

PRESS RELEASE



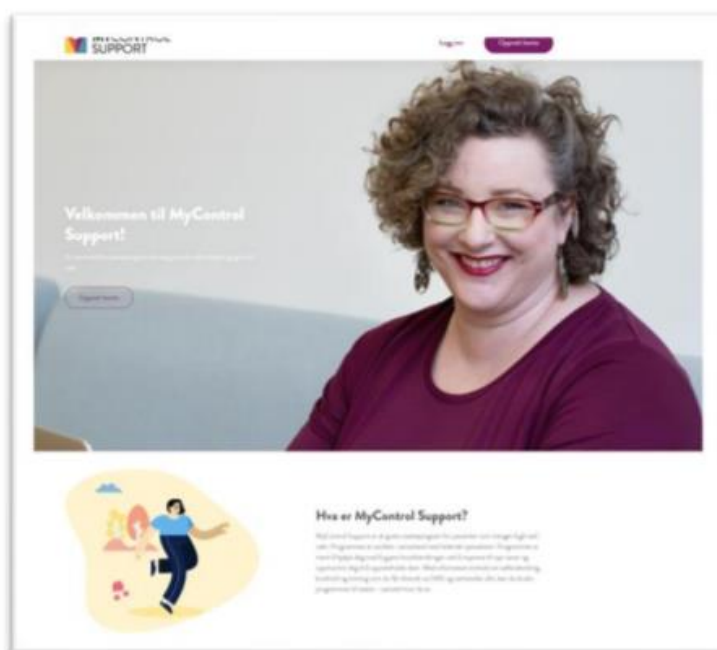
OBESITY PATIENT SUPPORT PROGRAM

Launched in Norway

Today Navamedic launches MyControl Support in Norway, a free-of charge patient support program in collaboration with Observia, following a successful launch in Sweden. A new patient engagement & support program targeted towards people with clinical obesity. Via a brand-new online platform, the program aims to aid and inform patients with obesity.



Navamedic, a Nordic pharma company, specialized in the field of obesity and Observia, French ehealth company specialized in patient engagement and support solutions are proud to further provide support for patients in great need.



“Launching a platform like this is by far one of the most ambitious and innovative initiatives we have offered the health care system. This is continuing our efforts in attempting to highlight the complexity surrounding this disease and offering both health care professionals

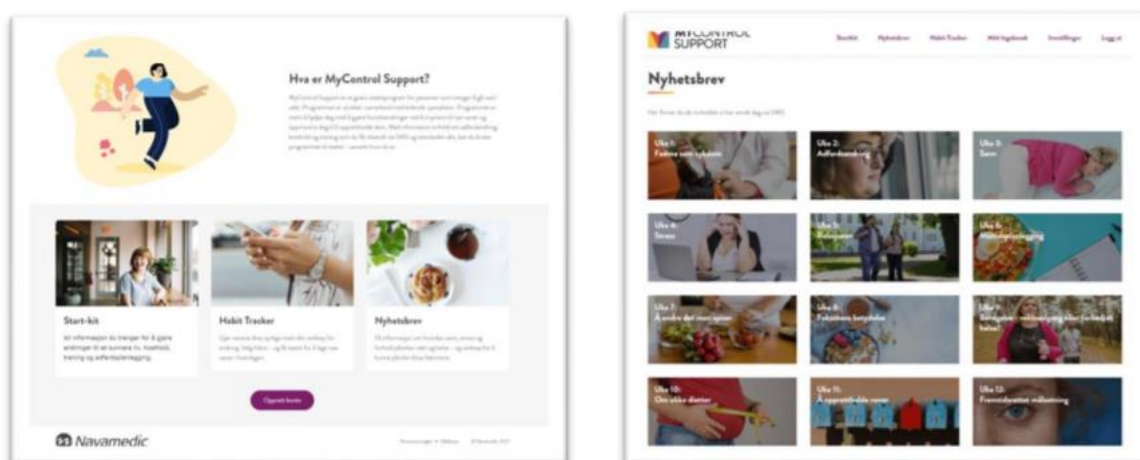
and patients a treatment option complementing and strengthening a regular treatment protocol.” says Kathrine Gamborg Andreassen, CEO of Navamedic.

A 16-week empowerment program

Patients embark on a 16-week program, comprising lifestyle recommendations and doctor- and patient-validated information via SMS. Participants also receive articles on topics such as the causes, risks and benefits of long-term weight loss as well as treatment option information.

In addition, patients are invited to take on daily challenges (going to bed early, practicing physical activity, eating healthy) that instil healthy habits and to progress across 10 levels of challenge. Any patient suffering from obesity can enrol in the program.

The design and the interface of the platform have been conceived by Observia and Navamedic to encourage patients every day and engage them to play an active role in the management of their health.



Launch in norway follows successful pilot in sweden

The patient support program was first launched in Sweden in October 2020. After first promising results, the decision was taken to further deploy the program in Norway, where 23.1% of the population suffers from obesity.

Obesity is linked to increased incidence of many chronic diseases (type 2 diabetes, CVD, respiratory complications, etc.) which lead to increased morbidity. In the past few decades, greater awareness around obesity and its consequences and burden have fostered the creation of dedicated support actions and prevention.

MyControl Support is one of them and aims to help patients improve their quality of life.



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Observia

At Observia, we are a passionate pioneer healthTech company committed to help drive the healthcare (r)evolution and improve patients' lives.

We seamlessly design, configure and deploy multi-channel patient engagement & support solutions, driven by AI and grounded in behavioral science, that enhance patient engagement and deliver measurable behavioral and clinical results.

We work with all the main healthcare stakeholders that have at heart to build patient-centered initiatives that improve patients and carers' lives and ease healthcare professional daily workload:

industrials (Pharma, Biotech, MedTech), healthcare facilities, HCPs, patients' organizations and payers.

Based in Paris since 2011 and present in China since 2018, Observia's solutions are deployed across 20 countries and more than 40 medical specialities.

Navamedic

Navamedic ASA is a Nordic pharma company and a reliable supplier of high-quality products, delivered to hospitals and through pharmacies, meeting the specific medical needs of patients and consumers by leveraging its highly scalable market access platform, leading category competence and local knowledge.

Navamedic is present in all the Nordic countries, the Baltics and Benelux, with sales representation in the UK and Greece. Navamedic is headquartered in Oslo, Norway, and listed on the Oslo Stock Exchange (ticker: NAVA). For more information, please visit www.navamedic.com

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