

Press release August 28, 2019

Petra Kaur assumes new role at Brighter.

Petra Kaur, formerly Chief Communications and Marketing Officer, today assumes the role of Chief Commercial and Marketing Officer. The transition is a natural part of the company's ongoing change process, in which the need for commercialization and sales activities is increasing.

“Petra has long experience in sales and marketing in the pharmaceutical industry, combined with great understanding of Brighter’s target group’s needs. Now that the company is evolving and moving towards being more commercially active, we see it as a good time to implement this shift, meaning that Petra will have increased responsibility for Brighter’s commercial business development,” says Henrik Norström, Brighter's CEO.

Petra has worked at Brighter since 2014 and holds an MSc in Biology from Umeå University. She has a background in pharmacology at Karolinska Institutet, and also has long experience from a variety of leading roles in sales and marketing in companies within the pharmaceutical and health industry. These include AstraZeneca and Sanofi, as well as agencies like Nightingale, Ogilvy/INGO and Great Clarity.

“This new role means that I take on some of the sales and business development responsibilities that were Henrik’s before he was appointed CEO. The company is undergoing change that requires both structural and process adjustments within the organization, as well as new hirings. I am very happy to be a part of Brighter at this exciting time and to continue to drive the company forward in my new role,” says Petra Kaur.

“We see a growing need for healthtech solutions that facilitate and support behavioral change among patients. I will focus on developing and incorporating this thinking into all our current and future offerings,” she says.

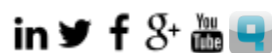
About Brighter AB (publ).

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. Brighter is certified under ISO 13485. In 2019 the company won the Swecare Rising Stars Award. <https://brighter.se/>

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

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