

# Forward-Looking Statements, etc.

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Connected and convenient diabetes care.





# WELCOME

## Christer Trägårdh

# THE COMPANY

Erik Lissner

A romantic couple is seen from behind, nestled in a striped hammock. They are positioned in a sun-drenched field with tall grass and trees in the background. The warm, golden light of the setting or rising sun creates a soft, hazy atmosphere. The hammock is strung between two points, with one end visible on the right side of the frame.

# Brighter



**A Human Innovation Company  
Introducing Healthcare Fit for the Future.**



# Facts & figures – Brighter Innovation Group.

**Public company listed on Nasdaq First North Exchange since 2014.**

- Market cap: 417 MSEK
- Offices: HQ in Stockholm, Sweden and offices in Dubai and Jakarta
- Team members: 100 (September 1<sup>st</sup> 2021)
- Global key partners: AWS, Ericsson, Sanmina, Sonat, Arkessa, Gemalto
- Subsidiaries & Ownership: 100% ownership in Nectarine Health and Camanio. 9% ownership in Accumbo



# This is Brighter.

*This is Brighter – on a Mission to Improve Health for Everyone, Everywhere.*

**Brighter**

Diabetes Management as a Service. Proactive and data-driven healthcare in Diabetes.

*Fully owned/founded by Brighter.*

**Nectarine Health**

IoT and Deep Learning to assist senior living and independent living facilities.

*Fully owned subsidiary.*

**Camanio**

Enabling a smooth transition to digital care at home.

*Fully owned subsidiary.*

**Accumbo**

Sweden's first digital healthcare service specially adapted for patients with high blood pressure.

*Minority stake investment*

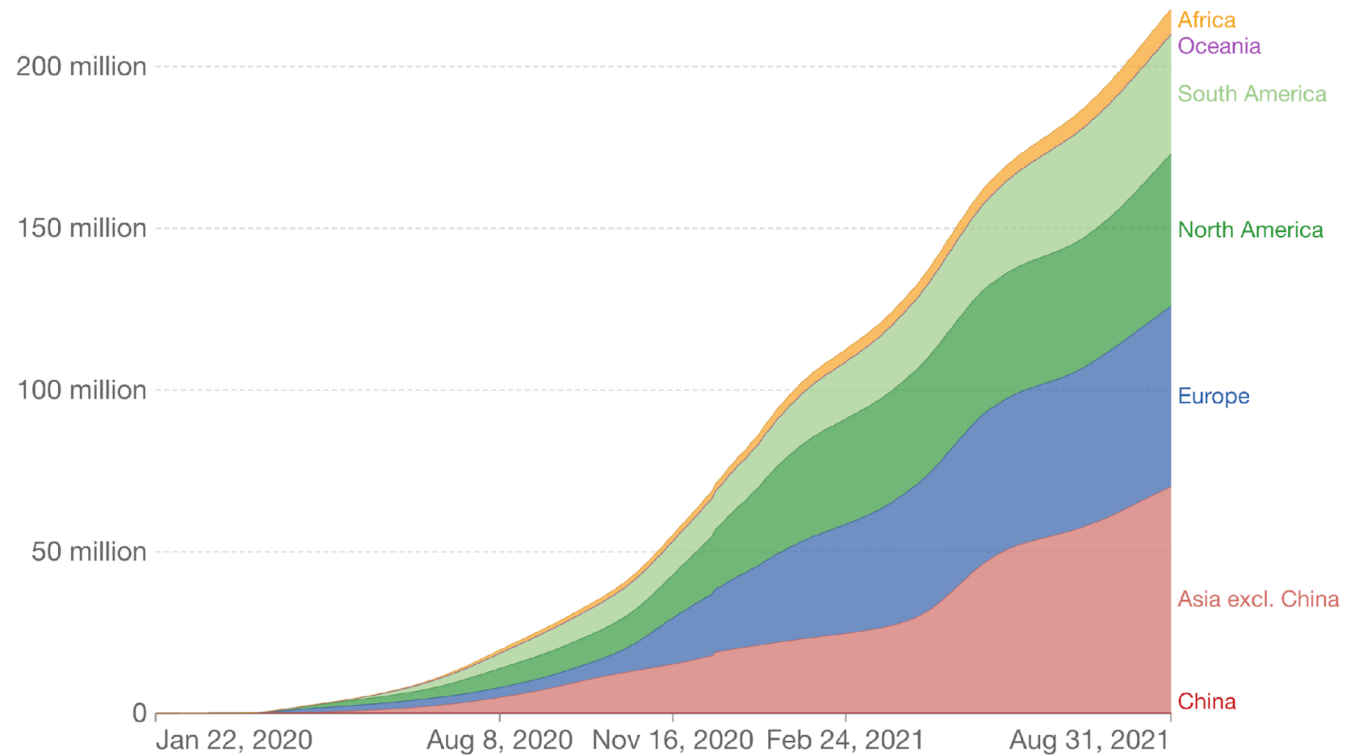
# The pandemic - Challenges & Opportunities.

- Travel bans and remote working
- Shifted focus at hospitals, healthcare centers and governments leading to less time to evaluate new technology and services
- Clinical Trial delays
- Budgetary adaptations
- Regulatory changes
- **New opportunities for the Actiste service**

## Cumulative confirmed COVID-19 cases

The number of confirmed cases is lower than the number of actual cases. The main reason for this is limited testing.

