

Press Release

Ludocare and VIATRIS announce a partnership around “JOE” a DTx solution to improve compliance and promote the proper use of medication in children with chronic asthma

Lyon, 06/12/2022 - The global cost of poor compliance in the treatment of chronic diseases is constantly increasing and reaches nearly 9.4 billion euros¹. In this context, Ludocare and Viatris are joining forces to improve the management of children with pediatric asthma and accelerate access to Joe, a digital therapy dedicated to this disease. Through an ambassador program, doctors will initially be able to give 2,000 families access to this innovation.

1 - Joe: a digital therapy to promote compliance and fight misuse in pediatric chronic asthma

In France, 10.7% of children suffer from asthma². This pathology represents a major public health issue due to low compliance estimated at 30%² and the numerous misuses of inhaled devices offered. In the most critical cases or when asthma attacks are poorly managed, the pathology remains deadly: it kills nearly 1,000 people per year in France, including one teenager every 3 to 4 weeks!

It is in this context that Ludocare, a French specialist in digital therapies dedicated to pediatrics, has developed Joe: a connected medical companion dedicated to very young children with chronic asthma. Joe's robot and the associated application for parents aim to improve asthma control through better use of inhalation devices and increased compliance with medication, by encouraging the anchoring of good habits in a playful way.

A health companion

Joe is a connected robot designed by Ludocare, co-built with caregivers and families. Available in France since 2019, he:

- > guides, motivates and empowers children in their daily treatment,
- > is a therapeutic education tool for healthcare professionals during consultations,
- > contributes to reassure parents and caregivers, thanks to the associated Ludocare's application.

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2. An ambassador program to accelerate the deployment of the Joe solution in France

Viatis, a major player in the French healthcare sector, goes beyond treatment to develop innovative solutions that contribute to patients' well-being and facilitate their follow-up by healthcare professionals. Committed to the challenges of respiratory diseases, Viatis is supporting the development of access to the Joe medical device, developed by Ludocare.

¹ Improving compliance - Better and cheaper treatment - IMS Health & Crips

² Journal of Pediatric Pulmonary Medicine April 2004 (Pubmed)

Through a program to promote the solution, Viatris is contributing its expertise and knowledge of allergy and professionals in this field (pediatricians, pulmonologists, allergists, etc.) and will thus help to support 2,000 children aged 3 to 11 by 2023. These families will complement the existing Ludocare community.

This additional community of patients and physicians will contribute to a more detailed understanding of the uses and needs of young patients and their parents, while sharing its experience with all the players in the pediatric asthma field in France.

"At Viatris, we are working to enable everyone to live in better health at every stage of their lives. This means making medicines available, but we go beyond that by promoting solutions for prevention and compliance. Joe is a concrete illustration of this commitment that we are proud to support." Claire Portefaix, director of the Viatris France prescription unit.

"At Ludocare, we affirm that helping today's children means so many additional chances offered to tomorrow's adults to live healthier lives. This partnership is a great opportunity to provide access to Joe throughout France. We believe that our therapy will be profitable to children and families, while introducing doctors, through the prism of their patients, to the many benefits of Joe," explains Alexandra de la Fontaine, CEO & co-founder of Ludocare.

3- Enable a maximum number of asthmatic children to benefit from an innovative digital therapy

Aware of the stakes and the importance of medical demonstration, Ludocare is conducting, in parallel with the ambassador program, a large-scale multicenter clinical study in France with both hospital and private practice-based pediatricians. This study, launched a few weeks ago and coordinated by Dr. Drummond of the Necker-Enfants Malades University Hospital in Paris, aims to demonstrate the medical effectiveness and economical value added of the Joe solution for asthmatic children.

Ludocare, aims to obtain financial support from private and public actors for families so that a maximum number of children with chronic asthma can benefit from Joe's digital therapy.

About Ludocare

Founded in 2017, Ludocare is a Lyon-based start-up whose mission is to improve the quality of life of children with chronic and rare diseases. The team is mobilized to put technological innovation at the service of patients, their families and healthcare professionals. In particular, they have developed connected health companion robots that guide young children in taking their treatments. This 100% French solution, which has already convinced numerous patient associations, is CE marked and is now working on a multi-center clinical study in France. In July 2022, Ludocare raised €4.2 million from committed investors, Karista and Bpifrance, via its Patient Autonomy fund and the French Tech Seed fund, to support its development and deploy its innovation to the largest number of patients.

About Viatris

Viatris Inc (NASDAQ: VTRS) is a global pharmaceutical company whose mission is to enable people around the world to live healthier lives at every stage of their lives. We provide access to medicines, drive the evolution of our business in a sustainable way, develop innovative solutions and use our collective expertise afin making our products and services accessible to the greatest number of people through our Global Healthcare Gateway®. Established in November 2020, Viatris brings together excellent scientific, industrial and logistical skills as well as proven regulatory, medical and commercial expertise to deliver high-quality medicines to patients in more than 165 countries and territories. Viatris' product portfolio offers more than 1,400 molecules in a range of key therapeutic areas, covering non-communicable diseases and infectious diseases. It includes branded medicines, generics, complex forms and branded generics as well as biosimilars and over-the-counter (OTC) healthcare products. With approximately 37,000 employees worldwide, Viatris is headquartered in the United States and has global centers in Pittsburgh, Shanghai and Hyderabad, India. To learn more, visit viatris.com and investor.viatris.com, and connect with us on Twitter at @ViatrisInc, LinkedIn and YouTube.

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