

Brighter selects AIS & Ericsson to launch the diabetes solution Actiste in Thailand.

Thailand's leading mobile phone operator AIS and Ericsson, will be Brighter's partners for the launch of Actiste in Thailand. The solution will be launched on AIS's IoT managed connectivity solution and Ericsson's DCP (Device Connection Platform).

In line with Brighter's launch strategy, mobile operator AIS will be the company's launch partner in Thailand. Diabetes is growing fast in the region and in 2015 about 4 million people lived with the disease in Thailand. Actiste is a mobile health solution that simplifies insulin-treated diabetes by gathering and sharing important data between patient and healthcare professional through a unified connected device. Actiste will be marketed and sold as a service to both consumers and the healthcare sector. One key driver for Brighter's focus on Thailand is that healthcare is a priority investment in both public and private sectors. In 2002 Thailand achieved universal health coverage that includes diabetes treatment.

"We are very excited to take the next step in the launch of Actiste in the Southeast Asian market along with Thailand's leading mobile operator. AIS's focus on services for a digital life is completely in line with Brighter's vision of digital and data-driven healthcare", says Truls Sjöstedt, Brighter's CEO and founder.

"We look forward to working with Brighter to localize their new and innovative healthcare solutions in Thailand enabled by AIS largest 4G coverage and using Ericsson DCP. We are at the forefront of the IoT technology and I am proud to see that Brighter has chosen AIS as its partner for the launch in Thailand. IoT has the power to significantly transform the quality of life for diabetes patients, and we are excited to partner with Brighter in taking the lead in pioneering the development of these new breakthrough solutions for the wellbeing of our citizens and our society. This cooperation clearly aligns with our vision of creating value to society through Creating Shared Value (CSV)", says Asnee Wipatawate, VP Enterprise Product & International Service of AIS.

"We are pleased our strategy to engage with global/international OEM's is paying off with business agreements for our operator partners offering DCP as a Service. In addition, Ericsson, through our partnership with Brighter and AIS, is happy to be enabling an improved and more efficient healthcare sector in Thailand, in line with the nation's Digital Thailand vision. This launch will lead to improved quality of life for patients and reduced healthcare costs", says Nadine Allen, Head of Ericsson Thailand.

The launch is scheduled for early 2018, following Actiste's CE-marking, launch in Sweden and local regulatory registration.

About AIS



Brighter

Advanced Info Service Public Limited Company (AIS), Thailand's leader in digital life service provider, is No. 1 in 4G mobile network covering over 98 per cent of populated areas across the country and certified by Ookla Speed Test as the fastest mobile network in Thailand for two consecutive years. Ranked as Asia's leader in 4G roaming service, AIS has recently upgraded its network ready to become the Next G Network capable of transferring data in gigabit. AIS Fibre offers high-speed broadband using authentic fiber optic that reaches more than five million households nationwide. AIS is proud to provide digital services for telecom and multimedia industry in four major platforms: 1) Mobile Network providing national infrastructure for both voice and data 2) Super WiFi 3) High-Speed Broadband packed with world-class entertainment contents delivered to subscribers via TV internet AIS Playbox, and 4) ePayment through mPay service.

About Actiste

Brighter's Diabetes Management subscription service solution Actiste® simplifies insulin-treated diabetes by gathering all the most important daily routine functions in a unified connected device with which the person living with diabetes can measure blood sugar levels, set dosage and inject insulin, as well as automatically log and share information.

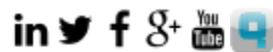
About Brighter AB (publ)

Brighter develops solutions for data-driven and mobile health services. Through its intellectual property and its first launch Actiste®, the company creates a more efficient care chain with focus on the individual. The goal is to simplify, streamline and enhance the information flow of relevant and reliable data between the patient and health care professionals. Brighter is initially focused on diabetes care, but there are opportunities in the future to operate on a broader level, spanning more diseases and treatment approaches. This is done through The Benefit Loop®, Brighter's cloud-based service that continuously collects, analyzes and shares data on the user's terms.

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

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