



2 months after IPO update

BRAIN+ A/S (BRAINP)

Monday, December 13, 2021, 9:30 CET

Dear investors,

I am truly happy to finally be sharing this first of many news updates with you. It has been about 2 months since the IPO, and both the IPO and the months after have been hectic, getting the operations accelerated according to the plan and settling into the life of being a public company.

Communication strategy going forward

Many exciting things are happening, and I look forward to share news about products, technologies, clinical trials, commercial strategy, science partnerships, exciting developments in our industry and more in the coming weeks and months with you.

Updates will be shared through Cision when relevant, but many updates will come in the form of brief videos on the Brain+ website and social media channels (LinkedIn and Facebook). There will a longer live investor webinar on 20. December, at 16:00 CET with Dansk Aktionærforening (The Danish Shareholders Association). Details and links will be put on website and shared on all channels.

The digital therapeutics market continues to grow

The digital health industry, and particular the digital therapeutics industry is really taking off. In October one of the leading US digital therapeutics company, Click Therapeutics, closed a financing round of \$52 million, following its blockbuster deal of \$500 million with Boehringer Ingelheim. Brain+ is part of the Digital Therapeutics (DTx) industry, as we develop and commercialize “software-as-a-medicine” (SaaS) for dementia and Alzheimer’s. The total investment in digital health this year has been \$42.2 billion (Digital Health News), underscoring investor’s massive belief in the future of digital health.

Dementia and Alzheimer’s is increasingly being recognized as a huge health care burden, and both people battling dementia, and health care systems around the globe, are looking desperately for solutions. Traditional medicine cannot solve this issue on its own, which is why pharma companies have begun to look for both alternatives and complimentary treatments for traditional medicine. As a concrete example of this, Brain + was specially selected by the Alzheimer’s focused pharma company, Biogen, for a deep dive work session with world leading experts at the global Slush conference in Finland to explore new cutting-edge approaches to the Alzheimer’s challenge.

At Brain+ we have been focusing on pushing forward the R&D efforts, the clinical trials, with new hires, and with strategic partner talks. We are progressing well, and more specific updates will follow very soon.

Best wishes,

Kim

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About BRAIN+ [BRAINP]

The mission of Brain+ is to restore patients' independence and quality of life by treating and detecting cognitive decline in Alzheimer's disease and dementia through digital means. Brain+ has developed a set of Digital Medicine technologies, which enable the Company to create a unique and differentiated product offering. These technologies, combined with a strong clinical pipeline, Brain+ is in a strong position to grow towards a market leader position in the major Digital Medicine space.