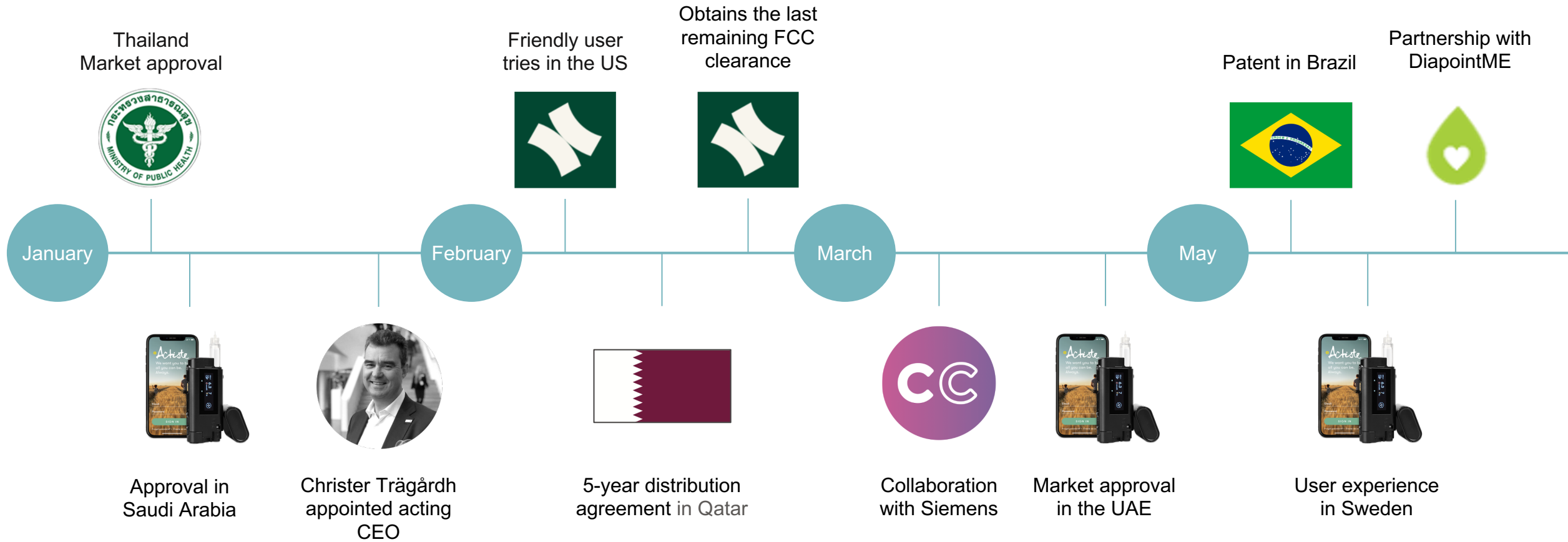
Our World  
in Data



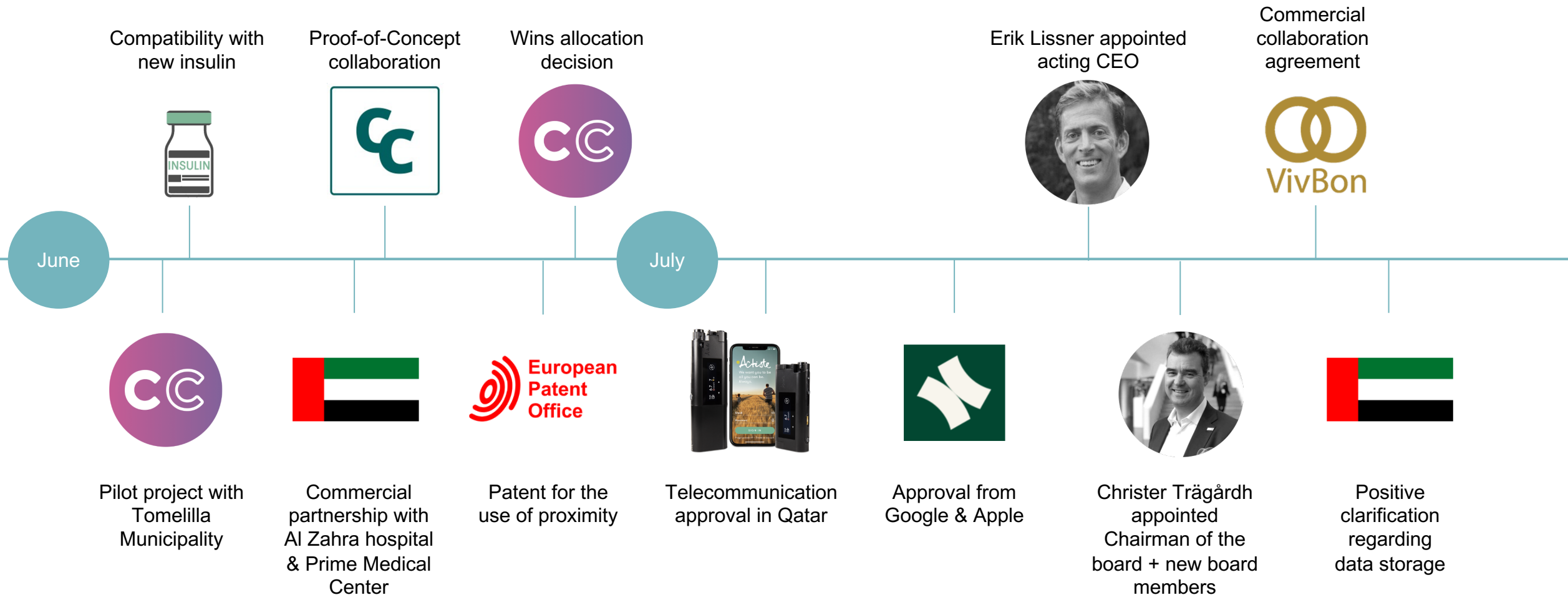
Source: Johns Hopkins University CSSE COVID-19 Data – Last updated 1 September, 09:03 (London time)  
OurWorldInData.org/coronavirus • CC BY



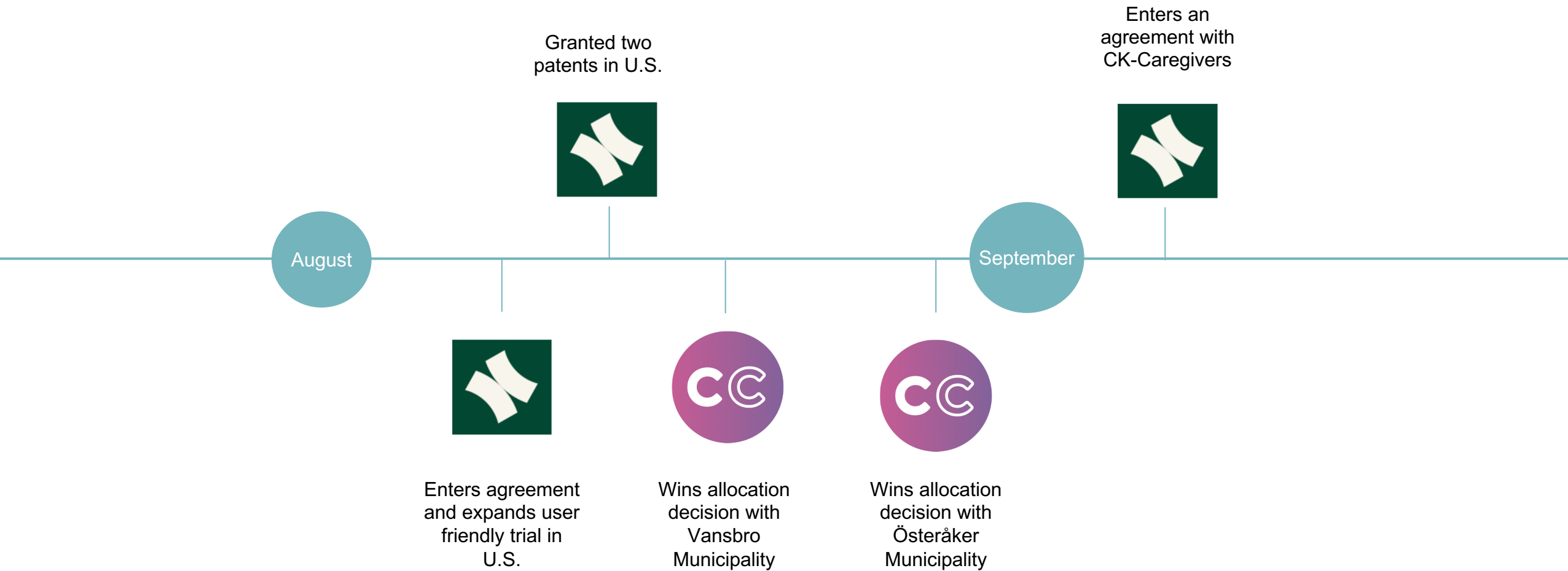
# Recent Milestones, January - May.



