



brain⁺ IS GOING PUBLIC

Brain+ develops Digital Therapeutics for Alzheimer's and dementia, presenting a unique opportunity to invest in a growing megatrend at the frontier of health care digitalisation.

SUBSCRIPTION PERIOD:
September 17th – September 30th 2021



DEMENTIA IS PROJECTED TO BECOME A LEADING CAUSE OF DEATH AND HEALTH CARE COSTS

Brain+ is addressing one of the largest health care challenges of our time, namely dementia. Currently, 1 in 3 seniors die with/of dementia in the US and globally 50 million people are diagnosed with dementia. Unfortunately, this figure is expected to more than triple to 152 million people by 2050. As we generally live longer and the prevention and treatment of the most common causes of death such as cancer and heart disease are getting more efficient, dementia is expected to become a leading cause of death by 2030 and is already the leading cause of death for women in the UK.

Dementia puts an enormous emotional burden on the patients and their loved ones as cognitive abilities deteriorate, behaviours change, and independence is lost. It is also a massive and increasing financial burden on society and our health care systems with an accumulated global cost upwards of 1 trillion USD globally today and expected to double to 2 trillion USD within decades. Eventually, dementia is expected to eclipse the cost of cancer and heart disease.

TREATING DEMENTIA WITH DIGITAL THERAPEUTICS

Despite massive investments in research for treatments of dementia, there is still a high need for innovative and effective treatments for dementia.

The good news is that Brain+ is leveraging new and innovative methods to create ground-breaking new treatments and provide these to patients in the shape of digital therapeutics. So far, initial trials indicate positive effects of these new methods for the treatment of cognitive decline in dementia.

**WITH A CURRENT
COMPOUND ANNUAL
GROWTH RATE OF 23,1%,
THE MARKET FOR DIGITAL
THERAPEUTICS IS PROJECTED
TO HIT 19 BILLION US
DOLLARS BY 2028.**



WHAT IS DIGITAL THERAPEUTICS DTX?

“Digital Therapeutics” (also referred to as DTx or Digital Medicine) is a term for digital treatments that deliver scientifically validated positive outcomes for a wide range of diseases, and often for the same medical endpoints as classical drugs. In essence, DTx offers a new and rapidly growing approach to the way health care systems identify and treat diseases, and new treatment options in areas with large unmet clinical needs.

Digital Therapeutics deliver treatments in purely digital formats, like software and apps on people’s smart devices. These treatments can have health effects similar to that of traditional, chemically based medicine and undergo similar clinical trials and regulatory approval. This allows for new and unique treatment opportunities, that can be used either as a complementary treatment to classic medicine or as a standalone solution in areas where traditional drugs do not offer a solution.

Furthermore, Digital Therapeutics leverage the convenience of its digital and data-driven format, allowing treatments to take place anywhere and anytime. Subject to data regulations, the use of Digital Therapeutics creates much richer and more consistent data tracking, which enables personalization and adaptation of these treatments to the individual patient’s evolving needs.



DTX HAS A PROVEN TRACK RECORD AND FDA/EU APPROVALS

Brain+ is on a pathway to scientifically validate the efficacy of its digital treatments and obtain regulatory approvals for the treatments, similar to the way traditional drugs are brought to market. Several disease areas such as ADHD, opioid addiction and diabetes are already benefitting from Digital Therapeutics. New digital treatment methods and solutions are constantly being patented and Digital Therapeutics products have already seen regulatory approvals both in the US and in the EU. This means doctors can prescribe digital treatments as a remedy for diseases, in the same manner as traditional drugs.

HUGE INTEREST FROM BIG PHARMA

Brain+ is in dialogue with a number of pharmaceutical companies developing treatments for dementia to collaborate in bringing its digital treatments to the market, and sees a great potential for this classical way of getting its products to market at scale and fast. The validity of this digital therapeutics approach and trend is underscored by several large pharma companies stepping into the digital space, through major licensing deals with Digital Therapeutics companies. Currently, deals valued at more than 500 million USD have been publicized, which clearly underlines the interest in Digital Therapeutics from the established pharma industry. These large partnerships deals are typically entered into by the end of phase 2 proof of concept trials and before pivotal trials in phase 3.

WHY INVEST IN BRAIN+?

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 Therapeutics technologies, which enables the company to create a unique and differentiated product offering; the technologies include computerized cognitive training, digital cognitive stimulation therapy, a specialized memory test for early detection of Alzheimer's and an Alzheimer's lifestyle risk assessment and lifestyle change engine. With these technologies, Brain+ has a strong foundation in place to become a market leader in this space.

