

NEWS RELEASE

## Brain+ establishes UK subsidiary

Copenhagen, Denmark, 17 June 2024 – Brain+ A/S (Nasdaq First North: BRAINP)

- **With the incorporation of *Brian+ UK Limited*, Brain+ has established legal presence in the UK**
- **The UK is currently the most mature and attractive market for the company's software-based dementia therapies**
- **The establishment of a legal UK entity opens access to**
  - **commercial opportunities in the UK healthcare system, and**
  - **funding resources, including UK healthcare grants**
- **The move is an important step in the execution of Brain+' UK focused commercial strategy**

Brain+ A/S ("Brain+" or "the Company") informs that the company has established a subsidiary in the United Kingdom (UK). The subsidiary has been successfully incorporated with the Companies House for England and Wales under the name of *Brain+ UK Limited* and with company no. 15776884 and registered office address at Elliot House, 151 Deansgate, Manchester, M3 3WD, England.

Earlier in 2024, Brain+ informed of its decision to focus its commercial strategy on the United Kingdom to open the fastest route to proof-of-business and scalable sales, while saving costs. The UK has a strong political focus on dementia and represents the currently most mature and attractive market for Brain+' healthtech solutions for better dementia management. Importantly, the country has considerable healthtech readiness and established reimbursement pathways for software-based therapies. In addition, the worldwide recognized non-drug dementia therapy, Cognitive Stimulation Therapy (CST), which is the basis for Brain+'s first products, was invented in the UK, where it has the highest level of recognition and adoption, as it is also recommended for national adoption by the UK National Institute for Health and Care Excellence (NICE).

Expanding its presence into the UK market provides Brain+ with numerous commercial opportunities with the country's National Health Services, NHS, which is responsible for around 80% of all healthcare in the country. It also enables easier access to collaborations with important stakeholders in the UK healthcare industry, including leading healthcare institutions, organizations, and research facilities.

Another important motivation for establishing a UK subsidiary is that it opens access for Brain+ to various UK grant funding opportunities. The UK has several grants and funding programs aimed at supporting healthcare innovation, which can help Brain+ accelerate its research, development, and implementation efforts to bring advanced non-drug therapeutic solutions to the market more quickly for the benefit of people living with dementia. Brain+ has already identified relevant UK grants and initiated several application processes.



**Contact Information**

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**Brain+ mission:** Become the preferred provider of certified health tech solutions for better dementia management, servicing one million people affected by dementia by 2030.