



Release date: June 24, 2020

ANIV8, A NEW PET WEARABLE PLAYER, COLLABORATES WITH ELANCO TO DEVELOP ITS WEARABLE TECHNOLOGY

AniV8, Inc. is collaborating with Elanco Animal Health to evaluate AniV8's wearable technology in research settings. AniV8's collar-mounted device is based on high quality science, using patented proprietary algorithms and cloud-based data analytics to measure the quality – rather than quantity – of movement. It is the first wearable health monitor to diagnose and monitor osteoarthritis pain in dogs and cats in this way. AniV8's monitor is expected to provide study clinicians at North Carolina State University – a leading center of pain research in companion animals – with a validated, reliable and objective measurement of pain that will be extensively evaluated in dogs with osteoarthritis.

Kristin Bloink, Vice President of Research from Elanco said: "Our business is based on delivering innovative animal health solutions, so we are very pleased to be able to support the development of this novel measurement while supporting the promising animal health start-up community. This new technology is expected to enable users to more accurately assess when a pet is experiencing pain, potentially before the pet shows obvious signs, and further facilitates our goal of continuously improving animal health."

AniV8 was co-founded by Dr. B Duncan X Lascelles, a leading authority on canine and feline pain at North Carolina State University, Stonehaven Incubate and Sports Performance Tracking (SPT); all leaders in their respective fields. The company expects its initial device to be available commercially in the first half of 2022.

"This is a true transformation in the industry," said Dr. Lascelles. "We have taken an innovative approach to measuring the impact of musculoskeletal pain that is agnostic to species, size, shape, age and lifestyle characteristics. Importantly, we believe our device will be a reliable and accurate endpoint for clinical trials, diagnosis and treatment efficacy. The technology can also be deployed in clinical practice to assess the effectiveness of ongoing therapies."

Mark Heffernan, CEO of Stonehaven Incubate, explains: "This is a significant achievement for one of our portfolio companies. It validates the Stonehaven Incubate model to establish high-quality animal focused start-ups."

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Notes to editor:

AniV8

AniV8 (pronounced An-i-vate) is designed to become the leading developer of clinical sensor technology recommended by veterinarians to diagnose and monitor common companion animal disease states. It was co-founded by Stonehaven Incubate, Dr. B Duncan X Lascelles and Sports Performance Tracking (SPT); all leaders in their respective fields. AniV8 was officially launched at Animal Health Investment Europe in London, February 24-26, 2020. www.aniv8.com

Elanco

Elanco (NYSE: ELAN) is a global animal health company that develops products and knowledge services to prevent and treat disease in farm animals and pets in more than 90 countries. With a 65-year heritage, it rigorously innovates to improve the health of animals and benefit customers, while fostering an inclusive, cause-driven culture for more than 5,800 employees. Elanco is driven by its vision of food and companionship enriching life - all to advance the health of animals, people and the planet. Learn more at www.elanco.com

Stonehaven Incubate

Swiss-based Stonehaven Incubate was formed in February 2018 and is a dedicated, animal health group committed to creating new companies de novo from disruptive human technology. Stonehaven Incubate works with innovators and builds strategies for new, stand-alone animal health companies. It finds experienced management teams and sources the required capital, leaving no stone unturned in its quest to bring human innovations to animal health.

Sports Performance Tracking (SPT)

SPT is a leading developer and manufacturer of sports wearable GPS devices and software that record and analyse in-game performance metrics. The company has customers in more than 100 countries, including schools, healthcare professionals, local rugby associations and the Spanish Football League.

SPT aims to be the world leader in wearable sporting technology and to help community sports men and women train in the same way as professionals.

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