

**Pharmagest Interactive forms Strategic Partnership with Embleema to Deploy Innovative Healthcare Blockchain Technology for Patient Records in European pharmacies.**

- Patients will be able to directly download their health data from pharmacies and health centers, placing patients at the center of care, enables individual access to practical tools to opt-in to advanced clinical research
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- Pharmagest makes USD 3,4 million equity investment in Embleema to fund joint development of services for patients and pharmacists

NYC and Paris - January 7, 2019 - Embleema, the leader in blockchain for health, announced today that it has entered into a partnership with Pharmagest, a leading pharmacy software group in Europe, to allow patients to directly download their health data from pharmacies and health centers, placing patients at the center of care. They will gain individual access to practical tools to opt-in to advanced clinical research using Blockchain technology to guarantee control, integrity and traceability of health data.

Embleema has also received a €3 million (circ \$3,4 million) equity investment from Pharmagest. These funds will serve to accelerate the joint development of blockchain-based applications for patients and pharmacies, and further the startup's commercial deployment. Embleema will benefit from Pharmagest's extensive sales network, whose software already equips more than 10,000 pharmacies in Europe. It will enhance Pharmagest's offering with applications that let patients consolidate their health data, and opt-in to clinical research. The startup also hopes to scale the adoption of its services among patients that are already digitizing their prescription data through pharmacies running on Pharmagest's softwares..

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will also enable Pharmagest to scale the adoption of its services among patients that are already digitizing their prescription data through pharmacies running on Pharmagest software platforms.

In July 2018, Embleema launched PatientTruth in the US, the first blockchain-based personal health record system, which lets patients assemble their health history from dispersed health records, and gives them full control over data sharing. Patients receive tokens in exchange for their active participation in clinical research. Embleema was the first company to offer practical means for patients to own their digital health assets, providing both control and monetization without third party data brokers.

Blockchain allows patients to own their data on a decentralized marketplace, as all transactions are registered on distributed ledgers, removing the need for a third party to authenticate movements. Patients have access to the full audit trail of their health data, and receive automated payments through smart contracts.

The strategic partnership with Pharmagest will enable Embleema to accelerate the development of its decentralized health data marketplace, a service for patients to connect with researchers to share and collect relevant health data, and to accelerate drug development. Pharmagest will be a leading [KH1] partner for Europe, offering patients within its network an opportunity to opt-in to research. The tokens purchased by Pharmagest (30 million Embleema tokens for an additional price of \$ 500,000.) will serve as a currency for its services. will serve to compensate patients for active participation, for instance for uploading medical information and connecting smart health devices.

This blockchain-based marketplace could disrupt the existing health data sharing business where patient data is purchased by third parties from hospitals or pharmacies with no patient buy-in or consensus, and then sold to life sciences companies. This current system is inefficient, as contract research organizations (CROs) typically take more than one year to compile "Real World Evidence" (RWE) data manually from siloed industry datasets. Per patient cost of trials is \$36,500 on average and \$16,500 for Phase 4 studies. Patients are not compensated when their aggregated data is sold, and do not give explicit consent. Finally, aggregated data does not have the quality of individual patient-level data, which is typically required. Blockchain makes it possible to improve this process by securing patient consent to share individual patient level data.

Thierry Chapusot, CEO of Pharmagest said: "Our investment in Embleema marks the group's decisive stand in favor of Blockchain. We are convinced that this technology is fundamental to secure health data. In practice, we will use it to provide patients with new ways to control their data, boosting trust in digital health. Pharmacists will also be able to play a bigger role in reaching patients, providing them with incentives to assemble their health history, and inform research. This is a paradigm shift for monitoring drug efficacy and safety."

With Pharmagest, Embleema is offered a huge opportunity to deploy its technology in Europe, enriching existing pharmaceutical files with data from medical records and smart devices. Tokens will reward patients, but also pharmacists and medical staff, for their active participation in the constitution of these records and for sharing with research. The two companies will finally be able to rely on a network of pharmacies that already use Pharmagest's software, to disseminate its new services to patients. With Pharmagest, Embleema is expanding its current list of partners, which already has several key healthcare players, in particular Pierre-Fabre and Servier Laboratories.

Robert Chu, CEO of Embleema added: "We are delighted to form this strategic partnership. It will allow us to integrate our blockchain technology with pharmaceutical records developed by Pharmagest. We will work together to quickly deploy this technology to all patients interacting with pharmacies. In France for instance, this is a major leap forward in filling the existing health informatics gap, so that every citizen may access data directly from their smartphone, and control how it is used."

### **About the Pharmagest Group**

Pharmagest Group is the French pharmacy information technology leader, with a market share of more than 42% and more than 1,000 employees. The Group's strategy is based on a core business of improving healthcare through information technology innovation and developing two priority areas: 1/ Services and technologies for patients and healthcare professionals, with a focus on assisting pharmacies in patient medication compliance; and 2/ technologies for improving the efficacy of healthcare systems.

This strategy is executed through specialised business lines developed by Pharmagest Group: pharmacy IT solutions, e-Health solutions, solutions for healthcare professionals, solutions for pharmaceutical laboratories, connected health devices and apps, and a sales financing marketplace.

These businesses are grouped within four divisions: Pharmacy - Europe Solutions; Health and Social Care Facilities Solutions; e-Health Solutions and Fintech.

## **About Embleema**

**Embleema** is the patient-driven healthcare blockchain network for secure sharing of personal health records. Hosted on a private Ethereum blockchain, Embleema's consolidated, highly-secure repository provides the healthcare ecosystem with an undisputed and holistic view of patients' medical history, Embleema is creating a decentralized healthcare data economy by connecting the key stakeholders in the healthcare industry, directly with patients while maintaining the patient's data sovereignty.

CEO Robert Chu left his role as Senior Vice President, Global Technology Solutions at IMS Health to found Embleema in June 2017 and is supported by a team of healthcare and technology executives from Harvard Medical School, T-Systems, the Pharmaceuticals Division of Pierre Fabre and iBionext and Nokia / Withings Digital Health.

For more information, please visit [www.embleema.com](http://www.embleema.com) and follow Embleema on Twitter [@Embleema](https://twitter.com/Embleema), [Telegram](https://t.me/Embleema), [LinkedIn](https://www.linkedin.com/company/embleema), and [Facebook](https://www.facebook.com/embleema).

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