STRONG TRACK RECORD

Brain+ products have had more than 1 million downloads, positive testimonials and have been featured as one of the best new apps in 125 countries.

UNIQUE PLATFORM

Brain+ is developing a comprehensive Digital Therapeutics platform and already has one product live on the market to get revenues, data and valuable user insights.



WORLD-CLASS TEAM

The Brain+ team consists of a seasoned and experienced management team, board, and world-leading clinical, patient and academic partners.

MARKET FOCUS

Brain+ focuses on Alzheimer's disease and dementia and has positive interim results on several of 9 trials in our clinical development program.

STRONG PIPELINE

With a strong trial and partnership pipeline Brain+ is on track to create an unrivalled suite of Digital Therapeutics products, and to secure pharma licensing deals.



THE CURRENT PRODUCT SUITE AND ON-GOING COMMERCIAL ACTIVITIES

Brain+ is already working closely together with Danish clinics in user trials with therapists on digital cognitive training and cognitive stimulation therapy. The current product suite consists of three apps, which are co-created with expert academic and clinical partners, and are undergoing phase 2a clinical validation and R&D for product market launch.

It is the technologies that these products are built upon that can be developed further and clinically validated to create distinct, differentiated, CE-marked/FDA-approved* and prescribed treatment solutions for dementia and Alzheimer's.

The primary commercial strategy is to bring reimbursed DTx (Software-as-Medical-Device) products to the market. As part of this strategy, Brain+ is currently exploring the possibility of selling direct-to-consumer as non-medical device products to get user feedback and data. Simultaneously Brain+ is engaged in multiple co-development pilot projects to gain frontline experience with users and potential customers. These activities contribute with important feedback from the market, and will enable an effective market launch of Brain+'s first dementia product, using Cognitive Stimulation Therapy technology. Brain+ has received wide interest from large medical device and pharmaceutical players and is in multiple dialogues around potential partnerships.

Health Care User Testimonial

»Our citizens experience increased autonomy, confidence and a higher level of participation.«

– Signe W. Jeppesen, Physiotherapist and co-responsible for the development and implementation of Welfare & Health technology in Lejre Municipality, Denmark

* (as Software-as-a-Medical-Device)

HOW IS DIGITAL MEDICINE CLINICALLY PROVEN?

Similar to the methodologies deployed in traditional drug development, Digital Therapeutics is also subject to several extensive clinical trials phases before being clinically validated. The trial phases ensure the health effects and safety of the digital treatment across patient groups.

FASTER AND CHEAPER TRIALS

Thanks to the digital nature of the products, trials for Digital Therapeutics products are not only significantly faster and cheaper, they are also much safer, as patients do not need to ingest any drugs that can potentially harm the body or cause unwanted side effects.

For comparison, a traditional clinical trial for a new drug can cost upwards of 1,3 billion USD, whereas a similarly comprehensive trial for a Digital Therapeutics product typically only costs around 20-25 million USD.

A reason for this is that the accessibility of the digital format allows less interaction with the patient and that the low safety profile for the digital treatments affords less focus on safety. In all, this makes for solutions that both match the health and commercial upsides known from traditional pharma, but minimizes the cost and risks involved.

