

Press Message April 16, 2018

Barbro Fridén proposed as new Chairman of Brighter's Board.

At Brighter's upcoming shareholders meeting, the Board of Directors Nomination Committee will propose changes to the Board of Directors, with Barbro Fridén proposed to become the company's new Chairman.

Barbro is a trained medical doctor and has a long career in senior positions in healthcare. She has served as division head at the Astrid Lindgren Children's Hospital at Karolinska University Hospital in Stockholm, hospital director of Sahlgrenska University Hospital in Gothenburg, and CEO of Sheikh Khalifa Medical City in the United Arab Emirates.

"I think Brighter has just the right view on care; namely to increase patient independence and quality of life in every way, and stimulate better adherence to therapy," says Barbro. "While working at Astrid Lindgren's Children's Hospital and at Sahlgrenska, I realized that the health care of the future must be designed like this."

"During my time in the United Arab Emirates, I learned how deep and broad the problem of diabetes is today. Every fourth inhabitant in many parts of the Middle East suffers from diabetes," she says. "Actiste is a tool that can quickly improve quality of life for many, many people, and I look forward to being part of that work."

Brighter's founder and CEO Truls Sjöstedt looks forward to the decision of the shareholder meeting, and emphasizes that Barbro has not only well-documented leadership skills, but also extensive medical knowledge.

"Barbro is also on the boards of Vitrolife and Getinge, and has a deep knowledge of the industry's side of healthcare," says Truls. "With stock market values of 14 (Vitrolife) and 26 (Getinge) billion SEK respectively, both companies are leading innovators. I'm convinced that Barbro will help Brighter to develop even faster than before."

Brighter's current chairman, Gert Westergren, has declined re-election after 10 years of work with the company.

"I cannot nearly adequately express my gratitude to Gert for everything he has done for Brighter through all these years, and not least for his efforts as Chairman of the Board since 2011," says Truls.

Notice of Brighter's shareholders meeting will be published on Wednesday, April 18th.

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

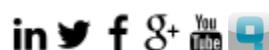
Brighter's solution Actiste® handles most of the self-monitoring and treatment of insulin-treated diabetes in a single easy-to-use device. Measurement of glucose levels, insulin injections, automatic logging, and timing of all activities are performed from a single unit. Actiste is connected via an autonomous 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 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

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

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