

Growth and momentum in Dubai

During the summer, Brighter launched a partnership with AFAQ Group L.L.C in the United Arab Emirates to introduce our Actiste diabetes monitoring and treatment solution in the region. The cooperation has taken shape quickly, and since August we've been running our regional activities through a joint venture in Dubai, where we're now building up an organization.

To meet the expectations we have for the UAE and other Gulf Cooperation Council countries, we've begun a process to recruit a managing director who will be responsible for building and operating the Dubai-based business in close cooperation with AFAQ. Recruitment is also ongoing for other important functions, including project management and marketing.

Brighter is now recruiting in our finance team too, as we prepare for our listing on a regulated market and for the growth we expect to see. We believe the company is now facing a major transformation, which also means we see a need for our organization to change and grow. As the CEO and founder of Brighter, I think this is a very exciting time indeed!

Few sectors have so much value locked in inefficiency as healthcare does. Changes in the market are being driven by some inevitable structural developments, such that healthcare costs will need to be managed using new technical solutions and digital services. For pioneering players with smart and simple solutions to the problems that healthcare faces today – including resource management and a lack of patient adherence to treatment plans – there is massive potential. This is why giants like Amazon, Microsoft, Alphabet and Apple are now also starting to approach the sector in different ways. These players are acquiring smaller companies at an unprecedented rate in an effort to expand and broaden their businesses. For example, just this summer Amazon acquired Pillpack's prescription management and delivery solution for USD 1 billion.

This kind of thing happens a lot in the industry nowadays, and it is very clear to me that there is great potential in terms of both investment and market opportunity. The whole sector is likely to see an upward tick, with chronic diseases like diabetes playing a significant role in this development. In a market of this nature, even a medium-sized deal for Actiste could reach hundreds of millions of Swedish kronor.

In parallel to the developments we see in our business and our industry, Brighter also participates in the public discussion around changes in healthcare. For example, in the October issue of the journal *Offentliga Affärer* ("Public Affairs"), I highlight both obstacles and opportunities for innovation in healthcare. Brighter regularly participates in events too, such as *Medicinteknikdagarna* ("Medical Technology Days") held in the Swedish city of Umeå last week. Our participation in events like this strengthens our relationship with various healthcare players both in Sweden and other parts of the world. Petra Kaur, our Head of Marketing and Communications, has also recently visited several of our partners in Southeast Asia, including AIS in Thailand and Mampu in Indonesia.

The capital provided to Brighter in early October by the board, our management and our key personnel means we can now invest the resources we need into the commercialization of Actiste in the United Arab Emirates and other countries. Additional capital can also be added in the future through the ongoing exercise period for the TO3 warrants distributed to the company's shareholders. These warrants can be exchanged for shares until October 25th, but we encourage shareholders to contact their banks in good time in order to manage any administration required.

Feel free to contact us with questions or topics you want to include in our new podcast (podcast@brighter.se), or see me cover here in the regular CEO letter!

Thank you for your ongoing support.

Best regards,

Truls Sjöstedt
Founder and CEO