

## **A successful week in Dubai.**

During the last week of January, Arab Health 2019 was held in Dubai. The event is by far one of the world's largest annual business gatherings for healthcare companies, government agencies, innovators and service developers. A large delegation from Brighter was in place all week to introduce Actiste to the global care industry together with MOHAP (The UAE Ministry of Health and Prevention). MOHAP is very positive about Actiste and has been extremely welcoming to Brighter.

One of the major highlights of the week was the Innov8 Talks breakout event, where Brighter was one of eight companies given the opportunity to present our solutions during one of the days. Innov8 is part of Arab Health's innovation hub, which is organized together with actors such as the UAE Ministry of Health and Prevention, the Dubai Health Authority, the Department of Health Abu Dhabi, and SEHA (the Abu Dhabi Health Services Company). The panel comprised reputable experts who drive innovation in the UAE in different ways, such as through incubator and accelerator programs, partnerships and investments.

We were also invited to discuss and hold workshops with Mohammed Bin Rashid School of Government about the nature of local regulations and care processes. In addition, we arranged our own event together with Swecare, in which we gathered both our own and local diabetes experts for a panel discussion to showcase Actiste and discuss the possibilities of digitized and data-driven diabetes care. The seminar was a great success and we established contact with several new local experts who confirms our view on how care must develop in the future.

All in all, we are extremely pleased with how our diabetes service Actiste is being received by all these new stakeholders. From healthcare professionals and local media, to government representatives from Kuwait, Oman, India and Saudi Arabia – everyone was very interested in knowing when the service is expected to be available in their respective markets. Several of these countries are also included in the 14 initial target markets we announced last year. These are markets where we see high potential relative to the investment required from Brighter.

Now we are looking forward to building on this momentum and following up on all the leads from Arab Health. Already last week, Brighter's subsidiary in Dubai participated in MEDLAB, a more locally-focused care event.

Via the following link you can see a brief feature that Arab Health TV did on site with Brighter's COO Henrik Norström: <https://youtu.be/wjJr26KzOE>

All the best,

Truls Sjöstedt, Brighter CEO and Founder