



Press release August 27, 2018

Brighter and AFAQ have established a corporation in the UAE.

Brighter AB (publ) and AFAQ Group L.L.C. have successfully established a jointly owned corporation in Dubai, United Arab Emirates.

The new corporation is now introducing Actiste® Diabetes Management as a Service into the Gulf Cooperation Council (G.C.C.) region.

“Brighter’s values and objectives align well with AFAQ’s ambitions and its support to the Gulf to become one of the most innovative clusters in the world. Through this cooperation, and the new jointly owned company, we look forward to partake in the market introduction of the Actiste Diabetes Management as a Service in our home Nation in particular, further introduction in the Arab world, and possibly beyond, with an impetus towards bringing it first to market globally,” says Habib Al-Assaad, Co-Executive Director of AFAQ.

Privately established in 2015 by Sheikha Latifa Mohammed Bin Mejrín Al Murrar espoused to His Highness Sheikh Hasher bin Ahmed bin Juma Al-Maktoum, the AFAQ Group pursues societal outcomes for the people of the Arabian Peninsula through novel approaches to the stewardship of cause-driven investment capital and trade operations, thereby safeguarding financial flows and mitigating risk for strategic commerce with - and within - the area.

“I am immensely honored and proud of Brighter’s cooperation with AFAQ and Sheikha Latifa Mohammed, AFAQ Group’s Managing Principal. We look forward to improving the life of all insulin treated diabetics in the United Arab Emirates and the rest of the GCC region, alongside AFAQ,” says Truls Sjöstedt, Brighter’s CEO and founder. “Dubai was a natural first choice of base for the operation due to its unique balance of a high diabetes affliction rate and best-in-class environment for its technology-driven management.”

About Brighter

Brighter is a Swedish-based company that, from a unique IP portfolio, creates smart solutions for one of healthcare’s biggest challenges: 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 their close associates, healthcare providers, research institutes, the pharmaceutical industry, and society as a whole. www.brighter.se

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 injections, automatic logging, and timing of all activities are performed from a single unit. Actiste is

Brighter

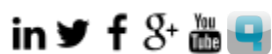
connected via an autonomous and secure mobile connection, and information can be automatically shared with selected recipients through The Benefit Loop®, Brighter's open cloud-based service where data is collected, processed and analyzed with patient consent.

Validated user-generated data, such as glucose levels or insulin doses, 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

The Company's shares are listed on [NASDAQOMX First North/BRIG](https://www.nasdaq.com/markets/first-north).

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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 August 27, 2018.