

BIGFOOT BIOMEDICAL® ADDS DEPTH WITH EXPERIENCED, SENIOR NEW HIRES

With its Bigfoot Unity™ Diabetes Management Program fully commercial, Bigfoot looks to broaden access to diabetes centers, endocrinology practices and health systems in 2022, as well as expand its development pipeline

Milpitas, CA, December 16, 2021 - Bigfoot Biomedical, a mission-driven company dedicated to better health outcomes for people with insulin-requiring diabetes, announced today three senior hires with deep experience in the diabetes and health care sectors. Matthew Clemente joins Bigfoot as senior vice president of development; Robin A. Beadle joins Bigfoot as vice president of marketing; and Scott Snead joins as vice president of national accounts. All three positions are new as the company moves to expand access to its Bigfoot Unity Diabetes Management Program, which launched in late summer 2021, and focuses on product development to position the company for growth for years to come.

With Bigfoot Unity the company has reimagined how clinicians treat and manage their patients with Type 1 or Type 2 diabetes who rely on multiple daily injection insulin therapy with innovative smart pen cap technologies and remote-care solutions. The company aims to fix a complex and

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Chief Executive Officer, Bigfoot Biomedical

broken therapy cycle with simple and holistic solutions, encompassing both the provider and the patient, that reshape episodic, reactive treatment to proactive, continual care provided remotely or in the office.

"This year was pivotal for our company with FDA clearance of our Bigfoot Unity™ System followed quickly by commercialization," said Jeffrey Brewer, CEO of Bigfoot Biomedical. "After quickly contracting with clinics in seven states across the U.S., we are now primed to expand availability to more diabetes centers and endocrinology practices, as well as targeting key health systems. Our aim is to transform the standard of care for the millions of people with diabetes on insulin therapy. At the same time, we have

a portfolio of assets that we'll be developing as we continue to make inroads into the commercial marketplace with our innovative insulin delivery solutions."

Prior to joining Bigfoot, Clemente was based in Denmark working for Novo Nordisk as the corporate vice president responsible for the engineering and portfolio management of Novo's drug delivery and connected devices. Before working at Novo Nordisk, he was at Eli Lilly and Company as chief technology officer, overseeing a portfolio of electromechanical delivery devices, applications, and algorithms that served as the foundation of Eli Lilly's connected diabetes ecosystem.

"I've worked in diabetes for a long time now and what is exciting to me is the broad expansion of therapeutic feedback, especially with iCGMs," said Clemente. "The ongoing challenge is to harness

the data in a way that solves for the unmet needs of people with diabetes and their health care professionals. There's an incredible opportunity, but it also has to be paired with smart product design."

Prior to joining Bigfoot, Beadle was director of global marketing and head of corporate social responsibility at Glooko. She also spent 10 years in product marketing at Abbott Diabetes Care and supported product launches at health care startups. Her extensive experience in the diabetes sector will help Bigfoot navigate various channels across the med-tech industry, as she will be instrumental in building the in-market approach and developing strategies to support clinics with adoption, patient onboarding and product utilization.

Snead, who served as senior vice president of payer solutions for JISEKI Health, brings with him two decades of experience with national payers and integrated delivery networks. His depth of experience and expertise with large health systems will be significant as the company expands access to Bigfoot Unity beyond diabetes clinics and endocrinology practices.

"The strength, experience and passion of our Bigfoot team is truly unmatched," said Brewer. "We could not be more excited about our future and our capacity to bring meaningful innovation to people with diabetes, their caregivers and their health care professionals."

[About Bigfoot Biomedical, Inc.](#)

Bigfoot Biomedical was founded by a team of people with personal connections to Type 1 and Type 2 diabetes. We seek to change the paradigm of care for diabetes. Bigfoot is an unconventional company taking an unconventional approach. Unlike others, we're looking at insulin therapy holistically and utilizing services, support, and novel business models. We'll partner with health care providers to deliver simple, connected, and comprehensive solutions for the large number of people who have been overlooked by diabetes innovation. Learn more at www.bigfootbiomedical.com. Follow us on Twitter @BigfootBiomed, Instagram and Facebook.

