NEWS RELEASE

For World Diabetes Day, Insulet Launches “Give Yourself the Freedom to” Campaign, Encouraging People with Diabetes to Prioritize Their Well-Being

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The “Give Yourself the Freedom to” campaign invites people with diabetes around the world to show themselves compassion and self-care.

Global survey data shows approximately 6 in 10 people with type 1 and type 2 diabetes want more holistic support, including mental health resources.

Insulet is also supporting various diabetes community and colleague engagement initiatives around the globe.

ACTON, Mass.--(BUSINESS WIRE)-- In recognition of World Diabetes Day on November 14, 2026, Insulet Corporation (NASDAQ: PODD) (Insulet or the Company), the global leader in **tubeless insulin pump technology** with its Omnipod® brand of products, today announced its “Give Yourself the Freedom to” campaign designed to raise awareness of the often overlooked emotional and mental demands of living with diabetes and encourage people living with diabetes to prioritize their own well-being.

“Living with diabetes extends far beyond managing glucose levels and making treatment decisions. It carries a daily mental and emotional burden that can impact every aspect of a person’s life, yet these challenges often go unrecognized,” said Ashley McEvoy, Insulet President and CEO. “Through Insulet’s ‘Give Yourself the Freedom to’ campaign, we are encouraging people with diabetes to prioritize self-care and make space for the moments that bring joy to their lives. Because caring for your mental health is an essential part of caring for your diabetes.”

Insulet commissioned a global survey[1] of 9,656 people living with type 1, type 2, and gestational diabetes, as well as caregivers, from 11 different countries. The survey found that 62% of people with type 1 diabetes and 60% of people with type 2 diabetes want more holistic support, including access to mental health resources.

“For years, I measured my diabetes management by my number alone,” said Meg Cremins, Omnipod 5 user[2] and diabetes community voice. “Now, I realize that taking care of my mental well-being is just as important as managing my glucose levels. Giving myself five minutes to breathe, reset or step away isn’t being less disciplined about my diabetes care. It's what actually makes me stay engaged and show up for it, every day.”

Throughout November, “Give Yourself the Freedom to” content will be featured across Insulet’s social media channels and shared with Omnipod users, and healthcare providers worldwide.

As part of its commitment to whole person diabetes care, Insulet previously launched a partnership with Calm, a leading consumer mental health company, with the Mind in Range Collection – tailor-made mindfulness tools created specifically for people living with diabetes and their caregivers, including guided meditations, a breathing exercise, and a Sleep Story narrated by Lila Moss[3], model and Omnipod user. These resources are designed to fit seamlessly into daily life, without adding another task to the load of managing diabetes. To learn more and explore the free Mind in Range Collection visit the **Omnipod × Calm page at omnipod.com/calm**.

Additional Diabetes Awareness Month Activities

Throughout Diabetes Awareness month, Insulet is proud to support a range of activities to raise awareness, foster community connections, and give support to people impacted by diabetes.

- Letters of Encouragement for Children: Through the Insulet for Good program, employees will partner with Breakthrough T1D to write letters of support to newly diagnosed children with type 1 diabetes.
- Community Event Sponsorships – Insulet is proud to sponsor community events and initiatives led by Type One Together, Risley Health, Stripped Supply, and Fundación Phabian to improve the lives of people affected by diabetes.
- Employee Events and Activities: In conjunction with Insulet’s Podder ® Alliance Network, an employee resource group that includes people living with, caring for, or supporting people with diabetes, the company will host a variety of employee events and engagement opportunities to promote diabetes awareness and community connection.

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[1]Based on an online Censuswide survey, commissioned by Insulet, in Sept. 2025. Results are based upon the responses of 9,656 workers and workers

[1]Based on an online CensusWide survey, commissioned by Insulet, in Sept. 2025. Results are based upon the responses of 9,050 workers and workers with type 1 or type 2 diabetes across more than 10 sectors in Germany, Netherlands, Saudi Arabia, Spain, Sweden, United Kingdom, United States, Denmark, Australia, Canada, and France.
[2]Meg Cremins is a paid partner of Omnipod
[3]Lila Moss is a paid partner of Omnipod

About Insulet Corporation:

Insulet Corporation (NASDAQ: PODD), headquartered in Massachusetts, is an innovative medical device company dedicated to simplifying life for people with diabetes and other conditions through its Omnipod product platform. The Omnipod Insulin Management System provides a unique alternative to traditional insulin delivery methods. With its simple, wearable design, the tubeless disposable Pod provides up to three days of non-stop insulin delivery, without the need to see or handle a needle. Insulet's flagship innovation, the Omnipod 5 Automated Insulin Delivery System, integrates with a continuous glucose monitor to manage blood sugar with no multiple daily injections, zero fingersticks, and can be controlled by a compatible personal smartphone in the U.S. or by the Omnipod 5 Controller. Insulet also leverages the unique design of its Pod by tailoring its Omnipod technology platform for the delivery of non-insulin subcutaneous drugs across other therapeutic areas. For more information, visit **insulet.com** and **omnipod.com**.

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