

# New issue

## Brighter AB (publ)

Welcome to subscribe to shares  
5 – 19 December 2012



**Brighter One™**

**B** Brighter  
Diabetes care made easy.™

## Offer at a glance

### Preferential Issue

**Date of Recording:** 30 November 2012.

**Subscription Period:** 5–19 December 2012.

**Subscription Price:** 3.20 SEK per share.

### Preferential Rights:

Each existing share entitles to one (1) subscription right. Possession of seventeen (17) subscription rights entitle the holder to subscribe for one (1) new share.

### Number of shares in the offer:

The offer includes 660,971 shares.

**Issue Amount:** 2 115 107.20 SEK

### Trading with subscription rights:

Subscription rights trading will take place on AktieTorget between 5 -14 December 2012.

### Trading in BTAs:

Trading of BTAs (Paid Subscription Share) will take place on AktieTorget from December 5, 2012 upon Swedish Companies Registration Office has registered the issue. This registration is expected to take place around mid-January 2013.

### Number of shares before the issue:

11 235 510 shares

### Subscription and warranty:

Through an agreement between the Board and the CEO, Brighter is guaranteed to received 500,000SEK. The company is considering adding in addition to source additional subscription commitments. In addition, the company is considering to raise additional underwriting commitments. In the event of additional warranty subscribers, the subscription plan based on previous purchases will be announced via press release

### Market place:

The shares are listed on AktieTorget

### Reference to the memorandum

All investments in shares are associated with risk. The memorandum of Brighter AB (publ) is a description of the potential risks associated with Brighter business and its shares. Before making an investment decision, these risks together with other information in the memorandum should be carefully read. The memorandum is available for download on the company website ([www.BrighterCompany.com](http://www.BrighterCompany.com)). This translation is just a courtesy service, at all times the swedish version shall be seen as the correct one.

## Letter from the CEO

*First, I would like to thank all of you who invested in Brighter. Although we started the year with half a budget, we had a large order in our pocket and the desire to succeed. We had to reschedule our plans and try to take costs as close to delivery as possible. By and large, we have managed to carry out operations as planned, although we unexpectedly was granted a larger design budget. We have put in a lot more effort into the product design and I am extremely pleased that we have Nadezda who has led a much of those activities.*

*The biggest challenge during the autumn was to arrange a good financing package until we can start billing. This has been a long and sometimes frustrating process but I'm glad we have such a strong board. Henrik have a broad international experience from the financial sector that not only strengthened our rights issues, but also gave us a long-term financing perspective.*

*In order to begin delivering and billing on Rubin's orders, we need to secure 6 million SEK. The board has put in a lot of effort to get necessary capital needs covered by loans. Including loans, the board has raised 4.6 million SEK out of the 6 million SEK needed to start delivering. Compared to what we have planned 1.5 years ago, we have postponed our preliminary launch by approximately half a year.*

*Currently, we want to issue the remaining 2 million SEK left through shares. Me and Michael guarantee 0.5 million SEK out of the 2 million SEK needed. If we would have had the opportunity, we would have covered everything by ourselves. However, we see the benefits of having more shareholders.*

*So welcome to subscribe to our shares and help us begin delivering and billing on an order worth 24.5 million SEK.*

**Truls Sjöstedt**  
Founder and CEO



## What has happened since the initial issue?

### Received an order worth 24.5million SEK

Since 2011, Brighter AB is in collaboration with Rubin Medical, one of the leading distributors of medical devices to distribute and market Brighter One™ in the Nordic countries. Rubin Medical also sent an initial order of 5,000 units with an estimated value of approximately 24.5 million SEK.

### Strong Patent Portfolio

In addition to the earlier approved European patent, the Chinese Patent Office has announced that it has granted the company a patent in China, thereby protecting Brighter One™ in the market with the highest number of diabetics in the world. The patent application is pending in the United States, Japan, India and Brazil, where each agency is working in accordance to our expectations. Furthermore, a number of different technical solutions will be evaluated and a couple of patents are expected from these technical solutions.



### Smarter, Simpler Electronics

Revision of electronics during Spring has given us more robust and flexible electronics which is able to keep up with several new generations. The choice of the internal rechargeable battery reduces the costs for mechanics. The first circuit boards with the new electronics were completed at the end of summer together



with a new, sharper display.

### A tough budget

Even with a large order in our pocket, so was the fact that the company has received half of the capital sought in the initial issue. Rescheduling the work to push as much of the cost to just before delivery, gave the company the opportunity to prioritize debt financing over new issue.

### Maximum score

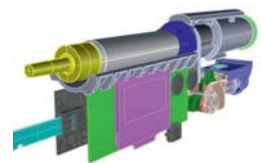
Competing with 60 other companies, Brighter was the only one who received full score from the Swedish Industrial Design Foundation (SVID). The 250,000 SEK received was earmarked for just design and gave the



company an opportunity without cost to improve both appearance and function. Intensive work throughout the fall resulted not only in a better looking product, but also have a huge improvement in its function. The new design will be presented when the design protection is completely registered.

### Mechanics and Production

A number of production tools had to wait for the final design but budget constraints did not allow them earlier. We have had time to evaluate several production partners and have found partners that have similar interests with approvals in place to facilitate our own CE marking. The mechanics that have been completed during the year has exceeded our expectations.



# Thank you for your trust!



- 4.6 million SEK of the 6 million SEK capital needed is secured. Through loans and credits, the company has secured access to 4 million SEK. The founders and board ensures 0.6 million SEK of the issue. The remaining issue is offered to existing and the new owners.
- Rubin Medical has placed an initial order for 5,000 units with an estimated value of about 24.5 million SEK including consumables.
- 75 percent of all insulin-treated diabetics want an integrated technical aid for self-care. So far, no company has offered diabetics a similar all-in-one device. (Journal of Experimental and Clinical Endocrinology & Diabetes (2005 Oct: 113 (9) :541-4))
- The patent is approved in Europe and China. Patent applications are pending in the United States, Japan, India and Brazil.

