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Japan's PHC Holdings inks MoU to transfer EversenseÃ?Â® CGM distribution to strategic partner Senseonics

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To integrate Eversense manufacturing and distribution to accelerate growth



Japan-based PHC Holdings Corporation and its subsidiary Ascensia Diabetes Care, a global diabetes care company, have announced that Ascensia has signed a Memorandum of Understanding (MoU) to transfer the commercial operations for Eversense® Continuous Glucose Monitoring (CGM) systems to Eversense maker Senseonics Holdings, Inc.

The companies are targeting to unite Eversense R&D, manufacturing, and commercial activities within Senseonics beginning January 1, 2026, subject to a definitive agreement.

Under its collaboration with Senseonics, Ascensia acquired exclusive global distribution rights for Eversense in 2020 and launched Eversense 365, the world's first and only one-year CGM system, in the US in October 2024. PHC Holdings Corporation and its subsidiaries are collectively known as PHC Group.

As Eversense continues to grow, its go-to-market approach has increasingly departed from Ascensia's core blood glucose monitoring business. PHC Group, Ascensia, and Senseonics agree that unifying development, manufacturing, and distribution within Senseonics would enable Eversense to accelerate growth and realize its full potential faster than under the current structure.

Following the signing of a definitive agreement, most of the Eversense commercial team at Ascensia including Brian Hansen, President of CGM, who led the successful US Eversense 365 launch, would transition to Senseonics. PHC Group and Ascensia plan to transfer commercial operations for Eversense to Senseonics and utilise Transition Service Agreements as needed while Senseonics establishes its global infrastructure. The companies anticipate minimal disruption for business partners, patients and providers.