

## Brighter and Prime Medical Center in Dubai Enter into Commercial Partnership Regarding Actiste

**Brighter AB (publ)**, acting by its subsidiary Brighter Software Trading L.L.C, has entered into a commercial partnership with Prime Healthcare Group in Dubai regarding the recommendation and sale of Brighter's diabetes solution Actiste® (the "Actiste service") in the UAE.

The ambition is a long-term cooperation where doctors and healthcare professionals in Prime's hospital, clinics and pharmacies refer the Actiste service to patients. Sales of subscriptions through Brighter's local subsidiary will commence once all necessary data storage and telecommunications product and market preparations are completed. Both Actiste® and the newly developed Actiste® Mini are included under the agreement. Through the collaboration, Prime Healthcare Group in Dubai will become another direct sales channel to potential Actiste® users in the United Arab Emirates.

Prime Healthcare Group is a UAE based company with 1 hospital, 13 clinics and 11 pharmacies. The group is amongst the UAE's leading private healthcare service providers and a well-known brand with its team of over 350 physicians and 1,000 supporting professionals providing state-of-the-art medical care to the UAE's citizens and residents. Prime's ambition is to make the country a benchmark for superior healthcare solutions.

"As a healthcare group that values excellence in personalised care, we are always on the lookout for new technologies that might significantly improve the patient care experience. We are pleased to explore how Actiste might address the current needs of modern diabetes care. We see great potential with the Actiste system that aims to simplify the treatment process, provide more control over diabetes management and facilitate access to relevant data. We look forward to partnering with Brighter," says Dr. M.S. Kumar.

"We are excited to be partnering with Prime Healthcare Group. With the high concentration of diabetic patients and speciality endocrinology departments in 4 centers we will continue our mission to improve the lives of people living with diabetes in the region," says Christer Trägårdh, acting CEO of Brighter.

[Prime Hospital](#) and [Prime Medical Center](#) were awarded at the Annual Health Awards 2018 as one of the most 'Distinguished Hospitals' and 'Distinguished Clinics' in the UAE in recognition of their invaluable contributions to the region's healthcare industry.

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### Certified Adviser

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### 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



# Brighter

to 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. <https://brighter.se/>



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