



*CEO letter, December 2019*

## **2019 – a year of major breakthroughs.**

2019 has been a real break-through year for Brighter. Actiste® Diabetes Management as a Service was launched and showcased by the UAE Ministry of Health and Prevention at Arab Health 2019 in January. We then received Swecare's Rising Star Award, the ISO 13485 certificate for our Quality Management System and two EC certificates ("CE marks") for the Actiste device, the heart of our flagship offering for which we have worked so hard, launching us into the longed-for commercial phase.

In late September, for the first time ever, we gathered our global team – more than 60 people located in Sweden, Estonia, Switzerland, UK, UAE and Indonesia – for a strategic sync and kick-off event here in Sweden. Brighter is still a fairly small company – but we're putting in everything we have now to become one of the major players in the global health innovation space. In just a couple of weeks, we're moving out of our overcrowded office space and into our new headquarters, which is more spacious and fit for the growth we aim for during the next few years. We have been planning for this for quite some time now and see the 2019/2020 transition as a good time to move forward with our new office space. It's still a "lean" setting, located in Kista, in the outskirts of Stockholm, entailing substantially lower rent than inner city locations. But Kista is also the location of many relevant tech companies, including the headquarters of Ericsson, a key partner of ours.

Our primary objective right now and in the near future is to deliver sales. In order to achieve large sales volumes, we are implementing a number of activities, scaling up the organization to be able to accelerate market introductions, working with OKR - Objective Key Results, establishing new partnerships and scaling up operations. As Actiste Diabetes Management as a Service takes on the market, we are also working to widen our offering, within diabetes and beyond. Although sales will become the larger portion of our investment focus, we continue to invest in R&D. The R&D team is doing a fantastic job and I'm looking forward to share some more information on what they're up to next.

In short, we continue to be innovative in business and tech, adding new patents in line with our forward leaning IP strategy. Those of you who are well versed, already know that Brighter's platform is based on proprietary IP for the collection of data on specific biomarkers and volumes of medication injected. Initially we have decided to address insulin-dependent diabetes, approximately 150-200 million people globally. But the possibilities are much more extensive than that and our IP goes beyond diabetes. In the long run, we see a huge revolutionizing data play in the new areas as well.

The investment in and partnership with digital health provider Accumbo, initiated in November, has already moved forward with a pilot project in Sweden, announced December 19. The pilot is part of the implementation of Actiste in Accumbo's upcoming offering Diabetesdoktor (The Diabetes Doctor), which is an extension of Accumbo's current successful offering, Blodtrycksdoktor (The Blood Pressure Doctor). Offering the Actiste service integrated in online health provision with medical professionals is, we believe, a

# Brighter

perfect way to achieve equal opportunity care independent of where you live, in a city or in the countryside far away from urban services.

Last, but not least, I would like to take this opportunity to express my, as well as the company's appreciation for the support shown by shareholders during these last few weeks, as we had to make last minute changes to the structure in the share issue, despite being so far in the process. I share your frustration of course. It is the board of directors' obligation to ensure that any action taken by the company is deemed to be the best available solution for the shareholders. In collaboration with management the company did a thorough due diligence and concluded that this structure would benefit the shareholders the most. We still believe this is the case and welcome the final subscription rate and outcome, with an effective issue cost of only SEK 1 million.

Since the end of summer, the number of shareholder base has grown by more than 1,500! On Facebook shareholders have gathered in a completely autonomous community of over three thousand, it's great to see the engagement and enthusiasm that our efforts brings about. For our official communication, you can sign up for our newsletters and press releases on our [website](#).

Back on the topic of the share issue, we have also been receiving many questions about practical matters on how to participate and subscribe for shares. The official information can be found in the [Prospectus](#) on our website. In addition we have also published a document describing the process in detail, which can be found [here](#). Over-subscription is not possible - the only way to participate in the issue is to already hold subscription rights, or by purchasing subscription rights in the trading of subscription rights that will continue through January 8, 2020. Last day to subscribe for your shares is January 10, 2020. That said, many banks and brokers require that you inform them of your intention to use the subscription rights before January 8, so we urge you to contact your bank for any questions you may have regarding the subscription of shares.

Happy New Year!

Henrik Norström  
CEO Brighter