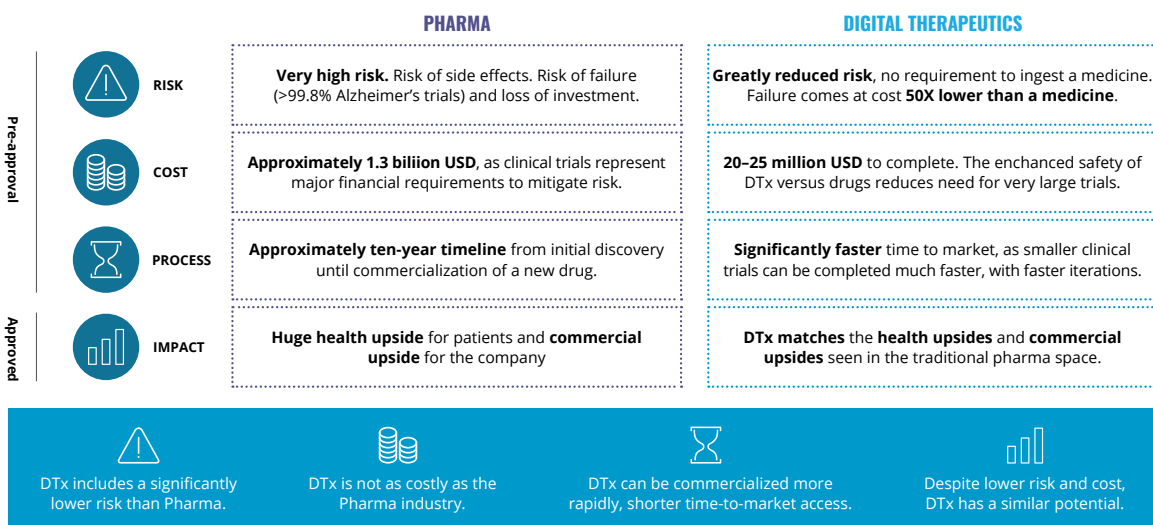


Figure 6: Pharma compared to DTx. Source: Brain+

TRIAL STATUS FOR BRAIN+

The Company is currently completing a series of Phase 2a proof-of-concept clinical trials in collaboration with renowned and expert partners in the Alzheimer's and dementia field.

The clinical development program includes 3 trials already completed and 6 fully funded trials underway.

COLLABORATORS IN LARGE R&D PROJECTS:

ALZHEIMER'S DETECT & PREVENT



ALZHEIMER'S SHIELD



The goal in the coming years is to initiate the first phase 3 pivotal trial and get regulatory approval for commercial launch of our core product within dementia.

This puts Brain+ in the "sweet spot" as it is typically at this time, that major pharmaceutical companies are most likely to engage in strategic partnerships and larger deals.

THE STRATEGY BEHIND THE IPO



With the funds from the IPO, Brain+ will be able to execute on an ambitious strategy, that aims to take the company towards regulatory approval, and make major strategic partnerships possible. To get there, the focus is on three things:

1

Advancement of clinical trials – getting the trials to the phase 3 stage is an important step in attracting major potential partner companies.

2

Continuous product development – the goal is to establish an unrivalled suite of products for the detection and prevention of Alzheimer’s and dementia.

3

Expanding the team – to reach major milestones in the years to come, Brain+ aims to expand the team with several new bright minds, that can help tackle this major health issue with us.

THE FORECASTED RESULTS:

Brain+ is uniquely positioned to emerge as the global market leader within Digital Therapeutics for Alzheimer’s and dementia and will benefit from a market that is growing significantly. With the funding from this IPO and the expected exercise of warrants next year, Brain+ is forecasting to reach strategic partnerships and a break-even in 2025, unless a more aggressive development agenda causes the company to seek additional funding for further development of in-house projects with the benefit of maintaining all rights in such projects.

This addressable market (Digital Therapeutics for dementia and Alzheimer’s) is expected to reach a total of approximately 2 to 5 billion USD in 10 to 15 years. By reaching its key milestones, Brain+ will establish itself as a global market leader in this market, and target revenues in the hundreds of millions of US dollars within this decade.

THE TEAM BEHIND BRAIN+

EXECUTIVE TEAM



KIM BADEN-KRISTENSEN

Co-founder & CEO

Former Vice President of Marketing & Strategy @ world's largest wind energy co. 5 years @ Boston Consulting Group.

M.Sc. Management of Technology, CBS

Cognitive Psychology studies, UCPH.

Healthcare Innovation degree HARVARD Business School (Pasteur Program).



ULRIK DITLEV ERIKSEN

Co-founder & CPO (Board member)

20 years of experience with strategic build-up of high-tech companies within biotech, MedTech, energy, ICT and engineering.

M.Sc. International Business, CBS.

Cognitive Psychology studies, UCPH.

Executive Innovation Leadership, INSEAD.



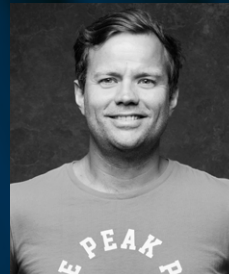
BETH WOLFF

Chief Commercial Officer

20 years of experience in Pharma, commercial excellence and digital therapeutics (LEO Pharma, Novo Nordisk, Sandoz).

M.Sc. in Public Health.

MA Political Economy.



SIMON NIELSEN

R&D Director

12 years of experience as a biomedical engineer.

Senior scientist & team mgr. at Coloplast.

Postdoc, Cognitive Neuroscience, UCPH.

