISIOMED GROUP is backed by a team of 105 staff including sales teams dedicated to marketing to pharmacies (OTC), to health professionals (hospitals, clinics, retirement homes) and, since late 2010, to large retailers. Group sales in 2014 were more than €13 million. VISIOMED GROUP is recognized as an "Innovative Enterprise" by Bpifrance.

VISIOMED GROUP won national 2<sup>nd</sup> place in the 2014 Deloitte In Extenso Technology Fast 50 rankings, and European 2<sup>nd</sup> place in the Health/Biotech/Pharma sector Deloitte Technology Fast 500 rankings.

For more information go to [www.visiomed-lab.com](http://www.visiomed-lab.com).



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