

Press release

Abeille Impact Investing France acquires stake in Ludocare, a specialist in digital therapies for pediatrics

Lyon, June 27, 2023 – Ludocare, a French player in the digital therapy market, announces the arrival of the Abeille Impact Investing France fund, managed by INCO Ventures, at its capital table. This new shareholder strengthens its capital alongside Ludocare's long-standing partners Karista, Bpifrance, which participates through its Patient Autonome funds, and French Tech Seed, managed on behalf of the French government by Bpifrance as part of France 2030.

Based in Lyon, Ludocare is a **French company specializing in digital therapies**, a recent market in Europe that is experiencing very strong growth worldwide (CAGR +75%¹). These new therapies—known as DTx—are digital tools designed to prevent, manage, or treat medical conditions or diseases. Ludocare develops and provides a DTx in the form of a connected medical companion dedicated to very young children with chronic diseases such as asthma.

This fundraising is intended to accelerate the company's development by enabling it to conduct a multicenter clinical study, implement a medical prescription strategy, and strengthen its teams.

Abeille Impact Investing France is a fund dedicated to innovative companies with a strong social and environmental impact in **France**. This fund, entirely financed by **Abeille Assurances**, makes **responsible investment** one of the pillars of its corporate social responsibility commitments. Managed by **INCO Ventures**, a pioneer in impact investing in Europe, this resolutely committed player has chosen to act in line with its strategy of supporting companies positioned in sectors of general interest such as health, education, and dependency.

Chronic diseases are on the rise among adults and children, particularly inflammatory diseases. The issue of compliance and adherence to treatment, which is central to the success of treatments, is therefore a major one: the overall cost of poor compliance with chronic diseases is around €9.⁴ billion in France.

That is why Ludocare is tackling asthma, the most common chronic respiratory disease in children—10.7% of them are affected in France, 14% worldwide, meaning hundreds of millions of children are impacted. The level of compliance, which is particularly low, is estimated at

¹ *The rise of digital therapies – Juniper Research 2019*

² *Improving compliance – Better and cheaper treatment – IMS Health & Crips*

³ *Santé publique France 2019 – Prevalence and control of asthma in young children in France*

⁴ *Global Asthma Report 2018*

at just 30%⁵, mainly due to the cumbersome nature of treatments and the complexity of using the devices correctly.

Ludocare's digital therapy provides children with an essential complement to drug treatments through personalized support that empowers them to take charge of their own treatment. It improves compliance through reminders pre-recorded by parents and promotes proper use of devices by guiding children in the right actions to take to better control their condition and symptoms.

This new shareholder will support Ludocare's strategy in its upcoming challenges: conducting a large-scale clinical study in France, ensuring optimal deployment through commercial and industrial partnerships, designing financial support solutions for families with mutual insurance companies and insurers, and continuing to develop the tool for other chronic pediatric conditions to create a comprehensive platform for supporting chronic diseases and opening up to international medical needs.

"The confidence placed in us by the Abeille Impact Investing France fund and INCO Ventures is recognition of our company's social commitment. This fundraising will enable us to demonstrate the clinical and economic benefits of our digital therapy and make France a springboard for international expansion," said Alexandra de la Fontaine, co-founder and president of Ludocare.

Alexandra de la Fontaine, winner of the "Femmes de Santé 2023" award

The president of Ludocare was among the eight winners of the "Femmes de Santé 2023" award at the SantExpo trade show. Each year, this initiative recognizes women for their health projects. The event was held under the patronage of [Isabelle Rome](#), Minister Delegate to the Prime Minister, responsible for Gender Equality, Diversity, and Equal Opportunities, and [Agnès Firmin Le Bodo](#), Minister Delegate to the Minister of Health and Prevention, responsible for Territorial Organization and Health Professions. It was also sponsored by Stanislas Guerini, Minister for Transformation and Public Service.

About:

Ludocare is a Lyon-based start-up, founded in 2017, whose mission is to improve the health of children with chronic illnesses through dedicated solutions. The team is committed to putting technological innovation at the service of patients, their families, and healthcare professionals. Beyond its public health mission, Ludocare is strongly committed to its local community and vulnerable populations, notably through its collaboration with an assembly workshop that works to reintegrate people who are distant from the job market into the workforce.

INCO Ventures is an investor committed to an ambitious vision of the societal and human impact of businesses. Its ambition is to accelerate the growth of leading companies in a new, ecological, and solidarity-based economy in order to respond to today's ecological and social challenges and shape a new, inclusive, and sustainable economy. INCO Ventures thus promotes a different vision of finance, creating value for everyone: citizens, employees, entrepreneurs, and investors, with the potential to have a real impact. INCO Ventures provides long-term investment, offering the companies it invests in strategic and financial support thanks to its network of seasoned professionals and its in-house expertise. Its mission is to create value within the companies it invests in, with which INCO shares common goals and a shared vision.

⁵ *Pulmonary Pediatrics Review, April 2004 (Pubmed)*

MEDIA CONTACTS

LUDOCARE - Vanessa Ralli:vralli@lin-k.fr / +33 (0)6 61 18 06 52

Karista - Anna Casal / +33 (0)650615571