

## CEO letter, September 2018

We are ready to GO!

I was recently invited by Ericsson – our fantastic partner for several years – to record a video about Actiste and its connection to the IoT platform that Brighter and Ericsson have developed together: [IoT Connectivity Management as a Service](#). The video has now been published and you can find it [here](#) or on Ericsson's website.

Ericsson's technology has opened up some amazing data-driven services for Brighter. Now, with the help of our other partners Arkessa and Gemalto, as we roll out Actiste we will be able to offer these services globally through a smart connection that works out-of-the-box wherever the user is. Data from millions of diabetics and other chronically-ill people will start to flow through our platform and create value for Brighter.

Our journey as a company has taken a big step forward through our cooperation with [AFAQ in the United Arab Emirates](#), and we are very excited about activating the first ever Actiste subscriptions.

Prior to the Swedish parliamentary elections, we published a [whitepaper](#) (in Swedish only) where we presented our views on healthcare and its needs. We explained how solutions like Actiste could help to strengthen healthcare in Sweden by making it more efficient. As [one of the hottest startup companies in the Nordics](#), we are experiencing a great deal of interest from politicians and decision makers when it comes to our vision of the future of healthcare.

The capital of almost SEK 30 million secured in September through the exercise of options by board members, management team members, and through our key person incentive program, means that we have a stable financial position ahead of what we believe will be a very eventful period.

In conclusion, I would like to say that it is inspiring to see the growing commitment of all our shareholders and followers. Thank you very much for your support!

//Truls Sjöstedt, Brighter founder and CEO