

## Brighter signs 5-year distribution agreement for Actiste in Qatar

Brighter AB (publ) (“The company” or “Brighter”) has signed a five-year distribution agreement with Al Danah Medical Company in Qatar (“the Distributor”) regarding Brighter’s pioneering product portfolio for diabetes management Actiste® (“Actiste Service”). Both Actiste® and the newly developed Actiste® Mini are included in the agreement.

Al Danah Medical Company, established in 1990, is one of the leading distributors of medical and biomedical equipment, pharmaceuticals, OTC products, medical disposable products & dermo-cosmetic products in Qatar (<http://www.aldanahmedical.com/>). During its many years of service, the company has established strong relationships with various leading suppliers in the Middle East Region, United Kingdom, Germany and the USA. Hamad Medical Corporation, the principal public healthcare provider in the State of Qatar, has been its key and top customer for many years, as well as private hospitals such as Al Ahli Hospital, Al Emadi Hospital and Doha Clinic Hospital.

With Qatar’s healthcare system being primarily state-run the outcome of the agreement will largely depend on the Distributor’s ability to win public tenders. Based on the distributor’s experience and position in Qatar, Brighter is optimistic about the distributor’s ability to win such contracts. Brighter will work closely with Al Danah to achieve this. The Distributor also has ambitions to market the Actiste® product portfolio through its chain of pharmacies.

“Al Danah Medical Company is a serious and strategically well-aligned operator in Qatar with important customer contacts, extensive market knowledge and distribution contracts with other major international companies, including in the pharma sector. This is a fantastic opportunity for Brighter to expand into a market with a sophisticated public healthcare system facing a high diabetes prevalence. Hamad Medical Corporation offers first-class diabetes diagnosis, assessment, education, management and multi-disciplinary care with a priority ambition to help people with diabetes live a long and healthy life,” says Christer Trägårdh, Acting CEO of Brighter.

The agreement gives the Distributor rights to sell the Actiste® product portfolio in Qatar during the term of the agreement. The distributor has taken on the responsibility to complete and ensure any necessary import licences or permits to bring the service to Qatar.

For further information, please contact:

Investor Relations

[IR@brighter.se](mailto:IR@brighter.se)

Christer Trägårdh, Acting CEO

[christer.tragardh@brighter.se](mailto:christer.tragardh@brighter.se)

Certified Adviser

Brighter’s Certified Adviser is Eminova Fondkommission AB, +46 (0)8 – 684 211 10, [adviser@eminova.se](mailto:adviser@eminova.se), [www.eminova.se](http://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 are designed with a vision to facilitate the flow of real-life treatment data between chronic-disease patients, their loved ones and their care providers – aiming to



# Brighter

improve 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. Follow us on:



This information is information that Brighter AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 17:20 CET on February 18, 2021.



Brighter AB (publ)

Borgarfjordsgatan 18  
SE-164 40 Kista  
Sweden

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