PhD. Psychophysics DTU.



BRIAN ØSTERGAARD

Business Development Manager

Entrepreneur in public health care and digital health with successful exit of his company in Autism & dementia care software.

25 years experience in selling into public and private health care sectors.



HELLE BEHRNDTZ JENSEN

Finance Manager

Many years of financial management experience from the insurance and the venture industry. In-depth experience in preparation and execution of business plans and strategic management, and in supporting the business with strong governance and financial procedures.

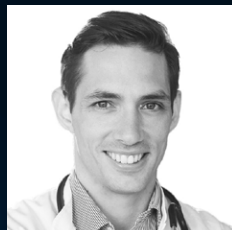
BOARD OF DIRECTORS



LARS TERNEY

Joined as chairman from H1 2021

Senior Partner, Nordic Capital 13 years in Private Equity, 14 years Head of Boston Consulting Group Denmark. Lars is an international heavy weight within business, strategy and economics.



JONAS NILSEN

Board Member since Sep 2018

Digital health and therapeutics entrepreneur, Co-founder & Chief Innovation Officer at Practio, Doctor of Medicine from University of CPH. Innovation Management, Harvard Business School.



KIM ARVID NIELSEN

Board Member since Nov 2019

Experienced Pharma & Biotech CEO Follicum AB (former inProTher, CytoVac, Scandion Oncology, Serendex Pharmaceuticals) GM, VP & Dir. (Bayer, Basilea Pharmaceutica, Astra Zeneca, Ferrosan). MD, UCPH, MBA, SIMI.



HANNE LETH HILLMANN

Board Member since May 2021

Experienced life science executive focused on finance, communications and investor relations (IR). Additionally brings strong board experience. Currently the CFO for Nanovi A/S.



A WORD FROM THE CEO

“We believe that our technologies have the potential to dramatically increase the quality of treatment and care in dementia. Yet, we also need to stay very humble. After all, we are addressing one of the hardest challenges facing health care today.

It will take time and patience, not to mention resources.

Speaking of resources, we are going public to fuel our ambitious plans of bringing our digital therapeutic products to the market and to develop an unrivalled suite of products for detecting and treating the cognitive decline from Alzheimer's and dementia.

We are in a unique position to succeed as we have unique technologies that build on solid scientific evidence and methodologies, a strong team that spans tech and life science, world-class partners and a plan for executing and bringing our products to the market.

We hope you will find it meaningful and worthwhile to participate in this mission and journey with us”.

Kim Baden-Kristensen
Co-founder and CEO

THE IPO


TERMS RELATING TO THE IPO

Venue:	Nasdaq First North Denmark
Size of the IPO:	DKK 15 million (cash)
Unit structure:	For each subscribed share, one warrant will be issued (1:1)
Public subscription:	17 September to 30 September, 2021
Expected first day of trading:	7 October, 2021
Valuation:	DKK 40 million (pre-money), corresponding to DKK 5,69 per share DKK 67,2 million (post-money)
Pre-subscription:	50% (DKK 7,5 million)
Subscription:	Nordnet is the sole selling agent. Subscription takes place through the Nordnet platform

TERMS RELATING TO THE WARRANT

Exercise Window:	17 October – 31 October 2022.
Exercise price:	70% of market (weighted average covering 10 trading days prior to exercise)
Traded instrument:	The warrant will be traded as a separate financial instrument with its own ISIN

For further details on the offering and warrant, please visit brain-plus.com/investor



SUMMARY

Large new category of digitalization: Digital medicine, also called Digital Therapeutics (DTx) is booming and a growing number of dedicated companies are addressing a wide range of indications with DTx solutions. Already, several large pharma companies are investing heavily in the category.

One of the largest killers: Dementia is a giant health problem, growing rapidly both in terms of frequency and societal cost, not to mention the agony inflicted on patients and next of kin. At the same time traditional medicines have shown moderate treatment effects at best.

Large market: The market for DTx solutions that address Alzheimer's and dementia is projected to reach 2-5 billion USD in 10 to 15 years. Brain+ is focused entirely upon this opportunity and has a strong pipeline of products and clinical trials in place.

Quest for leadership: The goal is to emerge as a market leader, commanding a market share of 10-15% which translates into a revenue opportunity measured in 100s of millions of USD within the current decade.

Now going public: Brain+ is going public to secure funding for this journey and you are invited.

For information on how to subscribe and more, please visit
brain-plus.com/investor

brain+