

Press release September 03, 2018

Brighter's management and key personnel incentive programs are expected to strengthen the company's financing with SEK 29M.

Brighter's CEO and COO intend to utilize their parts of the company's incentive program (2014/2017 Series II and 2015/2018 Series II). The CEO's holdings will strengthen the company's financing with SEK 11,575,162 million and the COO's holdings will strengthen the company's financing with SEK 12,195,865 million. In total, the company's management, board and key personnel incentive programs (2014/2017 Series I and Series II and 2015/2018 Series I and Series II) are expected to strengthen the company's financing with SEK 29,369,024 million.

In order to secure funding for the incentive program, Brighter's CEO will lend out approximately 2.5 million shares, which will be reported in the Financial Supervisory Authority's insider register. The exercise period for Brighter's incentive programs 2014/2017 Series I and Series II and 2015/2018 Series I and Series II is until end of September 2018.

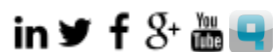
About Brighter

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

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

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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 September 3, 2018.