

Finnish diabetes technology company Mendor starts co-operation in the Baltic region with Mediq

Diabetes technology growth company Mendor has made a distribution agreement in the Baltic region with the international health care company Mediq. The agreement encompasses distribution of Mendor's products in Estonia, Latvia and Lithuania.

Mendor's innovative Discreet™ blood glucose meter represents a new generation of self monitoring of blood glucose, and is expected to have an enthusiastic response from the Baltic market.

Mediq is an international provider of pharmaceuticals, medical supplies and the associated care. Mediq takes care of the delivery from supplier to patient, via three distribution channels: directly to people's homes, if needed with the associated care (Mediq Direct); via hospitals and other care institutions (Mediq Institutional); and via Mediq Pharmacies. Mediq has approximately 8,300 employees and has operations in fifteen countries. Mediq was incorporated in 1899 and was called OPG Group up to April 2009.

Mendor's CEO Kristian Ranta comments: "We have worked hard to be able to expand to the Baltic markets with a great company like Mediq. Huge thanks to our competent, persistent and optimistic staff. These ingredients and attitude will create the new era of Finnish growth entrepreneurship!"

Founded in 2006 in Helsinki, Finland, Mendor designs, develops and markets innovative diabetes care products. Mendor's first product, blood glucose meter named the Discreet™, has received high praise from clinicians and diabetologists all over the world. The meter contains all the necessary components for daily blood glucose measurements: meter, strips and lancing device in an integrated, all-in-one device the size of a cell phone. Mendor Discreet™ is designed to simplify the lives of people with diabetes who regularly need to test their blood glucose levels.

Mendor Discreet™ includes a license for Balance™, an advanced internet based self-care application. Balance™ empowers the diabetic to see a full picture of the treatment's status, and possible improvement targets. The medical staff gets a solid platform for discussion with the patient.

Images available on request.

For more information, visit: www.mendor.com

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