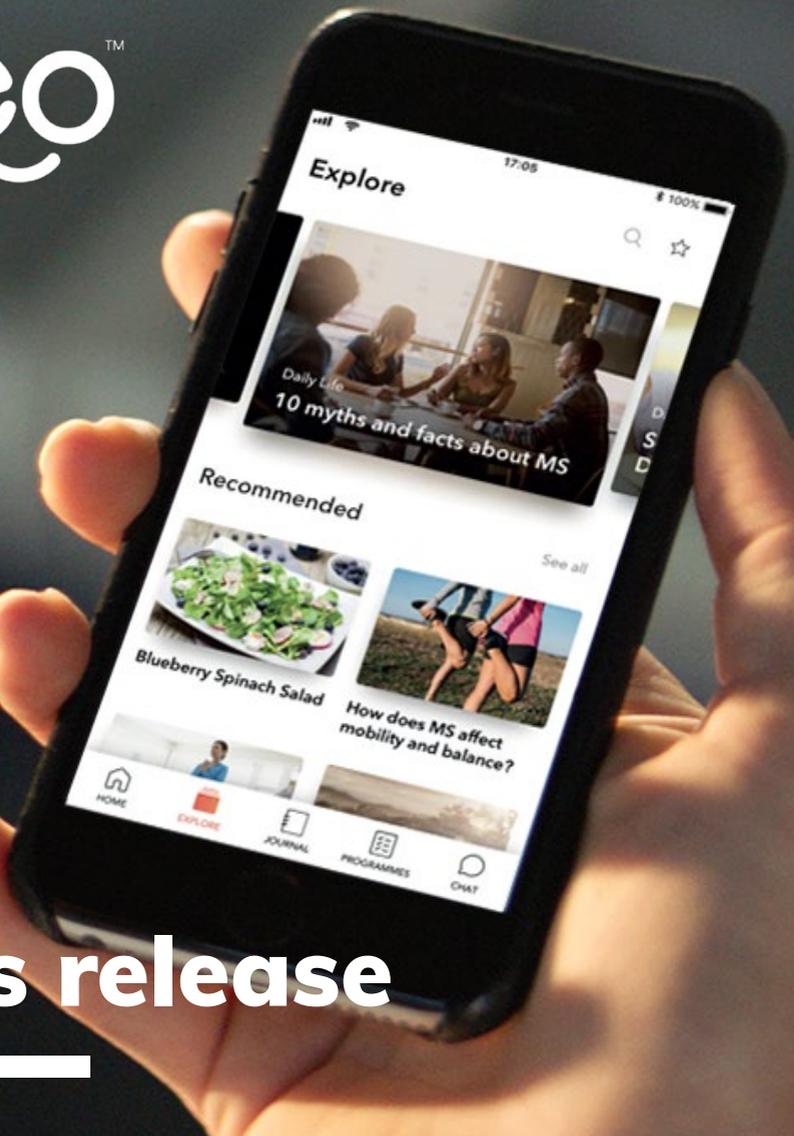


# Cleo™



## Press release

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### **Biogen launches Cleo™ application to inform and support anyone living with multiple sclerosis**

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The health and wellbeing application is designed to be a daily digital companion for the MS community and is available to download from today on iPhone and Android.

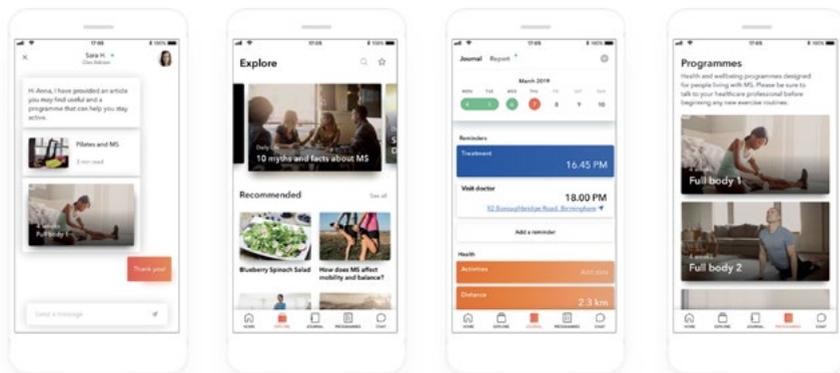


**Maidenhead, UK – 7 March, 2019** – Biogen has today announced the UK launch of its new digital application (app) – Cleo™ – an everyday digital companion to provide information and support for people living with multiple sclerosis (MS), as well as their carers, friends and family.\*

