



Integrity Applications Announces GlucoTrack® Customer Experience Program in the Netherlands

Wilmington, DE and Ashdod, Israel – December 17th, 2018 - Integrity Applications, Inc. (www.integrity-app.com) (OTCQB: IGAP), innovator of GlucoTrack®, a non-invasive device for measuring glucose levels in people with type 2 diabetes and pre-diabetes, announced today that the Company has launched a Customer Experience Program in the Netherlands with its exclusive distributor MediReva and renowned clinical thought leaders in the field of diabetes care.

The main purpose of the program is to demonstrate real-world patient and health care professional experience with GlucoTrack® as a solution for daily glucose monitoring, and to further accelerate commercialization and the reimbursement process in the Netherlands. The program will be rolled out in two groups of 30 patients, all of whom are diagnosed with type 2 diabetes with an HbA1c level above 53 mmol/mol (7.1%), a Body Mass Index (BMI) above 25, and are not compliant with their current invasive devices due to the pain and discomfort associated with daily finger-pricks. Patients will be followed over a 2-week period with several interactions between the patients and their health care providers.

Patients and their health care providers will monitor their experience using validated diabetes questionnaires and an in-depth evaluation of their experience with GlucoTrack®. A select subset of patients will continue to be monitored for a period of three months to assess their experience over a longer time period.

Connie Hoek, a dietician and lifestyle manager involved in coaching patients with a combination of type 2 diabetes, overweight and other risk factors (example: The Turnaround Diabetes type 2 Project) is leading this project. “Non-invasive measuring with GlucoTrack® enables patients to test more frequently, providing invaluable insights on the effects of food intake on their glucose levels”, commented Ms. Hoek. “This solution is a significant step forward for clinicians and patients.”

“This program is a key initiative in expanding the market for GlucoTrack® for Dutch patients with type 2 diabetes,” commented Paul Ummels, CEO of MediReva. “MediReva is delighted to bring a non-invasive glucose monitoring system to the Dutch Market and helping to improve the quality of life of patients with type 2 diabetes. Health care professionals are seeking innovative truly non-invasive devices for diabetes monitoring, and GlucoTrack® promises to remove the current barriers of invasive devices and bring glucose monitoring to the next level.”

David Podwalski, President and COO of Integrity Applications also stated: “This program will further demonstrate the value of GlucoTrack® as a viable solution for effective diabetes management.”



About GlucoTrack®

GlucoTrack® is a completely non-invasive monitoring device that rapidly measures and displays an individual's glucose level in about a minute without finger pricking or any pain. GlucoTrack® features a small sensor that clips to the earlobe and measures the user's glucose level using innovative and patented sensor technologies. The measured signals are analyzed using a proprietary algorithm and then a calculated glucose level is displayed on a small handheld device the size of a small mobile phone. The glucose results are stored in the device and used to estimate HbA1c level using a proprietary algorithm. The device can also display glucose values graphically, enabling the user to monitor glucose levels over time.

GlucoTrack® has received approvals for CE Mark in Europe and from the Ministry of Food and Drug Safety in South Korea for type 2 diabetes and pre-diabetics and is currently available in selected markets in Europe and Asia.

About Integrity Applications, Inc.

Integrity Applications, Inc. (OTCQB: IGAP) was founded in 2001 and is focused on the design, development, and commercialization of non-invasive glucose monitoring technologies for people with type 2 diabetes and prediabetes. The Company has developed GlucoTrack®, a proprietary non-invasive glucose monitoring device designed to obtain glucose level measurements in about a minute without the pain, incremental cost, difficulty, or discomfort of conventional invasive finger stick devices. Integrity Applications Inc. is a Delaware corporation, with headquarters in the United States and an R&D site in Ashdod, Israel. For more information, please visit <http://www.integrity-app.com/> and <http://www.glucotrack.com>.

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Forward-Looking Statements

This news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Statements contained in this news release that are not statements of historical fact may be deemed to be forward-looking statements. Without limiting the generality of the foregoing, words such as "expect", "plan" and "will" are intended to identify forward-looking statements. Readers are cautioned that certain important factors may affect Integrity Applications' actual results and could cause such results to differ materially from any forward-looking statements that may be made in this news release. Factors that may affect Integrity Applications' results include, but are not limited to, the ability of Integrity Applications to raise additional capital to finance its operations

(whether through public or private equity offerings, debt financings, strategic collaborations or otherwise); risks relating to the receipt (and timing) of regulatory approvals (including FDA approval); risks relating to enrollment of patients in, and the conduct of, clinical trials; risks relating to its current and future distribution agreements; risks relating to its ability to hire and retain qualified personnel, including sales and distribution personnel; and the additional risk factors described in Integrity



Applications' filings with the U.S. Securities and Exchange Commission (the "SEC"), including its Annual Report on Form 10-K for the year ended December 31, 2017 as filed with the SEC on March 31, 2018.