# Recent Milestones, June - July.



# Recent Milestones, August - September.



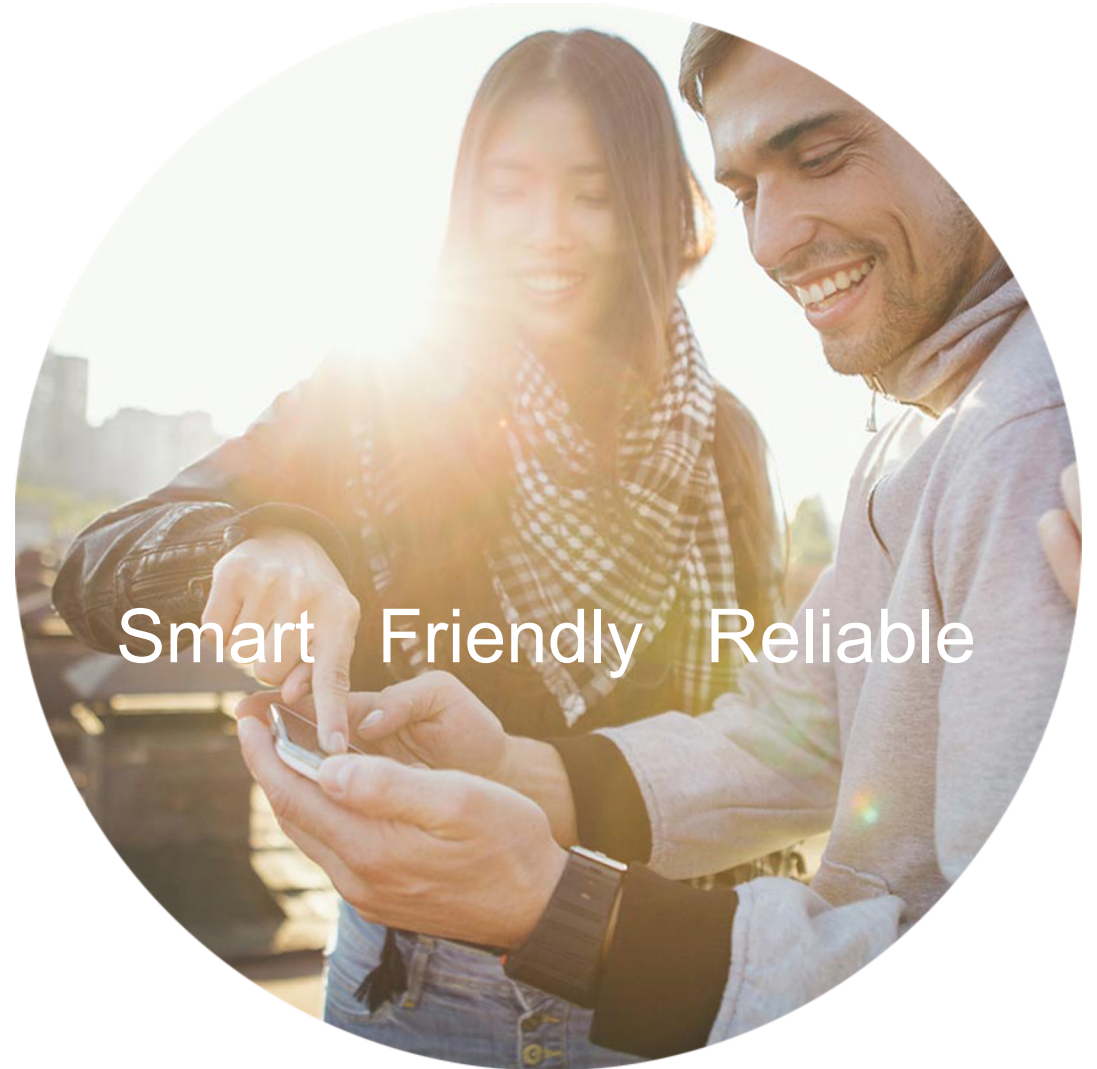


# Our focus.

Commercialization

Long term  
financing

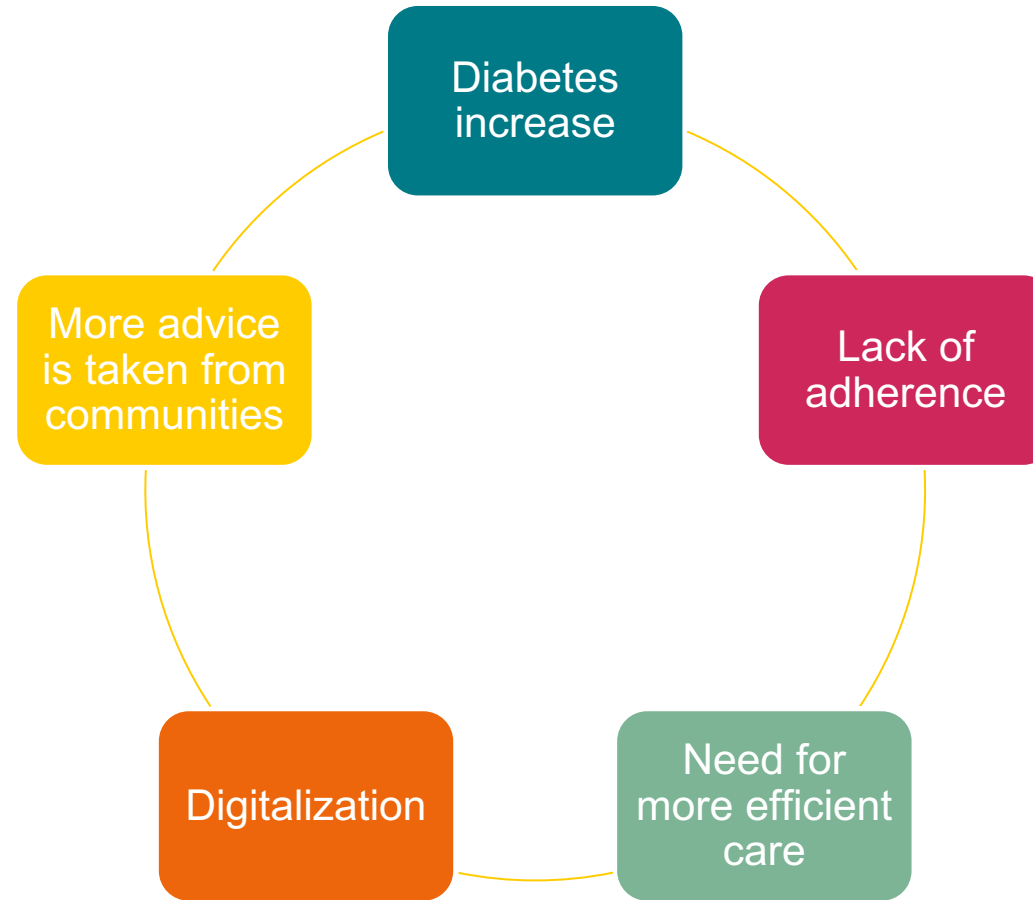
Smart Friendly Reliable



# THE MARKET

## Åsa Svedenheimer

# Market trends worldwide.





# GLOBAL Fact sheet

## Number of adults (20–79 years) with diabetes worldwide

### North America & Caribbean

2045 63 million  
2030 56 million  
2019 48 million  
↑ 33% increase

- 1 in 6 adults in this Region is at risk of type 2 diabetes
- 43% of global diabetes-related health expenditure occurs in this Region

### South & Central America

2045 49 million  
2030 40 million  
2019 32 million  
↑ 55% increase

- 2 in 5 people with diabetes were undiagnosed
- Only 9% of global diabetes-related health expenditure for diabetes is spent in this Region

### Africa

2045 47 million  
2030 29 million  
2019 19 million  
↑ 143% increase

- 3 in 5 people with diabetes are undiagnosed
- 3 in 4 deaths due to diabetes were in people under the age of 60

### Middle East & North Africa

2045 108 million  
2030 76 million  
2019 55 million  
↑ 96% increase

- 1 in 8 people have diabetes
- 1 in 2 deaths due to diabetes were in people under the age of 60

### South-East Asia

2045 153 million  
2030 115 million  
2019 88 million  
↑ 74% increase

- 1 in 5 adults with diabetes lives in this Region
- 1 in 4 live births are affected by hyperglycaemia in pregnancy

### Western Pacific

2045 212 million  
2030 197 million  
2019 163 million  
↑ 31% increase

- 1 in 3 adults with diabetes lives in this Region
- 1 in 3 deaths due to diabetes occur in this Region

## WORLD

2045 700 million  
2030 578 million  
2019 463 million  
↑ 51% increase

### Europe

2045 68 million  
2030 66 million  
2019 59 million  
↑ 15% increase

- 1 in 6 live births are affected by hyperglycaemia in pregnancy
- The Region has the highest number of children and adolescents (0–19 years) with type 1 diabetes – 297,000 in total

Diabetes  
Increase

# GLOBAL Fact sheet

## Number of adults (20–79 years) with diabetes worldwide

### North America & Caribbean

2045	63 million	↑ 33% increase
2030	56 million	
2019	48 million	

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2030	40 million	
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- 2 in 5 people with diabetes were undiagnosed

### WORLD

2045	700 million	↑ 51% increase
2030	578 million	
2019	463 million	

### Europe

2045	68 million	↑ 15% increase
2030	66 million	
2019	59 million	

- 1 in 6 live births are affected by hyperglycaemia in pregnancy
- The Region has the highest number of children and

### Africa

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2019	19 million	

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- 1 in 5 adults with diabetes lives in this Region
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Diabetes  
Increase

If trends continue,  
**700 million adults will have  
diabetes by 2045.**

The largest increases will occur in  
economies transitioning from  
low to middle-income status.

A teal-colored circle containing the text "Diabetes Increase".

Diabetes  
Increase

# Medicine will not work if you do not take it.

In developed countries **only 50% of patients** who suffer from chronic diseases adhere to treatment recommendations.



Lack of adherence

# The problem: sticking to the plan is difficult.

## **Patients don't follow recommended treatment plans.**

- Lack of knowledge
- Lack of support
- Lack of motivation

## **Caregivers don't have access to real-life patient monitoring data to optimize treatment and advice.**

- Lack of insights
- Lack of access to patients medical and health data

## **A huge burden.**

It's typically the lack of adherence to these treatment plans that leads to the major long-term micro- and macro-vascular complications caused by diabetes, including kidney failure, blindness, amputations, heart attack and stroke.

Lack of  
adherence

# Shortage of diabetes physicians.

Incidence of diabetes is growing rapidly yet the number of endocrinologists is down.

“The COVID-19 pandemic has increased demands on endocrinologists providing in-patient care. Reduced outpatient volume and increased numbers of hygiene procedures to keep clinics clean have led to greater pressures in the clinic. There may be a COVID-19 sequel during the recovery phase of COVID-19, which may require endocrine care. So there may be increased pressure on the existing endocrinology resources.”

