

## Clarification regarding the postponed launch of “Brighter One”.

The postponement of the release of "Brighter One" as the press announced 2014-09-19 is due to that some parts of lancet mechanism and its casing produced with production tools exhibited inferior user experience and quality compared to the prototypes. This prompted an analysis that resulted in the revision of the design as announced and with subsequent new orders and manufacturing of production tools.

Brighter has developed a unique and patented integrated method for simplifying self-care of diabetes resulting in a device that combines diagnostics, medication and journaling - facilitating a normal way of life for millions of diabetics worldwide.

- It's rare that series production parts result in inferior user experience and quality. We had the option of revising the design of the lancet mechanism and its casing and a continuous (expensive) manual trimming on each unit during serial production. Revision of design leads to new tools to be ordered, manufactured and fine-tuned, which takes time and is the reason for the delay. We weighed the pros and cons of the two options and decided that the revision of the design, and thus the delay, was the better alternative. The result of the decision is both a better product and a more cost-efficient production. All other parts of the device are in line and will not be affected by the revision of the lancet mechanism and its lid, says Brighter's CEO Truls Sjöstedt.

The CE-certification process, which is conducted in parallel with the manufacturing set-up, will, just as before, follow the timeline for the product. As the CE-certificate is ultimately granted the finished product, the revision of the design of the lancet mechanism and its casing results in that the grant will be awarded with the postponed launch.

### **About Brighter AB (publ)**

Brighter has developed a unique and patented integrated method for simplifying self-care of diabetes resulting in a device that combines diagnostics, medication and journaling - facilitating a normal way of life for millions of diabetics worldwide.

*The Company's shares are listed on [NASDAQOMX First North/BRIG](#).*

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