

## **SENSIMED to open distribution channels in Europe**



Lausanne, January 31, 2012. Sensimed announced today the company has signed cooperation agreements in Spain, Portugal, UK and Ireland to strengthen its sales, service and support network in Europe.

The Swiss-based company Sensimed AG has developed the SENSIMED Triggerfish<sup>®</sup>, a revolutionary contact lens for monitoring continuously the fluctuations in intraocular pressure to facilitate the management of related diseases such as glaucoma.

The SENSIMED Triggerfish<sup>®</sup> is distributed in Spain and Portugal by the company IMEX which is the exclusive partner of Sensimed on the Iberian Peninsula. IMEX is based in Valencia since 1995 and has a strong experience in sales and services with a team of ophthalmic experts in the market. "We are delighted to have signed the partnership agreement as their presence and experience in both countries will enable the Hispanic population with high prevalence of suffering from glaucoma to have access to our technology" says Stig Andersen, VP Sales & Marketing of Sensimed.

In addition a distribution agreement is signed for the UK and Ireland together with Kestrel Ophthalmics as sole distributor of the SENSIMED Triggerfish<sup>®</sup>. Kestrel has more than 10 years of extensive experience on sourcing innovative products in the ophthalmic area. "Kestrel is a key distributor that maintains a close relationship with Key Opinion Leaders and ophthalmologists across the United Kingdom. It will contribute to reinforce Sensimed strategy development into this market." Concludes Stig Andersen.

Since early 2010, The Sensimed Triggerfish<sup>®</sup> has been available in Switzerland and various countries in Europe such as Italy, Germany, Austria and Poland.

Glaucoma is an asymptomatic, progressive and irreversible disease that leads to blindness unless adequate treatment is provided. Glaucoma is the second most common cause of blindness worldwide and affects about 70 million people. Abnormal intraocular pressure is a known cause of glaucoma. This behavior is individual, has transient peaks and varies significantly over a 24 hour period. By providing ophthalmologists with the 24 hour profile of intraocular pressure, the SENSIMED Triggerfish<sup>®</sup> helps the doctor to better understand the condition of the patient, to provide personalized treatment, and to monitor the efficacy of the treatment over time.

### About Sensimed:

Established in 2003, Sensimed AG is a Swiss company with its principal focus on design, development and commercialization of integrated micro-systems for medical devices. Sensimed was spun off from the well renowned Swiss Federal Institute of Technology (EPFL) and grows within a world-leading cluster for medical devices in the lake of Geneva area. Sensimed has developed a new, patented, non-invasive product that will significantly improve identification and treatment of glaucoma disease by monitoring intraocular pressure around the clock.

For further information see: [www.sensimed.ch](http://www.sensimed.ch)

For further information about IMEX see: [www.imex.es](http://www.imex.es)

For further information about Kestrel Ophthalmics see: [www.kestrelophthalmics.co.uk](http://www.kestrelophthalmics.co.uk)