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Information on New Value's new investment Sensimed S.A., Lausanne / Switzerland

New Value invests in medtech growth company Sensimed S.A.

SIX Swiss Exchange quoted investment company New Value AG (SIX: NEWN) invests in Sensimed S.A., Lausanne. Sensimed has developed a technologically revolutionary solution for the continuous monitoring of fluctuations in intra-ocular pressure improving the management of related diseases such as glaucoma. In order to finance the company's future growth, New Value invests CHF 3.5 million of equity.

Sensimed was founded in 2003 as a spin-off of EPFL and has its principal focus on design, development, and commercialization of integrated micro-systems for medical devices. The company's first approved product SENSIMED Triggerfish® allows a continuous monitoring of the intra-ocular pressure, which is one of the main risk factors for the development of glaucoma.

About 1-2% of the population are affected by glaucoma disease, which grows with age. Glaucoma is a slowly progressing, irreversible disease leading to damage on the optic nerve and to blindness, unless it is adequately treated. Early and adequate treatment is therefore crucial for any patient affected by glaucoma. Continuous monitoring of the intra-ocular pressure provides the ophthalmologist with information relevant for the accurate adjustment of the therapy and thus closes an existing gap in glaucoma diagnostic. SENSIMED Triggerfish® is the first solution to allow the monitoring of intra-ocular pressure during 24 hours and to provide information on pressure fluctuations at night.

The solution is non-invasive and has obtained CE approval, allowing the company to launch the product in selected target markets. The company has received several awards like e.g. R&D 100 Award 2010, CTI Medtech Award, Red Herring 100 Europe Award and the award of the DeVigier foundation.

New Value invests CHF 3.5 million by participating in this series B financing round. The funds invested will be used to achieve approval in the US and in Asian countries, to commercialize the device in selected geographies, to run post-marketing application trials and to fund ongoing operations. One important objective is to obtain reimbursement of the treatment with SENSIMED Triggerfish® from health insurances in selected countries.

Among the existing investors of Sensimed are Wellington Partners, Vinci Capital and BlueOcean Ventures who closed the first part of the series B financing round with CHF 10 million in Mai 2010. In addition, strategic and private investors joined. New Value considers the investment in the current stage of the company as attractive since technological risks are estimated low and market potential of the solution seems to be high. Furthermore, the company's management and board of directors have great experience in the field of medical technology and a number of key opinion leaders in glaucoma research could be convinced of SENSIMED Triggerfish®. Security and tolerability of the solution could already be proven in clinical studies.

Peter Letter, head of investment management at New Value, emphasizes the excellent accordance of the investment in Sensimed with New Value's sustainable investment approach: "SENSIMED Triggerfish® fulfills an urgent unmet medical need without harming the patient and can contribute to prevent patients from going blind. This does not only reduce the burden to the social security systems, but also helps to maintain the quality of life of people affected by glaucoma. Sensimed is an excellent example how leading-edge Swiss technology does address a worldwide market potential."

Information about New Value AG

New Value, listed at the SIX Swiss Exchange, invests directly in promising private companies in Switzerland and neighbouring countries with above-average market and growth potential. As an investment company, New Value promotes innovative business models with venture capital and accompanies those to market success. The portfolio covers companies of different stages of development, starting with the market introduction phase up to medium-sized enterprises with stable profits. A broad investment approach is deliberately followed regarding industry sectors. The portfolio contains companies active in cleantech and healthcare. New Value assigns great value to ethical business concepts and good corporate governance while selecting their portfolio companies. Criteria such as meaningfulness, social responsibility and ecological sustainability are considered by New Value as decisive competitive advantages, which affect and enhance the quality of products and services offered and thus, facilitate an above average increase of value potential. Since the formation of New Value, EPS Value Plus AG, Zurich, has served as investment manager.

Listing	SIX Swiss Exchange (www.six-swiss-exchange.com) Xetra, Open Market Frankfurt, Berlin, Düsseldorf, Stuttgart and Munich
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