

Brighter has launched a pilot project for increased well-being among young diabetics.

Brighter is currently conducting a pilot study in Jönköping along with Region Jönköping and Jönköping University. The goal is to support young diabetics in their everyday life, between their physical care visits, and thereby contribute to increased treatment adherence and long-term quality of life.

The study is based on Brighter's digital service BuddyCoaching Pioneers – an interactive p2p platform enabling young diabetics to interact with each other, ask questions, get support, motivation and increase their knowledge of their condition through a mobile app. The platform was developed in collaboration with Haaartland Technologies.

– A big part of this is about countering perceived stigma, loneliness and anxiety. By making available a modern platform where young diabetics can easily interact with each other, and combine it with digital access to experts and knowledge, we also want to stimulate long-term behavioral change and help the users achieve better results in their treatment. So far, the response is positive, says Truls Sjöstedt, Brighters CEO and founder.

The long-term ambition is to open up the service for all diabetics in Sweden and other relevant markets. The goal also includes being able to support and motivate parents/guardians and relatives.

Diabetes has doubled among children since the 80's

Around 50,000 people in Sweden have type 1 diabetes, of which 7,000 are children. The number of children that are diagnosed with type 1 diabetes has almost doubled from the 1980s until today. In total, approximately 500 000 people have diabetes (type 1 or type 2) in Sweden. (According to the Swedish Diabetes Association and the National Board of Health and Welfare's Public Health Report).

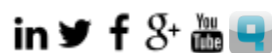
About Brighter AB (publ).

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/>

The Company's shares are listed on [NASDAQOMX First North/BRIG](#).

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