

Insulet and Marvel Collaborate to Launch Comic Book Hero with Type 1 Diabetes Featuring Omnipod® 5, Empowering the Diabetes Community Through Representation

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With Marvel's longstanding legacy of creating heroes who reflect real-world struggles and triumphs, this original comic book offers a powerful platform to combat diabetes stigma and encourages the use of diabetes technology.

ACTON, Mass. — Insulet Corporation (NASDAQ: PODD) (Insulet or the Company), the global leader in **tubeless insulin pump** technology with its Omnipod® brand of products, today announced a new collaboration with Marvel to launch a comic book featuring a hero who lives with type 1 diabetes. The comic is developed in collaboration between Marvel and Insulet, with the goal of making people with diabetes feel seen, understood, and represented.

"Managing diabetes, especially when it involves intensive insulin therapy, requires making countless decisions. From calculating insulin doses to monitoring blood glucose levels, the mental burden can be overwhelming," said Ashley McEvoy, Insulet President and Chief Executive Officer. "Collaborating with Marvel on this story empowers readers from the diabetes community to see themselves represented. Diabetes can be a part of what makes you strong by harnessing the technology of Omnipod 5 to help simplify life."

The comic features Omnya, a high school teenager who lives with type 1 diabetes and struggles with her management until she eventually embraces an insulin pump after meeting with her endocrinologist. Readers follow her journey of managing the autoimmune condition, overcoming self-doubt, discovering her power, and transforming into Dyasonic, a Marvel-inspired hero. Written by Paul Allor, whose personal experience living with

diabetes informed the storyline, *Dyasonic: Sound of Strength* inspires those navigating life with diabetes and shows how technology can lead to better outcomes and quality of life.

According to a U.S. survey¹ conducted by Insulet, 94% of people with type 1 diabetes said it's important to see people with diabetes accurately represented in culture and society; however, in the year prior to the survey, 51% reported that they rarely or never saw that representation. The survey also revealed that social stigma remains a significant challenge: One in three respondents said they are likely to hide their condition from others, citing fear of judgment (33%), not wanting to explain their condition (54%), or being ashamed of their condition (12%).

Storytelling plays a powerful role in building empathy, understanding, and connection, and that's the driving force behind Insulet's collaboration with Marvel. By introducing a hero whose journey with type 1 diabetes reflects real-life experiences, this comic aims to increase visibility and inspire people of all ages who live with diabetes through an authentic, relatable narrative. Building on that, and in partnership with Children with Diabetes, Insulet is continuing its mission to celebrate representation for the diabetes community. Supporters can get involved by participating in an online campaign and Insulet will provide scholarships for families to attend future Friends for Life Orlando conferences.

"Representation remains critical in shaping perceptions and reducing stigma around chronic conditions, especially for young adults and children managing something as complex and personal as diabetes," said Jeff Hitchcock, Founder, President, and CEO of Children with Diabetes. "Seeing a hero who lives with diabetes, and thrives, can help break down stigma and open the door to conversations about management and support. This comic is an exciting step forward for the community."

To access the comic, related materials, and learn more about the campaign visit **[Omnipod.com/Marvel](https://omnipod.com/Marvel)**.

About Insulet Corporation:

Insulet Corporation (NASDAQ: PDD), 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](https://insulet.com)** or **omnipod.com**.

About Children with Diabetes

Children with Diabetes is an Ohio-based 501(c)(3) non-profit organization dedicated to providing education and support to families living with type 1 diabetes. Our official corporate name is T-1 Today, Inc. (Ohio Charter 2231845) with a Trade Name Filing for Children with Diabetes. Most people know us as Children with Diabetes.

¹The national survey results are based upon the responses of 1,015 U.S. adults living with type 1 diabetes. Thrivable conducted an online survey on behalf of Insulet between Oct. 13 and Oct. 20, 2021, using the Thrivable proprietary Health Panel Database.

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