



**Magnisense participates in the Deauville Women's Forum
to discuss the future of health
alongside Dassault Systèmes and Roche**

The session will take place on Wednesday, October 14 at 5:30 p.m.

Paris, October 14, 2015 – At the Women's Forum to be held in Deauville, France from October 14 to October 16, Lyse Santoro, CEO of Magnisense, a biotechnology company that designs and develops emergency diagnostic tests for cardiovascular diseases, will participate in a panel discussion entitled ***"The Future of Health: Designing a healthy Life"*** alongside Dassault Systèmes and Roche.

During this discussion, the three companies will share their views on the current developments and revolutions taking place in the healthcare sector to improve the quality of patient care, while reducing public health costs.

Lyse Santoro will talk about the need to re-invent and implement innovative care pathways, in light of the challenging hospital environment, saturated and centralized healthcare organizations and soaring direct and indirect associated costs. To illustrate her point, she will take the case of cardiovascular diseases. In this context, it is now critical to optimize patient care and focus on a personalized approach.

Patient care pathways can be improved by developing innovative medical devices based on disruptive technologies. Magnisense is playing a role by designing rapid, portable diagnostic blood tests based on its proprietary technology using magnetic nanoparticles. These tests will allow medical professionals to diagnose a heart attack in just 15 minutes (rather than several hours) to identify emergency situations and initiate early therapeutic patient care while reducing the number of steps and people involved.

"We are building the future of medicine alongside the medical community, healthcare authorities, regulatory agencies and governments so that patients can get the best care possible," said Lyse Santoro, CEO of Magnisense.

About Magnisense

Magnisense is a private company that designs, develops and records emergency diagnostic tests for cardiovascular diseases, in particular myocardial infarction, for commercial use. These proprietary tests use Magnisense's groundbreaking MIAtek® technology based on magnetic nanomaterials, which is protected internationally by five families of patents issued in Europe and the United States. The tests meet the needs of hospital emergency physicians and cardiologists in all respects: they produce quantitative and sensitive amounts of cardiac markers directly in whole blood in 15 minutes, using a robust, portable and decentralized instrument available at a competitive price. The MIAtek®, featuring groundbreaking technology using magnetic nanoparticles, is protected by five families of patents issued in Europe and the United States. Magnisense was founded by the inventor of the technology and a group of business angels. The main investors are Daniel Bernard and Jean-Patrick Voisin. Its head office is in Paris, and its R&D laboratory, "Le Campus", is located in the Lyonbiopôle life sciences cluster. Magnisense aims to become a leader in emergency cardiac diagnostics by commercializing competitive tests that address healthcare and economic issues. For further information: www.magnisense.com

About cardiovascular diseases: Cardiovascular diseases are the leading cause of death worldwide, killing 17 million people every year. As the population ages, this figure is expected to reach 24 million by 2030. Given the sharp increase in cardiovascular accidents and the associated direct and indirect costs, a genuine medical need has developed for rapid, robust, portable and economical emergency diagnostic tests.

About Women's Forum for the Economy and Society

Founded in 2005, the Women's Forum for the Economy and Society has been the world's leading platform featuring women's views and voices on major social and economic issues.

Women's Forum meetings gather together remarkable women and men from politics, business, civil society and academia, for the purpose of showcasing stories of workable solutions in different countries and contexts.

The annual Women's Forum Global Meeting welcomes to Deauville, France, more than 1300 participants and 600 organizations from 70 countries. It features novel ideas from advanced and emerging nations in a format that combines plenary and smaller sessions together with The Discovery—a uniquely vibrant content relay of discussions, interactive sessions and practical workshops.

Press contacts:

Magnisense: info@magnisense.com – 01 45 62 80 00

Alize RP:

Caroline Carmagnol caroline@alizerp.com – 01 44 54 36 66

Florence Portejoie, fportejoie@alizerp.com – 01 44 54 36 64