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Important Safety Information for the Bigfoot Unity Diabetes Management System

The Bigfoot Unity System is indicated for management of diabetes in persons 12 years and older. Bigfoot Unity provides glucose monitoring data via the Abbott FreeStyle Libre 2 Flash Glucose Monitoring sensor. The system incorporates real-time alarm capabilities and is designed to replace blood glucose testing for diabetes treatment decisions, unless otherwise indicated. The device is intended to provide insulin dose information using the available glucose data to assist persons with diabetes mellitus who use disposable pen-injectors for the self-injection of insulin in implementing health care provider recommended insulin dose regimens. The system must not be used with automated insulin dosing (AID) systems, including closed loop and insulin suspend systems.

The Bigfoot Unity System requires a prescription. A health care professional must provide appropriate settings for the device based on user specific criteria. It is not intended to be used by individuals who dose insulin in ½ unit increments, take multiple daily doses of long-acting insulin or take high doses of vitamin C (more than 500 mg per day).

The system provides dose recommendations; however, the final decision on when and how to dose is up to the individual user. Failure to use the system according to the instructions for use may result in missing a severe low blood glucose or high blood glucose event and/or making a treatment decision that may result in injury.

For complete details of the system and its components, including warnings, contraindications, and precautions, please consult the Bigfoot Unity User Guide.

*Bigfoot Unity System does not automatically alert your health care provider to potentially serious glycemic conditions or other health conditions, and you should ask your health care providers about their intended data review plan. Bigfoot Unity does not relieve the patient (or their caregivers) of their responsibility to proactively monitor their glucose data and to contact their health care provider or emergency services (e.g., call 911) if there is a suspected emergency health condition, such as, but not limited to, a severe hypoglycemia or a severe hyperglycemia. Bigfoot does not automatically review, monitor, evaluate, or analyze any information generated or collected by the Bigfoot Unity System.

Important Safety Information for the Bigfoot Unity Diabetes Management Program

The Bigfoot Unity Diabetes Management Program incorporates components intended to support healthcare professions in remote physiologic monitoring of their enrolled patients, facilitating on-going diabetes therapy adjustments. The Program does not incorporate real-time monitoring (by either Bigfoot or any other entity, including the health care provider) and does not replace the enrolled patient's responsibility to proactively monitor their own glucose values and make appropriate treatment decisions.

The circular shape of the sensor housing, FreeStyle, Libre, and related brand marks are marks of Abbott and used with permission.

¹Data based on the number of users worldwide for FreeStyle Libre family of personal CGMs compared to the number of users for other leading personal CGM brands and based on CGM sales dollars compared to other leading personal CGM brands.

²RPM Services provided by a health care provider are subject to deductibles and coinsurance as applicable per individual health plan. Reimbursement rates, and thus costs to the patient for the Bigfoot Unity program, are set by their health plan and vary widely across all payers based on a number of factors including geography and contracted rates.

³Refer to individual Plan details for complete coverage information. As a courtesy to its customers, Bigfoot provides the most accurate and up-to-date information available, but it is subject to change and interpretation. The patients' providers are ultimately responsible for determining the appropriate codes, coverage, and payment policies for individual patients. Bigfoot does not guarantee third party coverage of payment for our products or reimburse patients for claims that are denied by third party payors.

⁴Each Superbill or any claim adjudication support provided under the Bigfoot Unity diabetes management program is for reference only, and is not a guarantee of coverage, a guarantee of reimbursement for any item or service reimbursed under any governmental or third-party payer, or advice that referenced CPT codes are applicable. With respect to any CPT code identified by Bigfoot, each HCP is solely responsible for all decisions regarding which CPT code(s) to report, if any, considering the items and services furnished, the patient's clinical facts and circumstances, and applicable coding rules, including the requirement to code to the highest level of specificity possible.