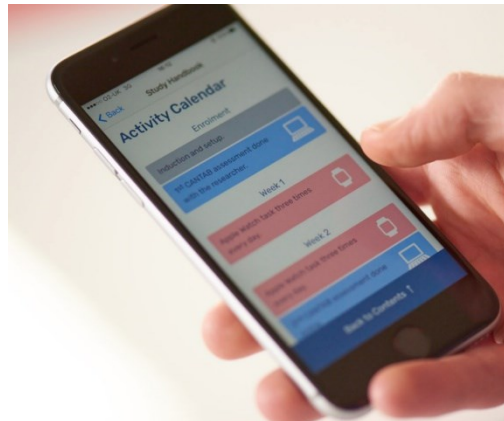
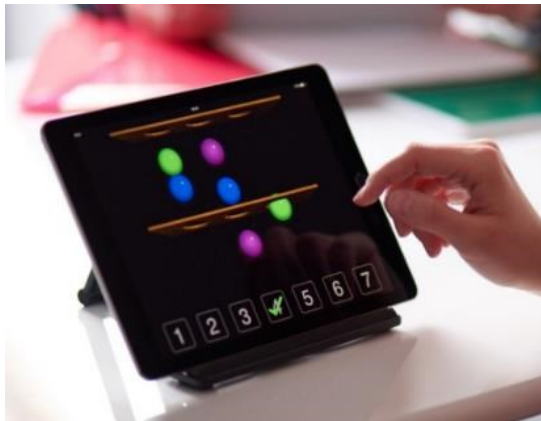


Cambridge Cognition

Neuroscience Digital Health

30 January 2018



Disclaimer

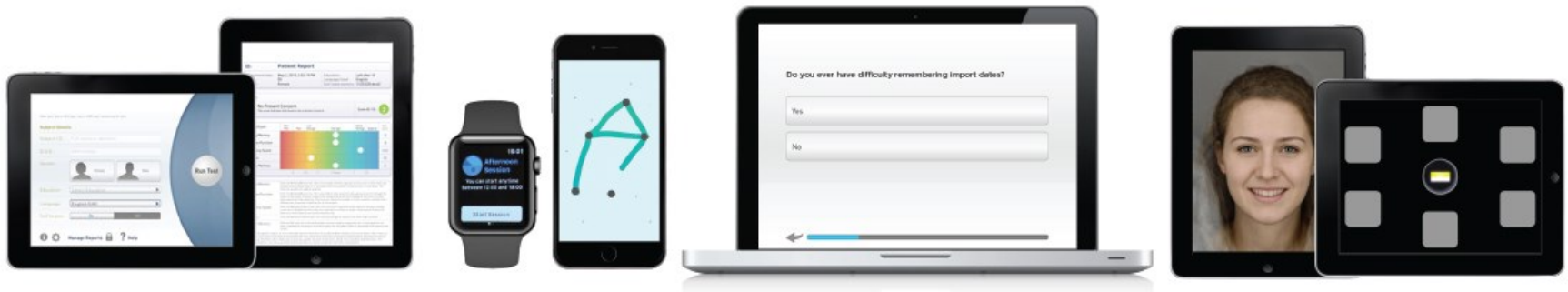
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Digital neuroscience company developing & marketing direct-to-patient cognitive testing software to assess and quantify brain health in patients worldwide.



Measuring brain health to:

- Accelerate development of new treatments
- Identify at risk patients earlier
- Monitor the effectiveness of interventions
- Reduce global R&D and healthcare costs



OVER 2000 INDUSTRY & ACADEMIC
INTERNATIONAL CLINICAL TRIALS



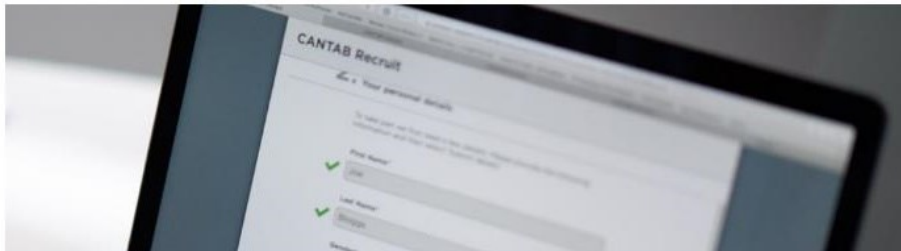
OVER 100,000 CITATIONS IN PEER-REVIEWED PAPERS

Brain health conditions, including Alzheimer's, Parkinson's, Schizophrenia and depression, are amongst the world's largest cause of disability and ill health :

