

LIFESENSE GROUP

Press release

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Dutch digital health technology company LifeSense Group signs first strategic media investment agreement with SevenVentures to empower families in Germany

LifeSense Group B.V. (LSG), developer of [Oopsie Heroes Plus \(OH+\)](#), has signed a first strategic media investment agreement with [SevenVentures](#), the leading German TV media investor, which is part of the digital company ProSiebenSat.1. Through the agreement, LifeSense Group scales up its successful bedwetting alarm for children OH+ to the German market and places commercials in target-group-related program environments on wide-reach channels such as ProSieben, SAT.1, Kabel Eins and sixx.

The German central association of health insurance funds [Spitzenverband Bund der Krankenkassen](#) has recently approved the product [Oopsie Heroes Plus \(OH+\)](#), the bedwetting alarm for children developed and marketed by the LifeSense Group (LSG). The device [Oopsie Heroes Plus](#) is comprised of a small and comfortable sensor that can be easily attached to any pair of underwear or pajama bottoms. It will send a harmless, audio-based signal to the mobile device running the [Oopsie Heroes](#) app as soon as bedwetting occurs. The app will then wake up the child so they can go to the toilet. Health insurers in the Netherlands, Belgium and Australia, among others, already reimburse the product and more countries are going follow according to the company's CEO Dr. [Valer Pop](#). The German market is very promising for a successful entry. Pop: 'There are potentially 800,000 children between the ages of 3 and 13 who can benefit from this high-quality solution that GPs and healthcare providers can now prescribe free of charge.'

Based on years of research and invaluable consumer and clinical feedback, [Oopsie Heroes Plus](#) combines the highest quality medical technology with a sleek and elegant design. The result is an intuitive product that is both smart and child-friendly. [Oopsie Heroes Plus](#)' sensor technology has been used by tens of thousands of children and their parents all over the world and has a 90% success rate of eliminating bedwetting within 4 to 12 weeks.

"We are excited to support LifeSense Group with its very promising consumer brand [Oopsie Heroes Plus](#) on its ambitious growth path. The innovative and purposeful product as well as the long-term strategy and the entrepreneurial passion of the team have convinced us to become their media investment partner for the company's entry into the German market. This cooperation underlines that [SevenVentures](#) is able to support market entries of foreign B2C-players in ideal ways, if it comes to building up brand awareness sustainably", says Florian Weber, Managing Director [SevenVentures](#).

"We are proud to have SevenVentures as a strong media investment partner at our side with immediate effect. With them, we can take the next step on our mission to empower families worldwide with digital health solutions", says Dr. Valer Pop.

About SevenVentures

SevenVentures is the leading TV media investor and, as a subsidiary of the Commerce & Ventures segment of ProSiebenSat.1 Media SE, the ideal partner for high-growth consumer-oriented companies, particularly in the consumer goods, retail and services sectors, which have the potential to achieve sustainable success through the use of TV advertising: In return for shares in their equity (media-for-equity) or revenue shares (media-for-revenue), companies receive advertising time on ProSiebenSat.1 channels in particular. In the Commerce & Ventures segment, ProSiebenSat.1 bundles the Group's minority and majority investments. In addition to SevenVentures with the SevenAccelerator, this also includes SevenGrowth and the companies of NuCom Group.

About LifeSense Group

Innovation plays a crucial role in our wellbeing. LifeSense Group is a technology development company that cultivates applications for medical, health and wellbeing. With our patented technology in smart textile, digital health technologies and mobile applications, we make innovations reality.

The digital healthcare company, LifeSense Group expertly blends cutting edge medical technology with flawlessly modern design.

About Oopsie Heroes Plus

The Oopsie Heroes Plus product is comprised of a small and comfortable sensor that can be easily attached to any pair of underwear or pajama bottoms. During the night, when your child has one of those "Oopsie Moments", the sensor will send a harmless, audio-based signal to the mobile device running the Oopsie Heroes app. The app will then awaken the child so they can go to the toilet. Let your child be a hero: dry nights, better days!

Our press kit includes product photos for Oopsie Heroes Plus (and our other digital health products for urine loss for women – Carin, and men – Wil). Please visit

<https://www.lifesense-group.com/press/>