



Press release June 14, 2018

Brighter has been named one of the Nordic's most promising growth companies 2018.

Brighter is one of the selected finalists in the [Serendipity Challenge 2018](#), a competition for the most promising startups and growth companies in the Nordics.

Out of 50 companies that made it to the final week in Almedalen, Brighter is one of the top 24 companies selected by the jury to qualify for the competition final on July 3. In the final, two winners are selected: "Startup Company of the Year" and "Growth Company of the Year".

The competition is organized by Serendipity and "Industri tar Matchen" (ITM), and targets entrepreneurial companies with a unique innovation or business concept and the potential to be commercialized on the global market. The companies have been evaluated by an expert jury focusing on scalability and growth potential.

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.

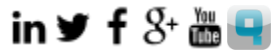
Validated user-generated data, such as test results, can be automatically transferred electronically to many different constituents. The patient selects when and how data is shared and who will have access to it. Through The Benefit Loop, different services can motivate patients with chronic illnesses 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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