

Continuing to build on the successful start of the year

A week has now passed since we announced the encouraging outcome of the unit issue - (before costs, we raised about SEK 142 million!). This new capital will enable Brighter to maintain the momentum and strength in our campaign to roll out our products in our initial target markets and to take full advantage of opportunities arising during in the preparatory phase. The new funds will be allocated wisely and with a primary objective of achieving commercial success.

The teams are working to solidify our new partnerships in Qatar and Nigeria and Ghana, as well as finalizing necessary preparations for our other priority markets. I would like to emphasise that although we still need to get certain things in place before we can go live, this does not prevent our enthusiastic pursuit of other sales opportunities. We are constantly working to develop the relationships that can lead to more contracts and agreements. On a daily basis, the teams are engaging with new potential customers, partners and distributors, and negotiating with the contacts we already have.

We are also continuing our work to adapt the organization to meet our current and future needs. It's a natural part of being an employer to have some people moving on to new adventures, at the same time as new people are joining Brighter in a steady flow. And on that note, one of our organisational goals is to decrease the number of consultants and instead focus on building an organization of our own employees. The newest member of the Brighter team is Åsa Svedenheim, taking on the role of Interim Head of Sales & Marketing. I'm very glad to welcome her to the company in this exciting phase, as Brighter begins to reach important commercial deals in different parts of the world.

As communicated in the conference call with shareholders in the beginning of the week, one of my top priorities for this year is to communicate a clear go-to-market process for each market. We want to better describe the steps needed to reach the users. For example, product market approval is a huge step forward and a key requirement for success. But of course we also need to have all other necessary infrastructure, planning, partnerships etc. in place on each market in order to be able to move to the next stage. In some markets we have made more progress than in others, and the requirements and processes may also differ in each market and region. By clarifying this I hope to better align shareholder expectations with the progress that we make.

Moreover, I'm very glad to see Nectarine making good commercial progress, having initiated a trial period ahead of the planned commercial US launch later this year. They also obtained the final FCC approvals necessary for each device in their system, which is a requirement to officially launch the service in the US. We will be hearing more about the trials during the spring.

Camanio is also making progress and is currently looking into the real estate industry where they have identified a strategic opportunity that may simplify go-to-market and sales through partnerships early on in certain new development projects.

Please continue to send 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 and board member of Brighter AB (publ)

