

Press release Stockholm November 13, 2018

Brighter appoints Deputy Managing Director of the company's UAE subsidiary.

Hamza Moftah has been appointed Deputy Managing Director of Brighter's subsidiary in the United Arab Emirates, established August 2018 in collaboration with Brighter's partner AFAQ Group. Hamza is an experienced business developer with extensive knowledge of the United Arab Emirates and the broader GCC/MENA region, in particular within the MedTech, Digital Health and Pharmaceutical industries and has previously held senior positions in EY and Cerner.

As Deputy Managing Director, Hamza Moftah is the primary point of contact for Brighter's local partnerships and operations. He also plays a key role in the commercialization of Actiste® Diabetes Management as a Service in the United Arab Emirates and the GCC, as well as in building and growing Brighter's Dubai-based subsidiary.

"I'm very glad to join Brighter in this incredibly exciting and eventful phase, in which the company is facing its big breakthrough. Actiste is a fantastic service that meets a great need in the Middle East. I look forward to being a part of Brighter's future development and enabling diabetics and other chronically ill in the Middle East to live a healthier life with less struggle," says Hamza Moftah, Deputy Managing Director UAE, Brighter.

Hamza Moftah commences his employment in November 2018.

"We are very pleased with this appointment. Hamza not only provides great knowledge but is also a very dedicated and ambitious individual with a great deal of energy that will help us take the company to the next level. As we expect high activity in the region in the near future, Hamza will play an important role in Brighter's future development and expansion," says Truls Sjöstedt, 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. www.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



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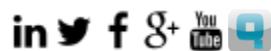


as diabetes are rapidly increasing, and account for an increasing share of healthcare costs globally. Brighter's Business Model and Multi-Sided Market Platform - The Benefit Loop®- is based on the fact that many special interests create value for each other. By increasing access to valid health data, 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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