22 Sept 2020, [www.healthline.com](http://www.healthline.com)

“For more than 20 years, a shortage of endocrinologists has been recognized,”

[Dr. Sethu Reddy](#), vice president of the  
American Association of Clinical  
Endocrinologists  
22 Sept 2020

Need for  
more  
efficient  
care

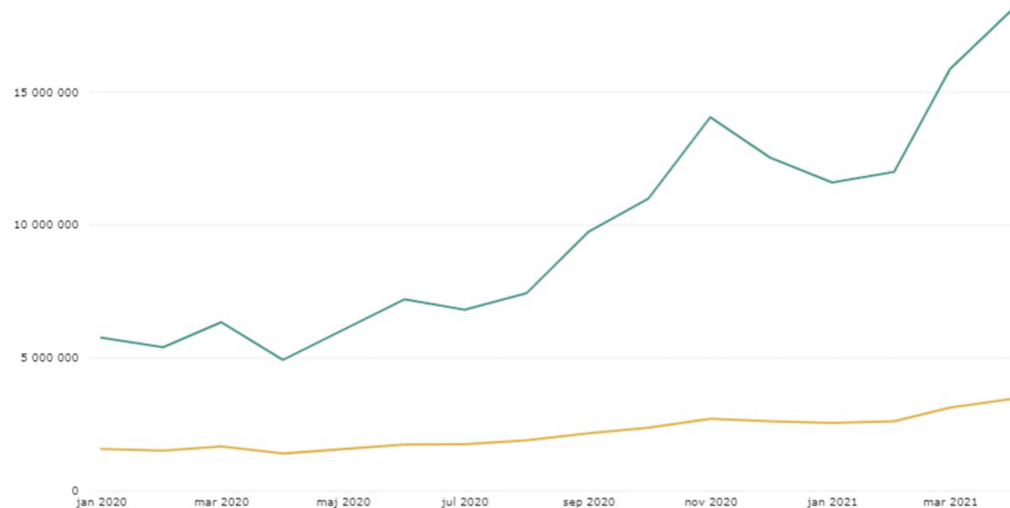


# Massive migration to Digital Health.

- The global Digital Health market is expected to witness a **37.1% spike in growth** in the year 2021 and thereafter will continue to grow and reach US\$508.8 billion by the year 2027, trailing a **post COVID-19 CAGR of 18.8% over the analysis period 2020 through 2027.**
- Healthcare related apps providing an **interface for medical service providers and patients to interact.**

Number of logins per month

● Number of logins ● Number of unique logins

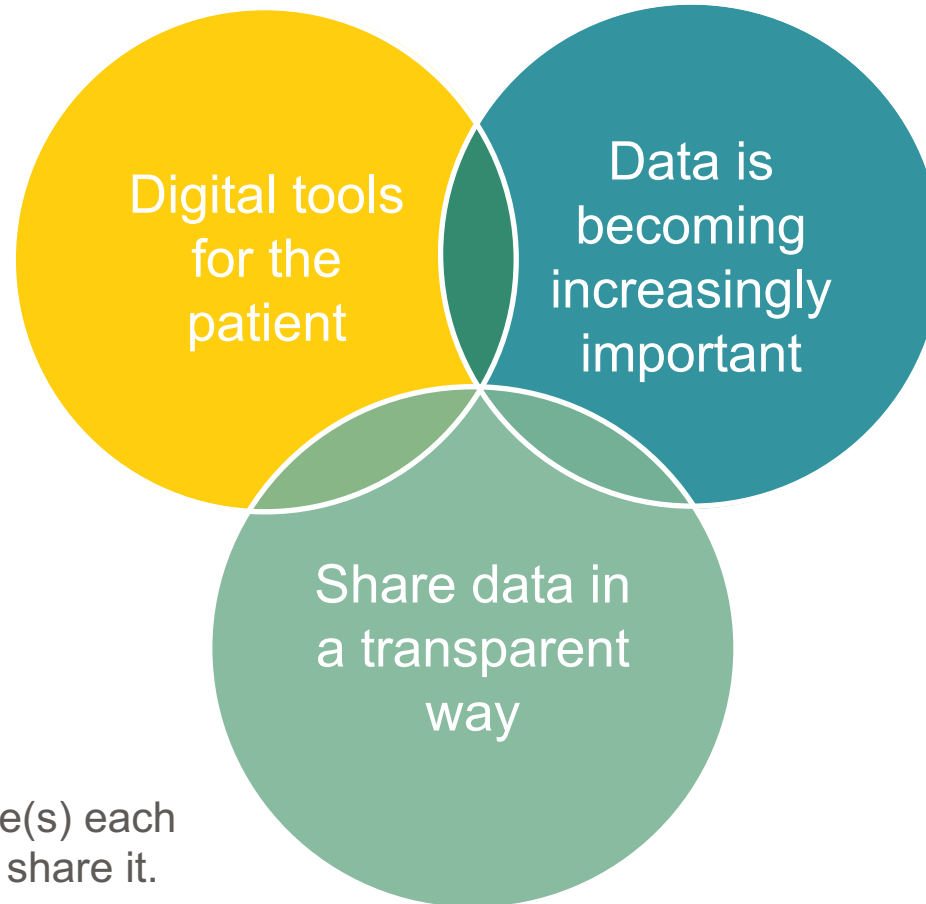


Digitalization

# Digital tools, data and data ownership.

- Helping patients monitor their own health, manage symptoms and understand their treatment.
- Helping patients complete their care at a distance

- Access important data
- Share data with the one(s) each individual would like to share it.



- Using data to take the right decision.
- Collect data in an efficient way and store it so it's found when needed

Digitalization

# Where do you reach out for information?



## Doctor/nurse

Limited number of visits,  
relatively expensive,  
“luxury part” of managing condition



## Yourself

365 days 24/7  
inner dialogue of planning, learning, pep,  
improving behaviour



## Family/close circle of friends

365 days, 24/7  
coordination, pep,  
support, monitor



## Community of peers

365 days, 24/7  
Be both giver and receiver of practical & emotional support

# Community trends – improvement in their disease state.

- A rapid increase in support communities 2021
- Near limitless potential for online communities
- Psychological benefits seen via an ability to foster support and share information
- Diminishing interest in traditional support channels also makes communities the go-to place for reliable information

## Macedonia Study

- 0.5% difference in HbA1c means in the group of patients who were engaged in a closed diabetes group.

## UK Study

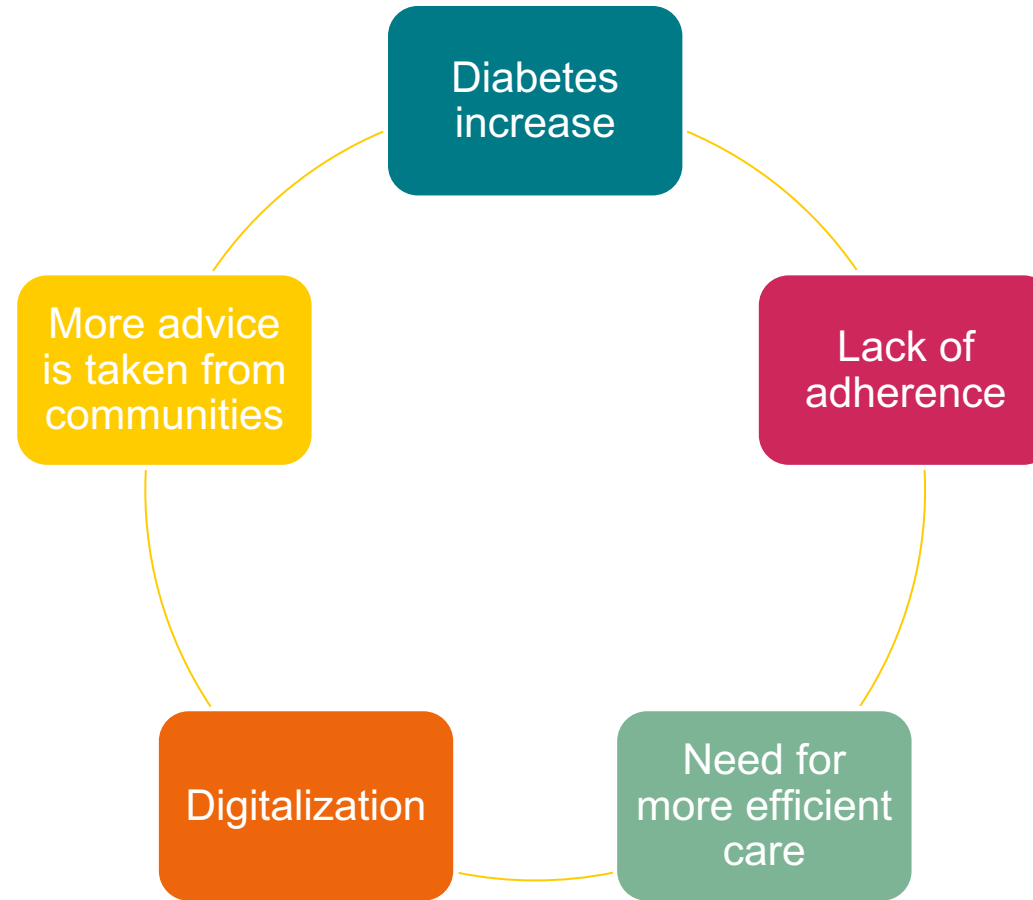
- 35% of their members reduced their HbA1c levels.
- 75% of the members had an increased understanding of diabetes

## UAE Study

- Used the app “Whatsapp” -resulted in improvements of HbA1c from 8.4 to 7.7
- 80 % of respondents being positive to prolonged use of community.

