

## Brighter showcases complete Actiste in new video.

Brighter's Actiste® is a unique service that simplifies everyday life for diabetics and stimulates behavioral change. By combining personal and aggregated data the service enables better healthcare. Diabetes is one of today's most costly diseases and the number of sufferers is growing all over the world, Sweden included.

Brighter's CEO Truls Sjöstedt is now showcasing the completed Actiste device and service. Watch the video here: <https://youtu.be/RKnBkmnr5RU>

### The market

With Actiste, Brighter is initially focusing on diabetes – one of the world's fastest growing and most expensive diseases. In 2015, about 415 million people lived with diabetes, and by 2040, the number of people is expected to increase to almost 650 million. The global healthcare cost of diabetes exceeded USD 673 billion in 2015. In the long term, Brighter intends to apply the technology in Actiste for the treatment of multiple other chronic diseases.

### About Actiste

Brighter's solution Actiste® handles most of the self-monitoring and treatment of insulin-treated diabetes in a single easy-to-use device. Measurement of glucose levels, insulin injection, and automatic logging and timing of all activity are done in a single unit. Actiste is connected via an autonomous and secure mobile connection, the information can be automatically shared with selected recipients through The Benefit Loop®, Brighter's open cloud-based service where data is collected, processed and analyzed.

Validated user-generated data, such as test results, can be automatically transferred electronically to many different constituents. The patient selects when and how data is shared and who will have access to it. Through The Benefit Loop, different services can motivate patients with chronic illnesses to change their behavior, which can save lives, reduce relatives' concerns, and release enormous healthcare resources. [www.actiste.com](http://www.actiste.com)

### About Brighter

"Driving Behavioral Change in Healthcare™"

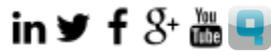
Brighter is a Swedish-based company that, from a unique IP portfolio, creates smart solutions for one of the most serious healthcare problems: changing patient behavior. Chronic diseases such as diabetes are rapidly increasing and account for an increasing share of healthcare costs globally. Brighter's Business Model and Multi-Sided Market Platform - The Benefit Loop™ - is based on the fact that many special interests create value for each other. By increasing access to valid health data, Brighter creates value for all stakeholders in the care chain: patients and close associates, healthcare providers, research, pharmaceutical industry and society. [www.brighter.se](http://www.brighter.se)

The Company's shares are listed on [NASDAQOMX First North/BRIG](http://NASDAQOMX First North/BRIG).

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## Certified Adviser

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This information is information that Brighter AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 08:30 CET on December 21, 2017.

