

## Personal MedSystems GmbH gains Dutch lead investor KPN Ventures and concludes series B financing round consortium with total volume of 5 million EUR

Personal MedSystems GmbH, founded in 2008 by Dr. Markus Riemenschneider and Felix Brand, is better known under its brand CardioSecur® located in Frankfurt am Main, Germany. It offers mHealth services and products for people with cardiac symptoms and is building a unique smart data platform for predictive values; the company is receiving growth financing from a consortium formed around the Dutch lead investor KPN Ventures comprising new investors Sino-German High-Tech Fund and the NRW-Bank. Existing shareholders in the company Seventure Partners and HTGF followed in the round. The capital will be used for sales growth and continued innovation on its technology and data platform.

In industrialized countries some 200 million people suffer from recurring heart symptoms. The intensity and frequency of occurrence of such symptoms are not conclusive of the risks involved. The event may entail life-threatening myocardial infarction and stroke-threatening atrial fibrillation with only slight sensations, but also harmless extra beats with shockingly noticeable symptoms. Rapidly required action on one hand and unclear symptoms on the other hand present patients with a dilemma. As a result professional help is usually contacted too late. Only 11% of all infarction patients receive their intervention on time. People with cardiac symptoms need a reliable trigger to act in order to gain certainty.

Currently CardioSecur® offers an instant cardiac monitoring service for private use. It is a smartphone based, personalized ECG device of highest clinical grade quality (15-lead ECG). “CardioSecur is worldwide the only technology giving an instant feedback on heart symptoms when and wherever they occur,” says Dr. Markus Riemenschneider, Managing Director. In the app the user receives in less than a minute a recommendation on what to do next and may optionally share the profound ECG data with his personal physician for further use. CardioSecur® gives peace of mind to users, minimizes the seriousness of cardiac events and allows effective chronic disease management. Its exceptional ease of use and profoundness of data allow CardioSecur to build a smart data pool for predicting critical cardiac events.

“The Series B financing and the strategic leverage points of our new investors will accelerate our market penetration for high-quality cardiac services further and strengthen our pioneering position within mHealth,” says Felix Brand, Managing Director. “Broad availability of CardioSecur’s profound ECG service grows our smart data platform ever larger day by day which is the basis for generating predictive values for serious cardiac events in the future and will help reduce health care cost to society.”

Herman Kienhuis, managing director of KPN Ventures, says: “We see great potential for digital and mobile technologies to improve the quality of healthcare while reducing the cost. Personal MedSystems has developed such an innovation bringing great value to people suffering from heart problems and to cardiologists. In addition to financially supporting its growth, KPN will help Personal MedSystems in bringing CardioSecur® to the Dutch market as well”

“We are impressed by the innovative and professional services and products provided by Personal MedSystems GmbH. Its expertise in instant cardiac monitoring service and creative spirits have enabled it to deliver great value in mHealth industry,” says Alex Liu, Managing Director of Sino-German High-Tech Fund. “We look forward to working with the experienced management team to help scale new heights and contribute to public health.”

### **About Personal MedSystems GmbH**

The Personal MedSystems develops and markets products and services for mHealth cardiac care, which are unique in their innovative depth, user friendliness and profound data generating capacity. Its 15-lead ECG sensor services with only for 4 electrodes and a 50 gram light unit linking to a smartphone form the means for building an unrivaled smart data platform that allows pattern analysis and predictive value generation for critical cardiac events in the future.

Personal MedSystems GmbH is a privately owned company.

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### **About KPN Ventures**

KPN Ventures is the venturing arm of KPN, The Netherlands' leading telecom & ICT company. KPN Ventures aims to create value-creating partnership with innovative European technology companies providing access to capital, expertise, network and customer channels. It focuses early growth-stage investments in European technology companies in the segments: Internet of Things, Connected Home, Digital Health, Cyber Security, Mobile/OTT services, Cloud Computing and Data & Analytics applications. KPN Ventures has its main office in Rotterdam, The Netherlands and has invested in a.o. [Actility](#), [EclecticIQ](#), [SecurityMatters](#) and [Viloc](#).

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### **About Sino-German High-Tech Fund**

Sino-German High-Tech Fund (“SGHF”) is founded in 2016 focusing on investment in growing enterprises of Industry 4.0, IOT industry, Healthcare, Life Science and other high-tech industries in EU especially in Germany. SGHF is strongly supported by Chinese and German government and has a strategic partnership with listed companies in related industries, state-backed investment funds and financial groups.

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## About NRW-Bank

NRW.BANK is the development bank for North Rhine-Westphalia. It essentially orients its equity products on the life cycle of the firms. Thus, the regional NRW.BANK.Seed Fund and the NRW.BANK.Kreativwirtschaftsfonds invigorate the early-phase funding in North Rhine Westphalia. Young high-tech firms are supported by funding of up to € 8 million via the NRW.BANK.Venture Fund. For businesses with above-average growth prospects and a convincing management team NRW.BANK provides contacts to potential private investors within the win NRW.BANK Business Angels Initiative. In addition, the NRW.BANK.Mittelstandsfonds and the NRW.BANK.Spezialfonds provide equity in the amount of € 1 to 7 million to growth intensive mid-cap companies in special funding and restructuring situations.

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## About High-Tech Gründerfonds

High-Tech Gründerfonds invests in young, high potential high-tech start-ups. The seed financing provided is designed to enable start-ups to take an idea through prototyping and to market launch. Typically, High-Tech Gründerfonds invests EUR 600,000 in the seed stage, with the potential for up to a total of EUR 2 million per portfolio company in follow-on financing. Investors in this public/private partnership include the Federal Ministry of Economics and Energy, the KfW Banking Group, as well as strategic corporate investors including ALTANA, BASF, Bayer, B. Braun, Robert Bosch, CEWE, Daimler, Deutsche Post DHL, Deutsche Telekom, Evonik, Innogy, Lanxess, media + more venture Beteiligungs GmbH & Co. KG, METRO, Qiagen,

SAP, Tengemann and Carl Zeiss. High-Tech Gründerfonds has about EUR 576 million under management in two funds (EUR 272 million HTGF I, EUR 304 million HTGF II).

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