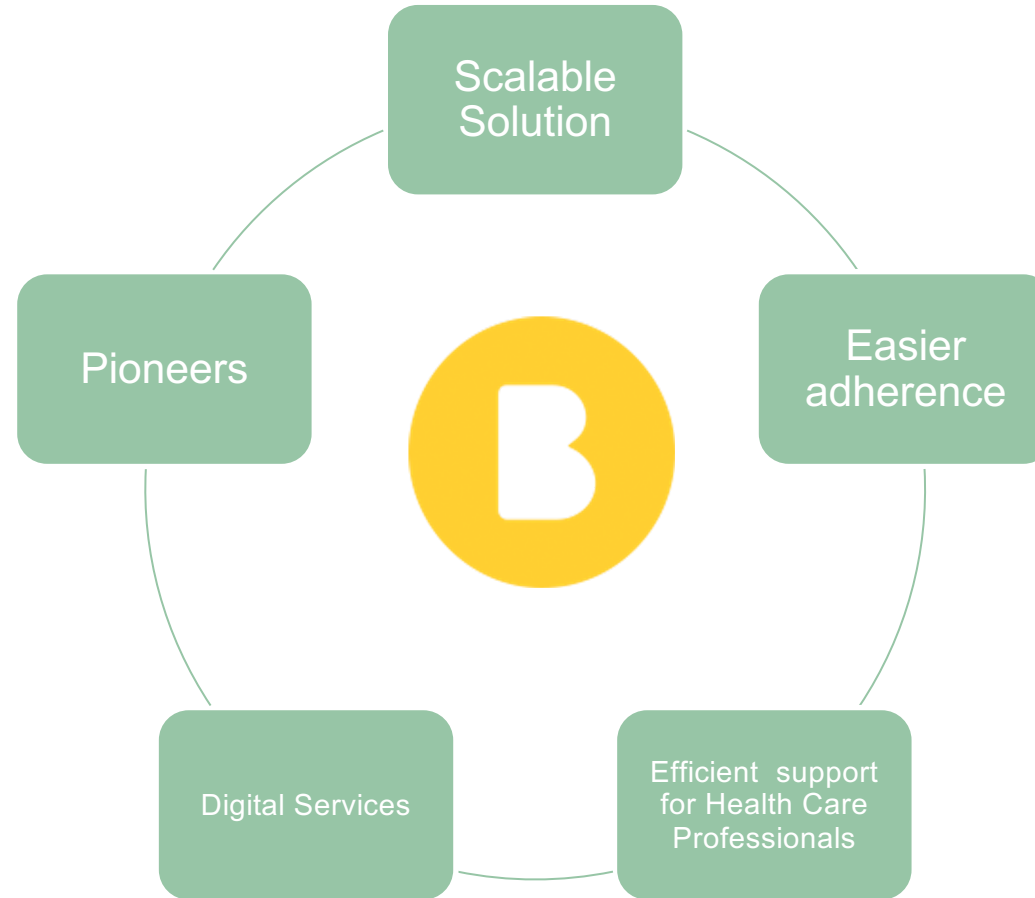
Community

# Market trends.





# Brighter is on a mission to address market trends.



# PRODUCT & SERVICE

Jonas Johansson



# Actiste and Actiste Mini.

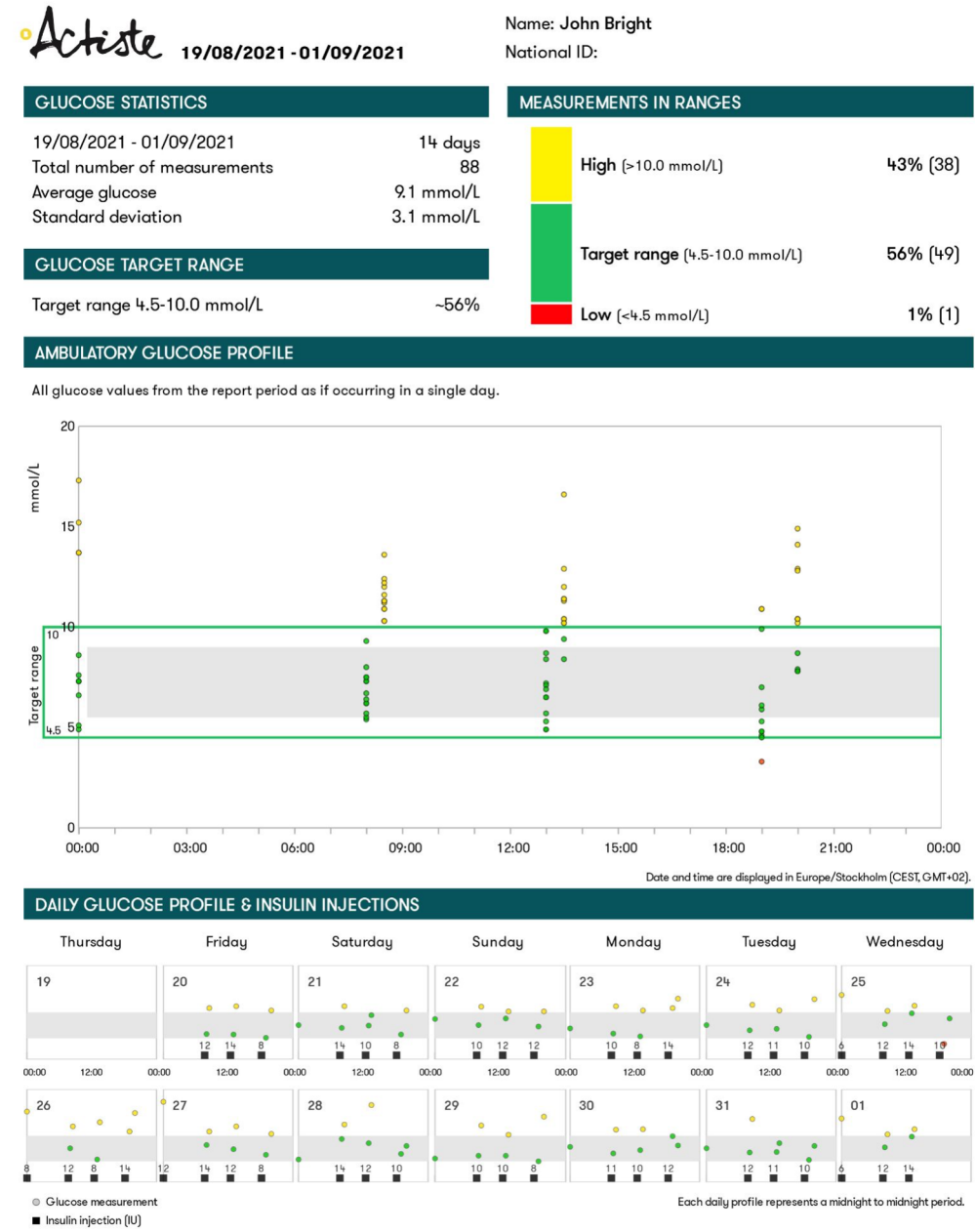


# Actiste Diabetes Management as a Service.





# Actiste data.



# Safety, traceability and local regulations are mission critical.

Medical device /  
Radio regulations



Actiste

Connectivity  
regulations



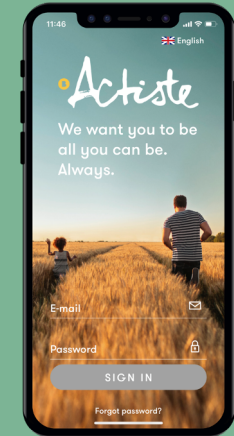
Mobile Connectivity

Medical device / Storage  
/ Processing / Data  
privacy regulations



Backend

Medical device  
regulations



Companion app

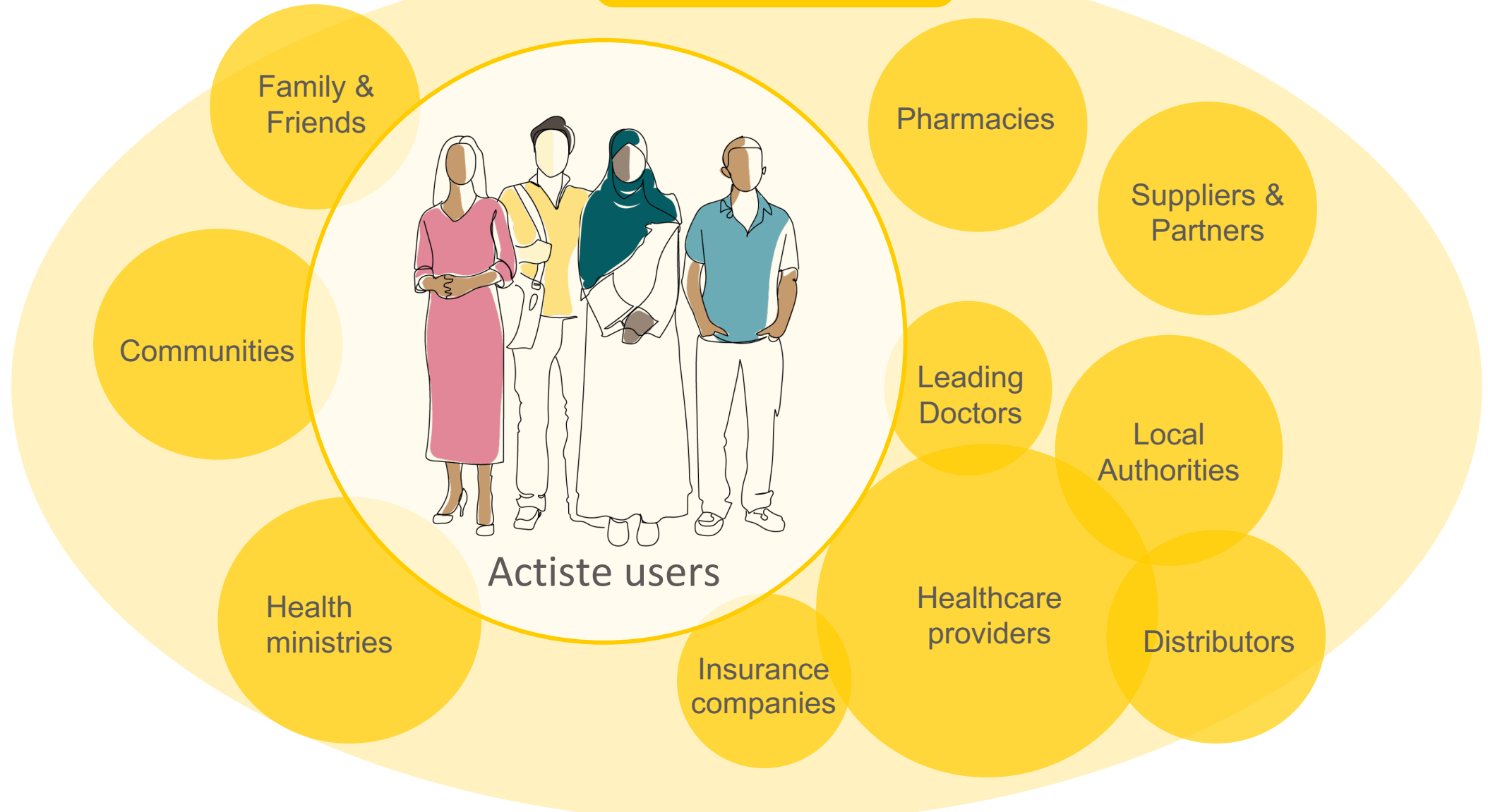
# LIVE DEMONSTRATION

Christer Trägårdh &  
Erik Lissner

# KEY MARKETS

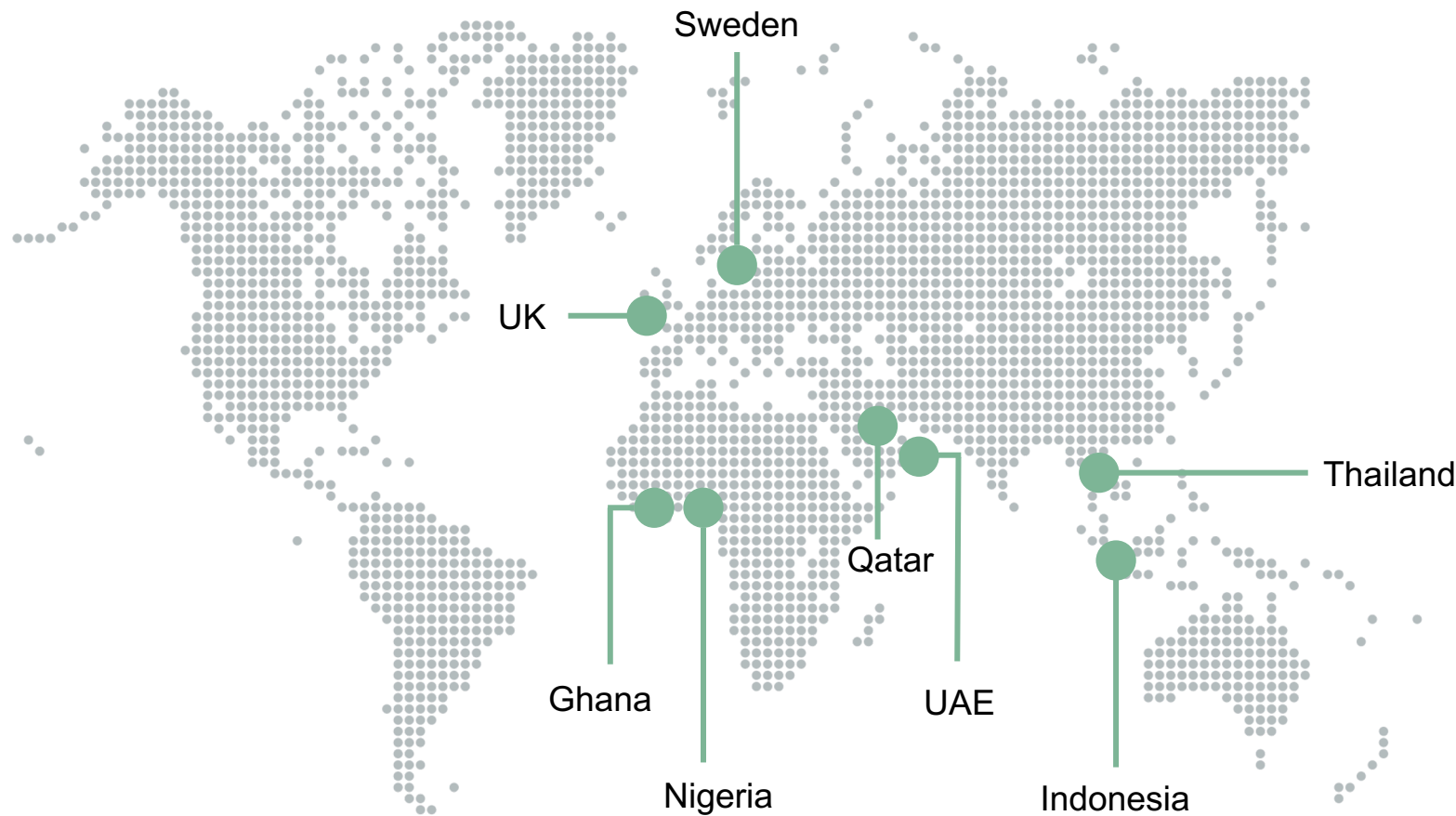
## Åsa Svedenheimer

# Brighter



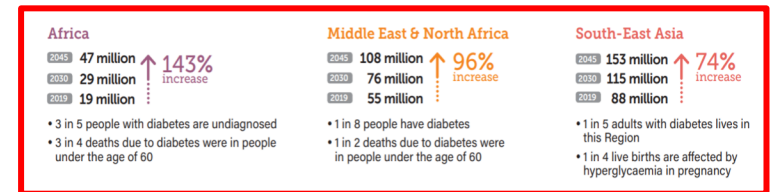


# Markets.



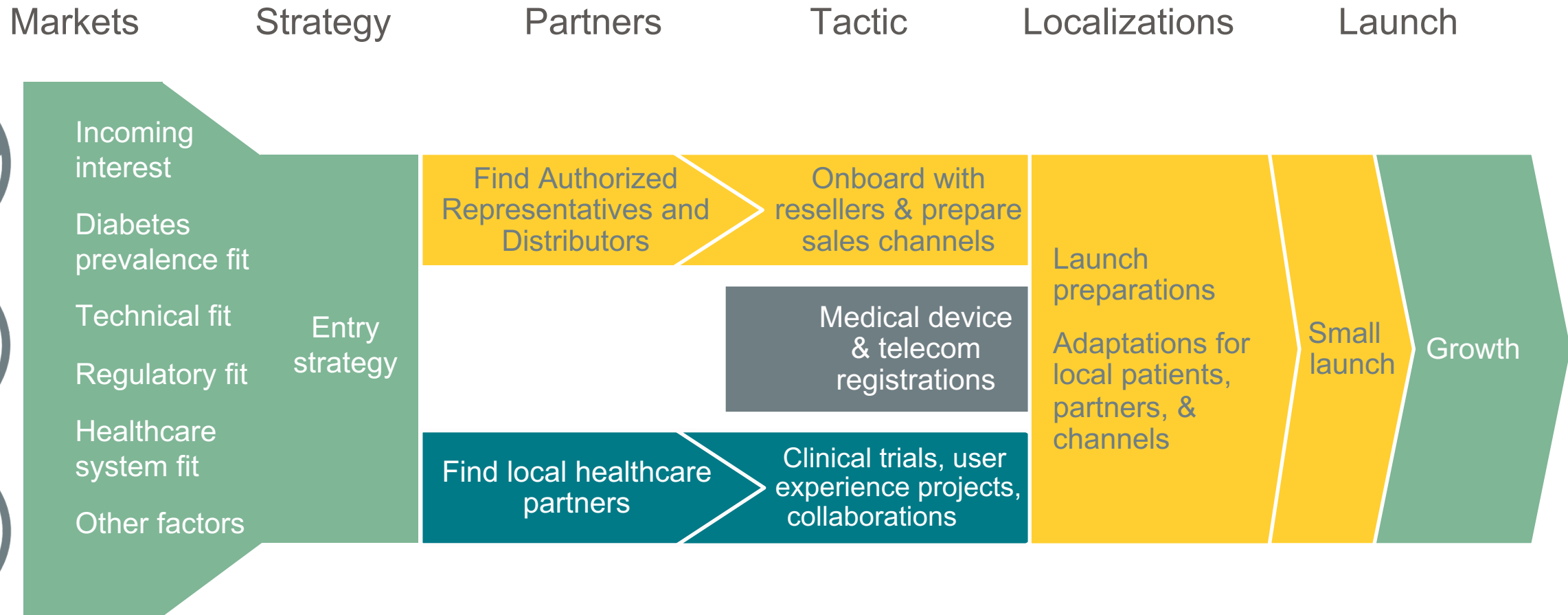
## Market selection:

- Rapid diabetes increase
- National digital health initiatives
- Healthcare system
- Regulations



Brighter works with a mix of local representation, local partners and a central sales force.

# Brighter's Go To Market - Business is local.



# The pandemic has moved the goalposts in our key markets.

- Indonesia more than 4 100 000 cases
- Malaysia more than 1 700 000 cases
- Thailand more than 1 200 000 cases

From [JHU CSSE COVID-19 Data](#) · Last updated: 2 days ago



From [JHU CSSE COVID-19 Data](#) · Last updated: 1 day ago



From [JHU CSSE COVID-19 Data](#) · Last updated: 2 days ago



From [JHU CSSE COVID-19 Data](#) · Last updated: 2 days ago



# Sweden.

## Statistics and Information

- Prevalence of diabetes in adults 4,8% in 2019
- Projected to be 6% by 2045
- Total diabetes-related health expenditures USD 3.5 billion in 2019
- Projected to be USD 3.7 billion 2045
- Regionally financed healthcare
- Public procurements
- Advanced healthcare

## Brighter in Sweden

- Head office
- Home market
- Ambassador program
- e-commerce/ web site
- Pioneers Young
- Usability study
- Vivbon
- Chronos Care Proof of concept

## Status on Approvals



### Medical Device Approval

- Manufacturer



