

Market approval and the next step.

After a complex, multi-year certification process with TÜV Rheinland, in early September we got the long-awaited EC certification for the Actiste device. We are incredibly happy and proud of this achievement; unique in its kind by meeting two EU directives – both MDD and IVDD. This discussed in more detail in the [latest Brighter podcast](#).

Now, the real journey begins. With market approval, we can move on from the preparatory sales and marketing activities that have been going on for some time, and deliver actual sales. The preparations have mainly been made in the United Arab Emirates, but to some extent also in Sweden, Thailand and Indonesia. Today, the company does not have the capacity to fully enter all our target markets at the same time. So we have chosen to invest primarily in activities that have the greatest potential in the near future, such as our operations in the United Arab Emirates.

With EC certification, we are now ready to expand the Brighter organization to reach our next major milestone: the clinical use of Actiste. Sales of a new healthcare service like Actiste – even though there is considerable need and great interest – do not happen overnight. There is an important build-up process including everything from training to long-term relationship building and planning with counterparties (which are often public organizations).

Each market works differently – no process is the same. In Sweden, for example, the discussion takes place at the county council level, and each region has its own view on what clinical support to offer. In the United Arab Emirates, decision-making on these issues is made by a single health ministry at a national level.

Next, we will move forward with the commercialization of Actiste in the United Arab Emirates. Often, the commercialization process follows this pattern: 1) Preparatory efforts, relationship building and education; 2) pilot projects; and 3) orders. We continue to look very positively at our relationship with the UAE's Ministry of Health and Prevention (MOHAP), and we are in continuous contact with various decision-makers within the ministry.

The challenges ahead will vary somewhat from market to market. In Sweden, for example, we mainly see political risk in the form of slow-moving processes when it comes to implementing new innovations. At the same time, this issue is highly topical and on the agenda at both the local and national levels, and we will likely see increased efforts and better processes in this regard in the future. It is clear that we are facing a major digital shift in Swedish welfare.

Another more general challenge we see is that some healthcare buyers are not used to the digital subscription scheme. However, we can also see that, for example, Livongo and others – in the US – have successfully started to pave the way for the new kind of care, adapted for the future, that we're driving the establishment of. We believe the need is extensive and widely recognized. Brighter is constantly contacted by different players – such as healthcare-solutions providers – who wish to collaborate with us in different parts of the world.

In order to achieve the goals the company is aiming for – i.e. a global presence and millions of users over the longer term – a larger organization and increased capital are needed for growth, mass production and continued research & development. We are working on these issues on an ongoing basis, as well as conducting activities to attract major institutional owners internationally, with the support of strategic partners and advisors. For example, Brighter organized a private investor breakfast this past spring. For some time now, we have also partnered with Edison Investment Research to better reach out to international investors in our segment. The company has been in contact with other relevant players from the capital market too, regarding a future change in our stock exchange listing. We believe the capital injections that have been carried out to date are successful and effective, and that under the circumstances they have been the best possible solutions for the shareholders. Our views on this have been discussed in an [earlier edition of the Brighter podcast](#).

A number of shareholders have contacted the company in recent weeks and enquired about, among other things, our sales, production rate, cost per Actiste unit, and so on. Of course, sales are our absolute largest focus right now, but we currently we do not share any sales forecasts. Information linked to sales is communicated through official channels in the form of regulatory press releases. For competitive reasons, we also do not comment on production costs or other financial details. But our ambition is to become a volume player, hence the flexible pricing for different markets. We would rather see a large number of users with slightly lower sales margins, than a smaller number of users who pay more. Among other things, because the data generated by the users in the platform itself has the potential to become a very large business area in the future, in agreement with the users.

Internally, we are now working primarily on sales of Actiste, recruitment of new key positions, and the roll-out of the Pioneers social platform. Development of new products and solutions is ongoing in parallel. We will provide more information about the acquisition of Camanio Care when the process is over, provided that the transaction is completed. The most imminent external activity is GITEX in Dubai together with Ericsson, October 6-10.

As you can appreciate, the entire organization is energized and working flat out, and we are doing our best to answer shareholders' questions. Some questions we cannot address due to regulatory reasons, but you are still welcome to ask questions at info@brighter.se or ir@brighter.se and we will try to answer them in future CEO letters and podcasts.

Best regards,

Henrik Norström
Chief Executive Officer, Brighter