

May 25, 2017

## Insulet Corporation Ranked #4 on Forbes 2017 Most Innovative Growth Companies List

*Leader in Tubeless Insulin Pump Technology Ranks in Top Five Percent Among List of Most Innovative 100 Public Companies*

BILLERICA, Mass.--(BUSINESS WIRE)-- Insulet Corporation (NASDAQ: PODO) (Insulet or the Company), the leader in [tubeless insulin pump](#) technology with its Omnipod<sup>®</sup> Insulin Management System (Omnipod System), today announced that it is ranked number four out of 100 on the Forbes 2017 "[Most Innovative Growth Companies](#)" list. Insulet was recognized for growth and innovation in the development, manufacturing, and marketing of its differentiated insulin management system.

"Insulet's inclusion on the Forbes 2017 'Most Innovative Growth Companies' list is a testament to our tremendous success and proven track record of pioneering new technologies," said Patrick Sullivan, Chairman and Chief Executive Officer. "Our ranking in the top five percent of this prestigious list reflects our team's focus on driving growth within all areas of our business. We have an unwavering dedication to bring innovative products to market and improve the lives of those living with diabetes."

According to [Forbes](#), the "Most Innovative Growth Companies" list includes companies expected by investors to be innovative now and in the future. Companies were ranked by their "innovation premium," which is based on a proprietary algorithm from Credit Suisse HOLT, a platform that calculates the difference between a company's market capitalization and the net present value of cash flows from its existing business. To qualify for consideration in the annual list, companies must have at least seven years of public financial data and a market capitalization between \$2 and \$10 billion.

### **About Insulet Corporation:**

Insulet Corporation (NASDAQ: PODO) is an innovative medical device company dedicated to making the lives of people with diabetes easier. Through its Omnipod Insulin Management System, Insulet seeks to expand the use of insulin pump therapy among people with insulin-dependent diabetes. The Omnipod is a revolutionary and easy-to-use tubeless insulin pump that provides up to three days of non-stop insulin delivery, without the need to see or handle a needle. Insulet's Delivery Systems business also partners with global pharmaceutical and biotechnology companies to adapt the Omnipod technology platform for the delivery of subcutaneous drugs across multiple therapeutic areas. Founded in 2000, Insulet Corporation is based in Billerica, Massachusetts. For more information, please visit: <http://www.myomnipod.com>.

### **Forward-Looking Statement:**

This press release may contain forward-looking statements concerning Insulet's expectations, anticipations, intentions, beliefs or strategies regarding the future. These forward-looking statements are based on its current expectations and beliefs concerning future developments and their potential effects on Insulet. There can be no assurance that future developments affecting Insulet will be those that it has anticipated. These forward-looking statements involve a number of risks, uncertainties (some of which are beyond its control) or other assumptions that may cause actual results or performance to be materially different from those expressed or implied by these forward-looking statements, and other risks and uncertainties described in its Annual Report on Form 10-K, which was filed with the Securities and Exchange Commission on February 28, 2017 in the section entitled "Risk Factors," and in its other filings from time to time with the Securities and Exchange Commission. Should one or more of these risks or uncertainties materialize, or should any of its assumptions prove incorrect, actual results may vary in material respects from those projected in these forward-looking statements. Insulet undertakes no obligation to publicly update or revise any forward-looking statements.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20170525005280/en/>

### **Investor Relations and Media Contact:**

Deborah R. Gordon, 978-600-7717  
Vice President, Investor Relations and Corporate Communications  
[dgordon@insulet.com](mailto:dgordon@insulet.com)

Source: Insulet Corporation

