



Brighter appoints Petra Kaur as Vice President of Marketing & Communications.

Petra Kaur Ljungman, who has been a member of Brighter's Board since 2014, is now formally appointed as Vice President of Marketing & Communications for Brighter. Earlier, Petra has held the role on a consultancy basis. In connection with Petra taking over the new operational role, she also resigns from Brighter's board.

"Through her multi-year Board assignment in Brighter, Petra has built up a vast knowledge of the company and has previously gained solid experience from market issues in both the pharmaceutical and health sectors. Petra has contributed a great deal of value during these years and we are very pleased to now be able to hire her full-time for the next step in Brighter's development," says Truls Sjöstedt, Brighter's CEO and founder.

"The change is also an important step in the company's ambition to list the company on a regulated market as Nasdaq's main list, which imposes new regulatory requirements on board members' independence to management," adds Truls Sjöstedt.

Petra Kaur Ljungman holds a MSc in Biology at Umeå University and has a background as researcher in pharmacology at Karolinska Institutet. Petra has extensive experience in leading sales and marketing roles in pharmaceutical and healthcare companies such as Astra Zeneca, Sanofi, and agencies such as Nightingale, Ogilvy / INGO and Great Clarity.

"Petra's agency experience with strategic online and offline marketing for global brands will be incredibly valuable in the future, especially as she has worked with target groups in diabetes and many other diseases earlier," says Truls Sjöstedt.

Petra Kaur Ljungman joins the position as Vice President of Marketing & Communications today, March 9, 2018.

"Brighter is a very exciting company I've been involved in building for several years. Now I resign from the board to take on a more operational role as Vice President of Marketing & Communications for the company, which will be an incredibly inspiring challenge. The company is in an eventful phase and the potential is enormous," says Petra Kaur Ljungman.

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About Brighter AB (publ)

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

The Company's shares are listed on NASDAQOMX First North/BRIG.

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