

Press release Stockholm, February 11, 2019

## Clarification – UAE statements on launching Brighter's diabetes service Actiste.

During Arab Health 2019, January 28-31, MOHAP (UAE Ministry of Health and Prevention) made an official statement on Brighter's diabetes service [Actiste](#) in a press release.

In the press release, MOHAP states that the Ministry launches Actiste in the United Arab Emirates along with Brighter as part of the Ministry's keenness to offer UAE residents a modern and effective healthcare system with the highest rates of quality.

The announcement in full can be reached via the following link:  
<http://www.mohap.gov.ae/en/MediaCenter/News/Pages/2030.aspx>

Based on these statements Brighter and MOHAP are now engaged in a dialogue about the means by which this should be accomplished.

– UAE is a very innovative country determined to offer the region's residents the world's most efficient and modern healthcare system. We support their ambition and are optimistic that discussions with MOHAP will result in an order of Actiste, says Truls Sjøstedt, Brighter's CEO and founder.

### 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 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. <https://actiste.com/>

### About Brighter AB (publ).

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. <https://brighter.se/>

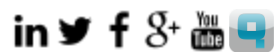




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## Certified Adviser

Brighter's Certified Adviser on Nasdaq OMX First North is Eminova Fondkommission AB, +46 (0)8 – 684 211 00, [info@eminova.se](mailto:info@eminova.se), [www.eminova.se](http://www.eminova.se).

For further information, please contact:

Rasmus Karlgren, Press contact

Phone: +4673 430 79 27

Email: [rasmus.karlgrén@brighter.se](mailto:rasmus.karlgrén@brighter.se)

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Brighter AB (publ)

Norgegatan 2  
SE-164 32 Kista  
Sweden

+46 (0)8 550 088 20  
[info@brighter.se](mailto:info@brighter.se)  
[www.brighter.se](http://www.brighter.se)