## Brighter makes life easier

Since 2007, Brighter AB has developed and been granted a patent for the first self care device that combines all functions needed into a single device – **Brighter One™**. In other words, blood sampling, blood glucose monitoring, insulin injection and automatic journaling are integrated into a single device for the first time. Similar to a smartphone, you get everything in a pocket-friendly device, which makes it easy to take with you.



## Anmälningsedel för teckning av aktier utan stöd av teckningsrätter i Brighter AB (publ)

**Teckningstid:** 5 december – 19 december 2012  
**Teckningskurs:** 3,20 SEK per aktie  
**Betalning:** Avräkningsnotor är beräknade att skickas ut snarast efter avslutad teckningstid och betalning skall ske senast fyra bankdagar därefter.

**OBS! Likvid dras ej från VP-konto/depå**

Särskild anmälningsedel II skall användas av den som önskar anmäla sitt intresse för tilldelning utan stöd av teckningsrätter i Brighter AB:s (publ), org.nr. 556736-8591, företrädesemission. För fullständig information se memorandumet utgivet av styrelsen i Brighter AB (publ) i december 2012.

Anmälningsedeln skall vara Sedermera Fondkommission AB tillhanda senast kl. 15.00 den 19 december 2012. Endast en anmälningsedel per tecknare kommer att beaktas. Vid flera inlämnade anmälningsedlar gäller den senast inkomna. Ofullständig eller felaktigt ifylld anmälningsedel kan komma att lämnas utan avseende. Anmälan är bindande.

Besked om eventuell tilldelning lämnas genom utskick av avräkningsnota och betalning skall ske i enlighet med anvisningarna på denna. Avräkningsnotor är beräknade att skickas ut snarast efter avslutad teckningstid och betalning skall ske senast fyra bankdagar därefter.

De som inte tilldelats några aktier får inget meddelande.

**Enligt villkoren i memorandumet, utgivet av styrelsen i Brighter AB (publ) i december 2012, tecknar undertecknad härmed utan företrädesrätt:**

**A**  3 000 st aktier för 9 600 kronor  30 000 st aktier för 96 000 kronor Eller valfritt antal aktier:  i Brighter AB (publ) till teckningskursen 3,20 SEK per aktie.  
 10 000 st aktier för 32 000 kronor  100 000 st aktier för 320 000 kronor

**B** **VP-konto eller depå dit tilldelade betalda tecknade aktier (BTA) skall levereras (ange endast ett alternativ):**

VP-konto/Servicekonto:

Depånummer  Bank/Förvaltare

Har Ni även tecknat aktier med stöd av teckningsrätter, vänligen fyll i antalet tecknade aktier:

Antal tecknade aktier med stöd av teckningsrätter:

**Har Ni för avsikt att teckna aktier genom en depå kopplad till en kapitalförsäkring eller ett investeringssparkonto (ISK)? Vänligen kontakta Er förvaltare för mer information om teckningsförfarandet.**

**C** **Namn och adressuppgifter:**

Efternamn/Firma	Tilltalsnamn	Person-/Organisationsnummer
Gatuadress, box eller motsvarande		
Postnummer	Ort	
Telefon dagtid/mobiltelefon	E-post	
Ort och datum	Underskrift (i förekommande fall av behörig firmatecknare eller förmyndare)	

**D** **Skickas till:** Sedermera Fondkommission AB  
Emissionstjänster  
Importgatan 4  
SE-262 73 Ängelholm

**Alternativt till:** Fax: +46 (0) 431 - 47 17 21  
E-post: nyemission@sedermera.se  
(inscannad anmälningsedel)

**Genom undertecknande av denna anmälningsedel medges följande:**

- Att jag har tagit del av memorandumet och förstått riskerna som är förknippade med att investera i det aktuella finansiella instrumentet;
- Att jag har tagit del av och förstått vad som anges under Villkor och anvisningar i memorandumet;
- Att jag har tagit del av och accepterat den information som finns på anmälningsedeln;
- Att jag är medveten om att inget kundförhållande föreligger mellan Sedermera Fondkommission AB och tecknaren avseende denna teckning;
- Att jag är medveten om att Sedermera Fondkommission AB inte kommer att bedöma om teckning av aktuellt instrument passar mig eller den jag tecknar för;
- Att jag har observerat att erbjudandet inte riktar sig till personer som är bosatta i USA, Kanada, Nya Zeeland, Sydafrika, Japan, Australien eller andra länder där deltagande förutsätter ytterligare prospekt, registrering eller andra åtgärder än de som följer av svensk rätt;
- Att jag är medveten om att anmälan inte omfattas av den ångerrätt som följer av Distans- och hemförsäljningslagen;
- Att jag genom undertecknandet av denna anmälningsedel befullmäktigat Sedermera Fondkommission AB att för undertecknads räkning verkställa teckning av aktier enligt de villkor som framgår av memorandumet utgivet av styrelsen i Brighter AB (publ) i december 2012;
- Att inga ändringar eller tillägg får göras i förtryckt text på denna anmälningsedel;
- Att tilldelning av aktier i enlighet med ifylld anmälningsedel inte kan garanteras;
- Att personuppgifter som lämnas i samband med uppdraget lagras och behandlas av Sedermera Fondkommission AB för administration av detta uppdrag. Uppgifterna kan även komma att användas i samband med framtida utskick av erbjudandehandlingar. Personuppgifter lagras och behandlas i enlighet med personuppgiftslagen.