### Radio/Telecom



### Permanent Roaming



### Data Storage



### Trade License Activities

# Sweden - Pioneers Young.

Pioneers Young is a community for youths and young adults (between 13 and 30 years old) living with diabetes.

“Based on both our clinical experience and our research, we see the great value of an opportunity for young people with diabetes to meet, exchange experiences, support and learn from each other. At Pioneers Young, members get the opportunity to take part in the lived knowledge and experience that only those living with a chronic illness have and that care does not have the opportunity to provide. It is thus an extremely valuable complement to ordinary care.”

- Kerstin Ramfelt & Christina Petersson,  
Region Jönköping



# What Brighter is all about.

Swedish Ambassador Program.

"Something I really like about Actiste is that the time and dose for my insulin injections are registered automatically. Thanks to this function, I can track my values and my mind has become calmer."

- Annasara Karlsson,  
T1 diabetes since 2019





# United Arab Emirates.

## Statistics

- Prevalence of diabetes in adults 16.3% in 2019
- Projected to be 18.5% by 2045
- Total diabetes-related health expenditure USD 1.5 billion in 2019
- Projected to be USD 2.5 billion in 2045
- Public healthcare system cover all health related expenditures for Emiratis
- Private healthcare is obligatory for the expat community
- Expat community pays out of pocket for medical devices

## Brighter in the UAE

- Office
- Diapoint Me
- Al Zahra
- Prime Healthcare

The UAE is rapidly digitizing healthcare and there is a growing interest for adopting new solutions to improve the reach of modern healthcare solutions.

MOHAP and EHS The Ministry of Health and Prevention (**MoHAP**) and the Emirates Health Services (**EHS**) splitting puts Pilot Project on hold.

## Status



### Medical Device Approval

- Ministry of Health & Prevention



### Radio/Telecom

- Submitted, Telecommunication Regulatory Authority



### Permanent Roaming

- Submitted request for exemption



### Data Storage

- Minister Decision 51/2021. Exception "Simple Medical Device"



### Trade License Activities

- Computer Systems & Communication Equipment Software Trading
- Wireless Telecommunications Equipment Trading
- Medical, Surgical Articles & Requisites Trading