## The app's four main features include:

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- **Information, articles and stories** for people living with MS
- **Personal Journal** – a simple way for MS patients to keep track of their health and set treatment and appointment reminders
- **Health and wellbeing programmes** designed to help patients living with MS
- **Cleo™ Chat** – users can chat with a Cleo™ Advisor who can help them make the most of Cleo™ articles, programmes and features



\*Cleo™ does not discuss any treatments with specific medicines or provide any medical advice. Patients are always encouraged to speak to their healthcare professional for medical advice.

Cleo™

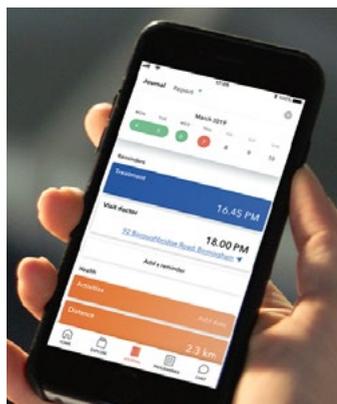
**“Biogen believes that, regardless of treatment choices, patients should always be informed, supported and inspired to aim for better tomorrows. Cleo™ reinforces our ongoing commitment to MS and is an example of our ambition to provide digital solutions that benefit people living with neurological conditions.”**

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Terry O'Regan, Vice President & Managing Director, Biogen UK & Ireland.

The app was developed by Biogen's Global digital entity Biogen Healthcare Solutions (BHS) who aim to provide best-in-class digital solutions that improve patient care. Cleo™ is already available in Germany, France, Italy, Canada, Japan and the US and will evolve regularly to incorporate new content and features based on feedback and input from the MS community. Further country launches are scheduled throughout 2019.

Visit <https://cleo-app.co.uk/> to learn more about Cleo™.



**“The MS journey is a complex one, and knowing where to go to find trusted information on health and wellbeing can be a key challenge for patients in the UK. Cleo™ was designed as a simple, personalised mobile solution to support the MS community in keeping track of their health, supporting their wellbeing and learning about the MS topics that matter most to them”**

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Matt Norcross, Affiliate Head of Multichannel Excellence (UK) at Biogen.

Cleo™

## About Biogen

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At Biogen, our mission is clear: we are pioneers in neuroscience. Biogen discovers, develops, and delivers worldwide innovative therapies for people living with serious neurological and neurodegenerative diseases. One of the world's first global biotechnology companies, Biogen was founded in 1978 by Charles Weissmann, Heinz Schaller, Kenneth Murray, and Nobel Prize winners Walter Gilbert and Phillip Sharp. Today, Biogen has the leading portfolio of medicines to treat multiple sclerosis and has introduced the first and only approved treatment for spinal muscular atrophy. Biogen is also focused on advancing neuroscience research programmes in Alzheimer's disease and dementia, MS and neuroimmunology, movement disorders, neuromuscular disorders, acute neurology, neurocognitive disorders, pain and ophthalmology. Biogen also manufactures and commercialises biosimilars of advanced biologics.

## About Biogen Healthcare Solutions

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Biogen Healthcare Service (BHS) is a global entity from Biogen, based in Paris, dedicated to developing innovative digital 'beyond the pill' solutions for patients living with neurological diseases, and neurology clinicians. The BHS organisation designs, develops and optimises large scale, strategic digital services for Biogen customers in line with Biogen's forward vision of being a trusted and value leader in Neurosciences. Digital solutions from BHS aim at being best-in-class services to make a true difference in patients' lives.

### Press contact

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