

The Board of Directors presents priorities and strategic focus going forward.

On July 31, 2020, a new Board of Directors of Brighter was elected. Over the last weeks, the Board and the leadership team have discussed and agreed on Brighter's continued commercialization efforts and growth journey.

The Board of Directors comments:

"Brighter is an exciting company with the potential to make a historic mark in the transformation of healthcare. The members of the Board are very enthusiastic and look forward to contribute to Brighter's future success, introducing strategic pillars and direction aimed at taking Brighter to greater heights alongside the leadership team."

In upholding the interest of all shareholders, the Directors raise three main focus areas in the forthcoming work, aimed at refocusing the ongoing commercial activities and supporting the company's long-term goals:

- Ensure successful market entry and revenue generation in approved markets and markets currently undergoing approval processes, starting with Sweden, UAE and Indonesia, prior to continued expansion.
- Maintain a disciplined culture of governance and control, ensuring execution in line with stated targets and time frames.
- Introduce increased focus on cost management and business priorities.

The Nomination Committee continues its efforts to present a candidate who will take on the Board's long-term chairmanship as soon as possible.

For further information, please contact:

Investor Relations
ir@brighter.se

Certified Adviser

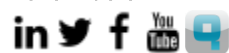
Brighter's Certified Adviser is Eminova Fondkommission AB, +46 (0)8 – 684 211 10, adviser@eminova.se, www.eminova.se.

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.

The Company's shares are listed on Nasdaq First North Growth Market/BRIG.

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