# Qatar.

## Statistics

- Prevalence of diabetes in adults 15.6% (347,000) in 2019
- Projected to be 17.7% (702,000) by 2045
- Total diabetes-related health expenditure USD 608 million in 2019
- Projected to be USD 1 017 million in 2045
- Qataris get their Medicines and Medical devices for free
- Expats pay out of pocket

## Brighter in Qatar

- Authorized representative and Distributor is appointed
- Al Danah
  - one of the biggest distributors in Qatar
  - Own around 35 pharmacies in Qatar (Al Azizia pharmacies)
  - Responsible for marketing and distributing the products in both Tender and the private sector
  - Brighter will provide strategic and Medical support

## Status



- Medical Device Approval**
  - Ministry of Public Health



- Radio/Telecom**
  - Communications Regulatory Authority



- Permanent Roaming**
  - No regulations



- Data Storage**
  - In progress estimated to be secured in Q4



# Indonesia.

## Statistics

- Prevalence of diabetes in adults 6.3% in 2019
- Projected to be 7.1% by 2045
- Total diabetes-related health expenditure USD 3.9 billion in 2019
- Projected to be USD 5 billion in 2045

Patients pay for medical devices out of their own pockets.

Medicine is covered by public & private insurance.

## Brighter in Indonesia

- Office
- West Java project
  - 1 university
  - 2 hospitals
  - Delayed due to Covid 19

Indonesia is a market with few doctors and many patients. Actiste offers an opportunity to serve many patients better and reduce the burden to patients and the healthcare system.

## Status



### Medical Device Approval

- Ministry of Health
- Pending distributor agreement



### Radio/Telecom

- Indonesian Ministry of Communications and Informatics
- Pending distributor agreement



### Permanent Roaming

- Analyzing regulations



### Data Storage



### Trade License Activities

- N/A

# Thailand.

## Statistics

- Prevalence of diabetes in adults 3.9% in 2019
- Projected to be 4.8% by 2045
- Total diabetes-related health expenditure USD 2.4 billion in 2019
- Projected to be USD 2.7 billion in 2045

Patients pay for medical devices out of their own pockets.

Medicine is covered by public & private insurance.

Thailand is a healthcare destination for people from other Southeast Asian countries.

