

Henrik Norström appointed as new CEO of Brighter AB.

The Board of Directors of Brighter AB today appointed Henrik Norström as the company's new CEO. Truls Sjöstedt, Brighter's founder and outgoing CEO, has been elected to the Board of Directors as Executive Chairperson of the Board.

"With the completion of our flagship offering, Actiste, the company is now entering a vital commercial transition that we have long been preparing for. I am very excited to take Brighter from a company focused mainly on development to a successful growth company with commercial activities worldwide," says Henrik Norström, Brighter's CEO.

Henrik Norström previously held the role of COO at Brighter and has mainly been responsible for the company's sales, business development, partnerships and financing activities. He has a solid international track record in both start-ups and established companies, and holds a degree in Business Administration from Uppsala University in Sweden. Henrik owns 870 397 shares in Brighter.

"I look forward to continuing to drive the company's long-term vision in the role of Executive Chairperson of the Board. Henrik is an extremely skilled and determined individual with an international profile, and he has been part of building Brighter for a long time. He has been crucial in the successes that the company has achieved, and I am confident that his tenure as CEO will take the company to the next level," says Truls Sjöstedt, Chairperson of the Board.

Since 2015, Brighter has focused on the development and CE certification of the company's flagship offering, Actiste® Diabetes Management as a Service – a ground-breaking service that transforms the healthcare of insulin-treated diabetics and unlocks massive value for society. The unique Actiste device is now in the final phase of its CE certification process, which opens up the further commercialization of the service.

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



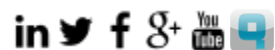


to valid health data, Brighter creates value for all stakeholders in the care chain: patients and their close associates, healthcare providers, research institutes, the pharmaceutical industry, and society as a whole. <https://brighter.se/>

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

Visit our website and subscribe to press releases: www.brighter.se

Follow us on:



www.introduce.se

Certified Adviser

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

For further information, please contact:

Henrik Norström, CEO

Phone: +46 733 40 30 45

Email: henrik.norstrom@brighter.se



Brighter AB (publ)

Norgegatan 2
SE-164 32 Kista
Sweden

+46 (0)8 550 088 20
info@brighter.se
www.brighter.se