

Brighter and Ericsson in cooperation on technology and business development in mHealth.

Brighter selects Ericsson's Device Connection Platform (DCP) to open up to the world's mobile network operators to connect their customers to Brighter's cloud platform The Benefit Loop™ and the next generation Brighter One™.

Brighter and Ericsson launches a partnership to simplify the connection of MedTech, such as next-generation Brighter One. This is an integrated blood glucose meter and injection device for insulin treated diabetics, which logs blood glucose value, actual volume of injected insulin, as well as other information relevant to the treatment.

“We are very pleased to partner with Ericsson, which has a world-leading platform for connecting devices to mobile networks, popularly called the Internet of Things - "IoT", which includes global device connectivity management”, says Brighter's CEO and founder Truls Sjöstedt.

“The cooperation gives us not only the best technical platform, but also access to Ericsson's customers – the mobile network operators, who through Brighter's offer can access a new market segment on their existing customer base. It's a win-win where all three parties receive the opportunity to develop their business on a new, exciting and growing market - mHealth.”

In The Benefit Loop continuous and valid patient generated data the management and treatment of their disease is processed together with other relevant data, with the goal of continuously improving treatment and quality of life. In addition to the patient getting an easier and more convenient disease management, Brighter can create great values for a range of other stakeholders, for example, to improve treatments, plan care, develop drugs and get reliable information on demographic changes in society.

“We look forward to working with Brighter”, says Anders Olin, Vice President, Product Area Network Functions, Business Unit Cloud & IP at Ericsson. “IoT is already a core area for Ericsson and mHealth is an area with great future potential. The service Brighter provides is very interesting for Ericsson because it can contribute to a substantial increase of connected devices based on the DCP services Ericsson offers.”

“The connection to the mobile network is a central element in the collaboration with Brighter, and together we will design the implementation of the infrastructure required for The Benefit Loop. The strong demand for the new subscription based services among the world's mobile operators have become increasingly prominent, and we think that Brighter's platform the Benefit Loop, combined with connected devices such as the new generation of Brighter One, can create new opportunities for operators to grow outside the highly competitive telephony and data market. Even though many of the world's mobile network operators are already





using Ericsson's DCP, the collaboration with Brighter can create the conditions for further deployment. Brighter also has a strong intellectual property portfolio that provides an excellent base for the development of mHealth systems.”

Brighter works with open APIs so that other connected devices can be integrated in The Benefit Loop. With Ericsson's broad platform and network Brighter sees great growth potential as the Benefit Loop will easily be able to bring together mobile network operators' increasing demand for new service offerings with the large number of connected devices that are currently available, but not fully utilized. Devices worldwide will be able to become part of the Benefit Loop.

About Telefonaktiebolaget LM Ericsson

Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.

Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2014 were SEK 228.0 billion (USD 33.1 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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About Brighter AB (publ)

By means of its intellectual property Brighter develops innovations for people who live with a medical condition. We develop the tools that improve the situation and every day lives of



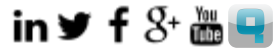
Brighter

individuals. Half of Sweden's 4.6 million households will be "connected" for home care or through mobile units within five years. Brighter's objective is to simplify, streamline and strengthen the relationship between patients and healthcare professionals through the development of innovations in the area of mHealth (mobile health) - a market that already today - 2015 - is valued at approximately SEK 120 Billion on a global basis.

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

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