## Brighter in Thailand

- Authorized representative
- Ongoing discussions with Partner, postponed launch due to Covid-19 situation

## Status



### Medical Device Approval

- Medical Device Control Division, NBTC



### Radio/Telecom

- National Broadcasting Telecommunications
- Pending approval



### Permanent Roaming

- No regulations



### Data Storage



# The United Kingdom.

## Statistics

- Prevalence of diabetes in adults 3.9% in 2019
- Projected to be 4.8% by 2045
- Total diabetes-related health expenditure USD 14 billion in 2019
- Projected to be USD 15 billion in 2045

## Brighter in the UK

- Clinical study, to be performed under the auspices of an NHS (National Health Service) Trust
  - Submitted for ethical committee review
- Commercial activities to follow upon successful clinical study

## Status



### Medical Device Approval

- Medical and Healthcare Products Regulatory Agency



### Radio/Telecom

- The British Approval Board for Telecommunications



### Permanent Roaming



### Data Storage



### Trade License Activities



# Nigeria.

## Statistics

- Prevalence of diabetes in adults 3.1% in 2019
- Projected to be 3.2% by 2045
- Total diabetes-related health expenditure USD 1.3 billion in 2019
- Projected to be USD 3 billion in 2045

## Brighter in Nigeria

- Renegotiation with existing distributors
- Initiated dialogue with additional distributors

## Status



### Medical Device Approval



- National Agency for Food and Drug Administration and Control
- Submitted, pending approval



### Radio/Telecom



- Nigerian Communication Commission
- Files in preparation



### Permanent Roaming



- Files in preparation



### Data Storage



- Files in preparation



### Trade License Activities



# Ghana.

## Statistics

- Prevalence of diabetes in adults 2.5% in 2019
- Projected to be 3.2% by 2045
- Total diabetes-related health expenditure USD 74 million in 2019
- Projected to be USD 178 million in 2045

## Brighter in Ghana

- Renegotiation with existing distributors
- Initiated dialogue with additional distributors

## Status



### Medical Device Approval



- Ghana FDA
- Submitted, pending approval



### Radio/Telecom



- National Communications Authority
- Files in preparation



### Permanent Roaming



- Files in preparation



### Data Storage



- Files in preparation

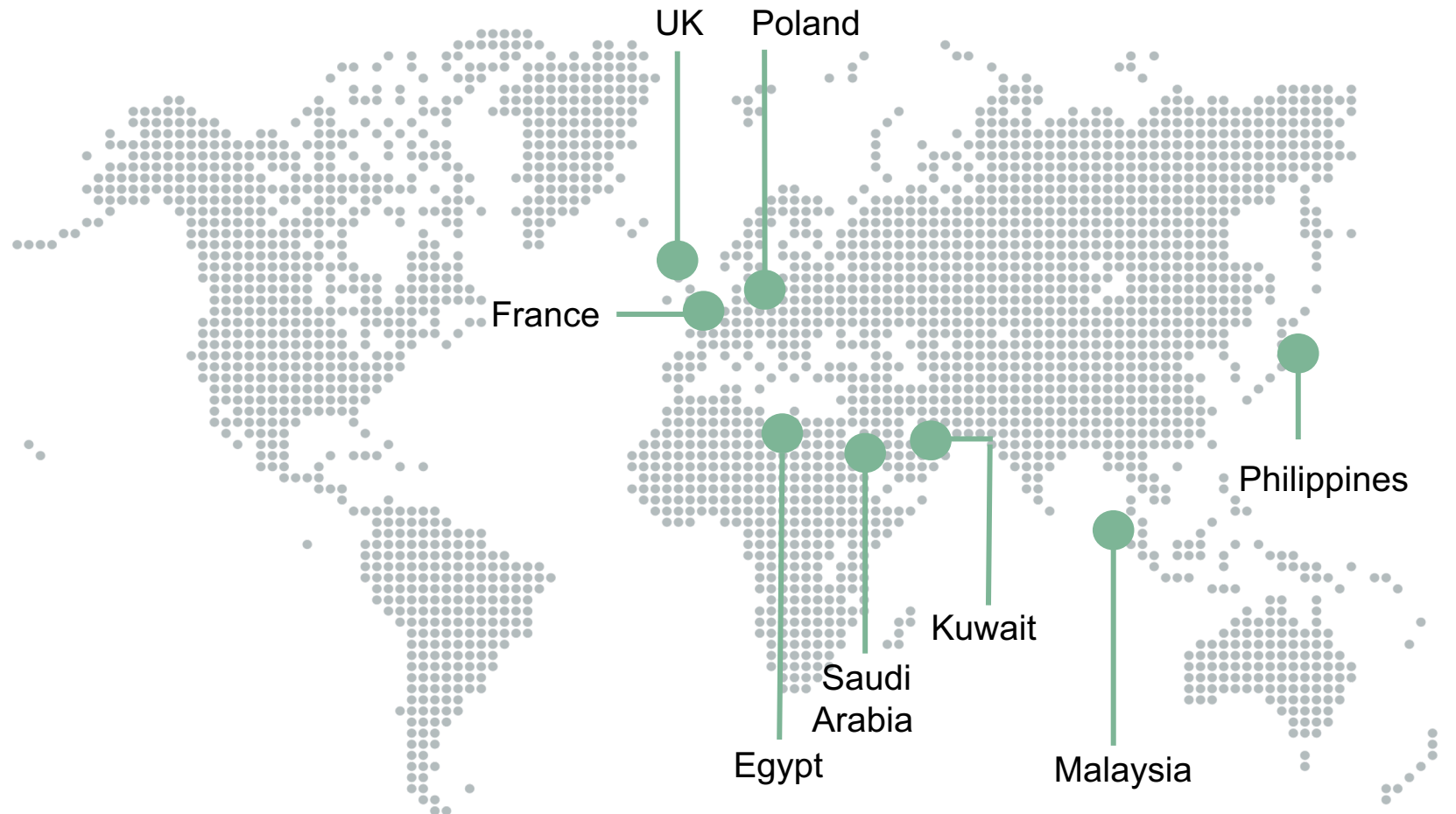


### Trade License Activities



# Coming Markets 2022 - 2023.

- Snapshot of current status.





# Coming Markets 2022 - 2023.

- Snapshot of current evaluation.



Country	Medical Device approval	Sanofi Insulin availability	Transmission Approval	Permanent Roaming	Data Storage
UK	CE mark is accepted until June 2023	✓	✓	✓	✓
France	✓	✓	✓	✓	Needs an approval
Egypt	In planning	✓	✓	No, exemption needed	On hold, subject to permanent roaming approval
Saudi	✓	✓	✓	On hold, subject to data storage approval	Not allowed
Malaysia	✓	No	In progress	No negative indications identified	✓
Kuwait	In planning	✓	In planning	✓	✓
Poland	✓	✓	✓	✓	✓

# SUMMARY

Erik Lissner

# Summary.

- Diabetes is a major growing health problem in the world
- There are too few healthcare staff
- Challenges triggered by the ongoing Pandemic
- The pandemic has accelerated digitization
- Digital alternatives to counseling, follow-up and visits to healthcare are here to stay
- We have started market processing in our priority markets
- Processing takes place together with our local partners in each country
- One of the most important influencers is healthcare professionals
- Commercialization is by far the most important focus we have



# Overview of status assessment methodology.

- ✓ **Green check:** We are reasonably confident that legal or regulatory requirements have been materially satisfied (or nearly so) and/or we are not aware of any other material legal or regulatory issues.
- ✓ **Yellow check:** We have identified legal or regulatory barriers and are undertaking steps to overcome these; resolution is in sight (e.g. an application has been submitted and is pending approval).
- **Red dash:** We have identified legal or regulatory barriers; if we are currently taking steps to overcome these, we are not (yet) clear on the timescale and/or cost implications (e.g. we are preparing filings and await inputs; or a process depends on uncertain factors).

It is necessarily a simplification to boil down the status of a complex set of different legal and regulatory circumstances to a single symbol category, and all reporting here must therefore be seen as illustrative only. The status of approvals and other commentary made about local requirements are derived from internal analyses and status reporting made by Brighter's in-house regulatory experts, and are based on facts available to Brighter before the date of this presentation. Given the relatively early stage in many jurisdictions, it has not been considered feasible or cost effective to verify all legal and regulatory circumstances in analysed jurisdictions, for example by seeking formal legal opinions from local lawyers or other experts on every relevant matter. There can be no guarantee of successful outcomes, even where we currently expect this. Moreover, in many jurisdictions where Brighter is working and/or planning to do business, the legal and regulatory landscape is challenging and local laws and their interpretation change frequently and without warning, which can introduce new barriers or hurdles. Countries considered here are comprised of regions, states or provinces which can and often do have differing legal, regulatory and commercial landscapes. The timing of relevant approvals and decisions to be taken by relevant authorities are oftentimes not stipulated in law and may depend on individual discretion or other factors beyond anyone's control. Beyond strictly legal and regulatory issues, many factors necessary for effective go-to-market activities depend on the position(s) taken by other economic actors. For example, and without limitation, such factors include the availability of insulin in a form which is compatible with the Actistie device, Brighter's ability to import, transport or distribute its devices and the consumables (such as test strips and lancets/needles), the position(s) taken by relevant national or private telecommunications network operators, technical network coverage, interests of governments, healthcare industry actors and labour organizations, and effective physical logistics and storage solutions. Brighter's ability to ramp up manufacturing to meet demand is also affected by the global availability of components and other production inputs and respective lead times for these. All of Brighter's operations are dependent on inputs of necessary financing and other resources. Accordingly, the status reporting provided here is for information only and is not intended to and does not constitute legally binding representations made by Brighter that can or should be relied upon by any person.