

Press release: December 19, 2019

Digital-healthcare provider Accumbo initiates 'Diabetesdoktorn' with Brighter's diabetes service Actiste®.

Stockholm, Sweden – Brighter AB (publ.) (NASDAQ First North: BRIG), a leading digital-healthcare company, is pleased to announce that the Swedish digital-healthcare provider Accumbo is launching a pilot project in Sweden with Brighter's Actiste® Diabetes Management as a Service. The project will integrate Actiste into the forthcoming [Diabetesdoktorn](#) service ('The Diabetes Doctor'), which is an extension of Accumbo's current offering, Blodtrycksdoktorn ('The Blood Pressure Doctor').

"The collaboration between Accumbo and our service Actiste® means that we can potentially address some 150,000 care recipients in the Swedish market, while it also contributes to accelerating Brighter's global expansion," says Henrik Norström, CEO of Brighter. "We welcome increased cooperation between public and private healthcare."

"Existing healthcare infrastructure is increasingly strained in managing the growing volumes of patients with diabetes, especially those with type 2 diabetes. Actiste® enables improved and completely new possibilities for increasing patient adherence to treatment recommendations, and driving the positive behavioural change that is so crucial in preventing health complications," says Norström.

Through 'The Diabetes Doctor' care service, Brighter and Accumbo will facilitate closer access to medical expertise – such as physicians, nurses, dietitians and health scientists, as well as referrals for sampling – for Accumbo's customers. If a customer wants to subscribe to the Actiste service, this can be done through Accumbo's mobile application.

"A global shortage of physicians, greater longevity, and the ever-growing number of chronic diseases together require a change in our healthcare system towards more proactive care and the increased use of modern digital technologies," says Associate Professor Martin Carlsson, Founder and Medical Director at Accumbo.

"As with our care service Blodtrycksdoktorn, through Diabetesdoktorn we will offer patients with diabetes a healthcare solution fit for the future, with increased patient influence and participation. Actiste® fits perfectly into this healthcare concept. Accumbo sees many synergies and will continue to break new ground for the best patient benefit in collaboration with Brighter," says Carlsson.

This press release is a translation of the Swedish original, if any doubts, the Swedish version prevails.

For further information, please contact:

Henrik Norström, CEO, Brighter
+46 733 40 30 45
henrik.norstrom@brighter.se

Martin Carlsson, Founder, MD, Associate Professor, Accumbo AB
+46 768610119
martin@accumbo.se



Brighter AB (publ)

Norgegatan 2
SE-164 32 Kista
Sweden

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

Certified Adviser

Brighter's Certified Adviser on Nasdaq OMX First North is Eminova Fondkommission AB, +46 (0)8 – 684 211 10, adviser@eminova.se, www.eminova.se.

About Accumbo

Accumbo AB is a Swedish healthcare provider founded in 2017 with offices in Kalmar and Lund. Accumbo enables people with chronic illnesses in the metabolic syndrome to live a healthier life by offering new ways of engaging with treatments. Increased patient involvement improves the treatment and health outcome. Recently published research shows that Accumbo's new methods are more efficient and are easing the burden on healthcare systems and society. Since the introduction of its services in Sweden, Accumbo has treated more than 2,000 patients.

About Brighter AB (publ)

Brighter is a health-tech company from Sweden with a vision of a world where managing chronic diseases is no longer a struggle. We believe a data-centric approach is key to provide smarter care for chronic conditions. Our daily-care solutions facilitate the flow of real-life treatment data between chronic-disease patients, their loved ones and their care providers – improving quality of life, easing the burden on healthcare systems, and opening new opportunities for data-driven research. 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 Nasdaq First North Growth Market/BRIG.

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Brighter AB (publ)

Norgegatan 2
SE-164 32 Kista
Sweden

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