

CEO comment February 2021.

Already a month has passed since I assumed my role as acting CEO of Brighter and these past weeks have been very hectic, but also exciting. It is a complex situation to get fully acquainted with, due to the many different ongoing commercial processes, routines and regulatory aspects, as well as active operations and new people in multiple different continents. However, I definitely feel that I have come a long way in that aspect and, together with the Board, we have already concluded on some practical changes in line with the Board's stated ambition to maintain a disciplined culture of governance and control – both in terms of operational processes but also in terms of cost management and priorities.

The latest example of this is to continue the process to streamline operations by finding alternative ways to finance the subsidiaries Camanio and Nectarine Health. We have not yet reached a final decision and plan but we are actively exploring different possibilities which can have a significantly positive effect on the overall capital requirements – while also boosting the Actiste launch.

There has also been some discussions and requests around the presentation of a more extensive and detailed go-to-market plan, describing the continued journey with detailed timings and procedures. Due to the many external factors affecting our operations, e.g. regulatory processes and registrations with authorities or dealings with potential partners or customers, it's definitely a challenge to do so without turning it into speculations and guesswork, building up expectations that may not be met and thus adding uncertainty in the market. Brighter has entered the commercial phase and our focus going forward will be to ensure commercial success in our key markets and to continue the work with market approval processes. Meanwhile, we also aim to enter new fruitful partnerships that will strengthen our position in the long term. Rest assured that all relevant progress will be communicated. CEO comments like this to address questions and reflect on ongoing activities will continue to be published on a regular basis, and we also plan to have conference calls with Q&A sessions in connection with the financial reports.

To succeed with our continued commercial efforts, additional growth capital is required. We decided to carry out a unit issue, announced on January 29, to continue and accelerate the commercialization of Actiste as well as to be able to terminate the financing arrangement with Unwrap Finance. This is one of the concrete actions that we have taken to move forward and leave any turbulence from the past year behind us, starting 2021 on a clean slate.

For the past few weeks, I have been focusing primarily on meetings with larger potential investors in relation to the unit issue. I also met with representatives for our Nigerian and Ghanaian partners for the first time to discuss timeplan and logistics moving forward. We will provide more information about this further on.

When it comes to the current status of ongoing procedures, we have received the market approvals for Actiste in several markets: EU, Saudi Arabia, UAE and Thailand. The Actiste Mini has been approved in EU, Saudi Arabia and Thailand. The process of getting the solutions registered and market approved in Nigeria and Ghana has begun. Moreover, there are ongoing processes in Indonesia, Malaysia and Singapore. We won't however speculate on when these processes will be ready. In parallel, we are working on finishing some additional internal and external go-to-market preparations and processes

related to e.g. patient data management and cellular connection authorizations. Of course, as previously stated, we are also working on closing relevant strategic and commercial partnerships and contracts, sales and building a presence and network in each market. Commercial progress will be communicated in the usual way in accordance with applicable laws and regulations.

We have received many questions on how many Actiste devices that have been produced. Generally, the production is aligned with orders. In order to optimize the use of resources, the company has not produced any larger quantities in advance. When it comes to the user experience projects in Indonesia, the collaboration has begun and the company's Asia team has met with the counterparties and is working on preparations and a pre-study. But we have not yet placed Actiste devices in the hands of the participants. I want to highlight that this pilot project itself is not the end-goal. We are working on expanding the project and introducing a long-term co-operation, which is the end-goal. The corresponding project in UAE is not yet initiated, but it's still in the pipeline and we look forward to initiating it.

We will continue to give updates continuously – make sure to keep sending your questions to IR@brighter.se so that we can take your thoughts into consideration in our plans and continued communication activities. Some questions may be answered directly, while some may be addressed indirectly through other channels such as this one.

Best regards,
Christer Trägårdh
Acting CEO of Brighter AB (publ) and board member

