



Brain+ showcases its digital dementia products at the Danish-Japanese Welfare and Health Tech Business Conference

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- **Important opportunity for Brain+ to present its innovative digital solutions for better care and treatment of Alzheimer's and other types of dementia to key Japanese industry and academic stakeholders.**
- **With a large aging population and more than 4.6 million people living with dementia, Japan has a strong focus on new treatment options and represents a highly attractive market opportunity for Brain+.**

Brain+ is part of a group of Danish welfare and health tech companies that have been invited to present their products and solutions at the Matsumai Cup Business. The business cup is organized and held in Vejle, Denmark on February 20, 2023, as an extension of the annual international Matsumae Cup in judo, and it has support and participation from the Japanese Embassy of Denmark and large Japanese companies and research centers looking to create networks and cooperation with Danish companies.

At the conference, Brain+ is showcasing its suite of digital dementia products, including its portfolio of digital versions of Cognitive Stimulation Therapy, CST. Represented by CEO Kim Baden-Kristensen, Brain+ has also been invited to give a talk on the relevance and impact of digital therapeutics to combat Alzheimer's and dementia, and to speak about its most mature dementia product, the *CST (Cognitive Stimulation Therapy) Therapist Companion*.

Japan represents an attractive market opportunity for Brain+

While Brain+ is focusing its initial go-to-market efforts in first Denmark, Germany, and the United Kingdom to be followed by the USA, Japan is a large and important market for the company to start addressing. The use of Cognitive Stimulation Therapy is in its early phase in Japan, and the introduction of Brain+' digital CST products to the Japanese dementia care community could accelerate the adoption of CST in the country. In line with Brain+' international strategy, going to Japan would be done in partnership with Japanese companies and/or other relevant stakeholders.

Kim Baden-Kristensen, CEO, Brain+: *Japan is on the forefront of Alzheimer's and dementia research and care because it is such a big challenge there. Generally, there is a strong focus in the pharmaceutical industry on the Japanese market. The recently FDA-approved new Alzheimer's drug, Lecanemab, was developed by the Japanese*

pharmaceutical company Eisai and their US counterpart Biogen. For these reasons, we are looking to Japan as a very interesting future market for our Alzheimer's and dementia digital therapeutics."

Better dementia treatment is high on the agenda in Japan

Japan is a country where dementia is disproportionately high compared to many other countries in the world. One reason for this may be the relatively large aging population, since age is one of the strongest risk factors for dementia. Japan has one of the highest life expectancies in the world, at 85 years. Japan also has a very high prevalence of Alzheimer's, with 23.23% in women and 11.55% in men in ages 60 and older (GlobalData). Compare this to the US with prevalence rates of 11.64% in women and 7.66% in men. The result is 4.6 million people already living with dementia. This increasing burden has alerted the government, NGOs, and industry alike to look for new solutions to tackle the problem, and Japan has a strategy to use welfare and health technology to do so.

Read more about the Matsuame Cup Business Here:

<http://www.matsumaecup.com/business/business-konference>

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The mission of Brain+ is to make effective treatments for cognitive decline in Alzheimer's accessible to everyone as digital therapeutics