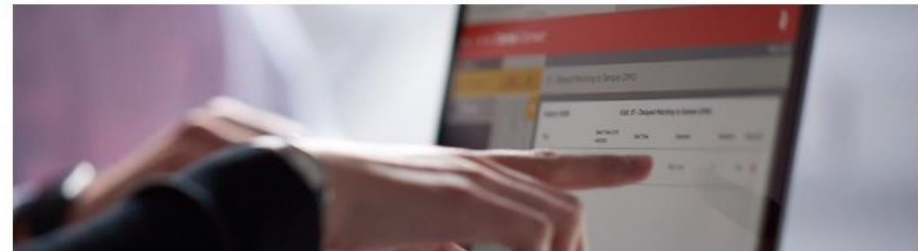
- **Brain health affects us all**
- **Over 2 billion people** suffer from brain health conditions
- The resulting economic burden is **more than \$2 trillion**
- The global cost of brain health will rise to **\$6 trillion by 2030**

Innovation to optimise pharmaceutical R&D

- ✓ Reduce risks and increase chances of success
- ✓ Improve data quality & security
- ✓ Accelerate decision making



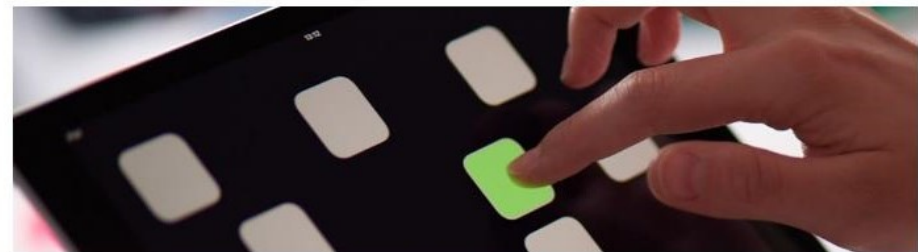
Identify & recruit patients in trials & in market



Develop safe & effective new treatments



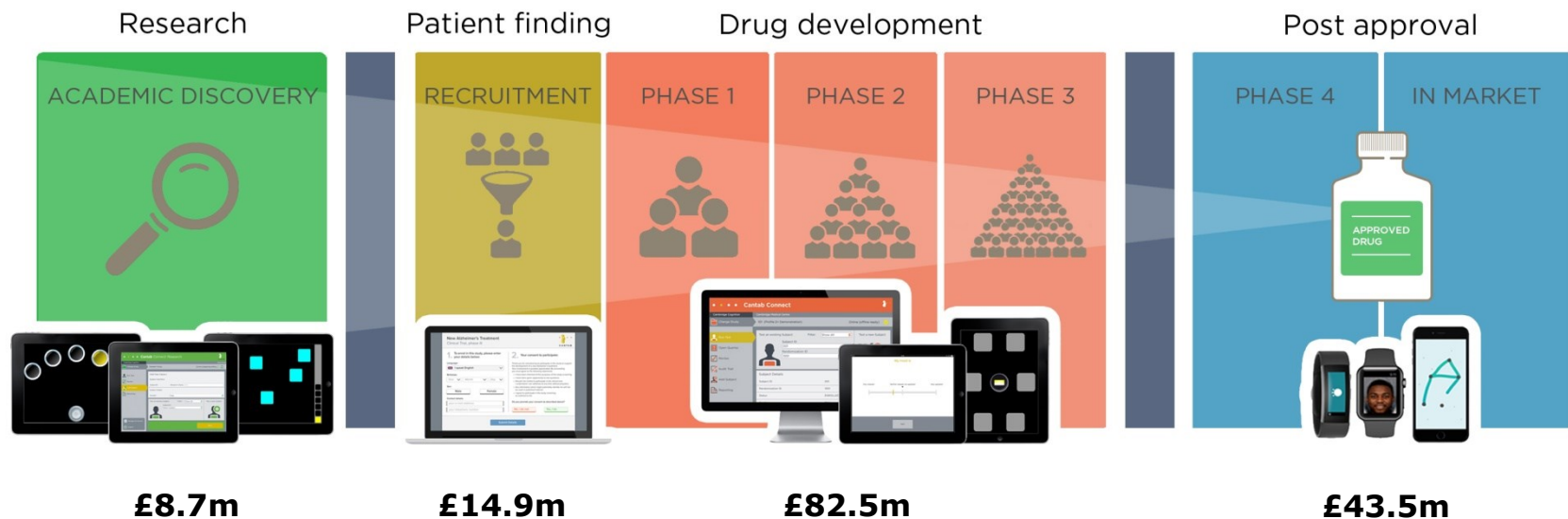
Measure patient outcomes anytime, anywhere



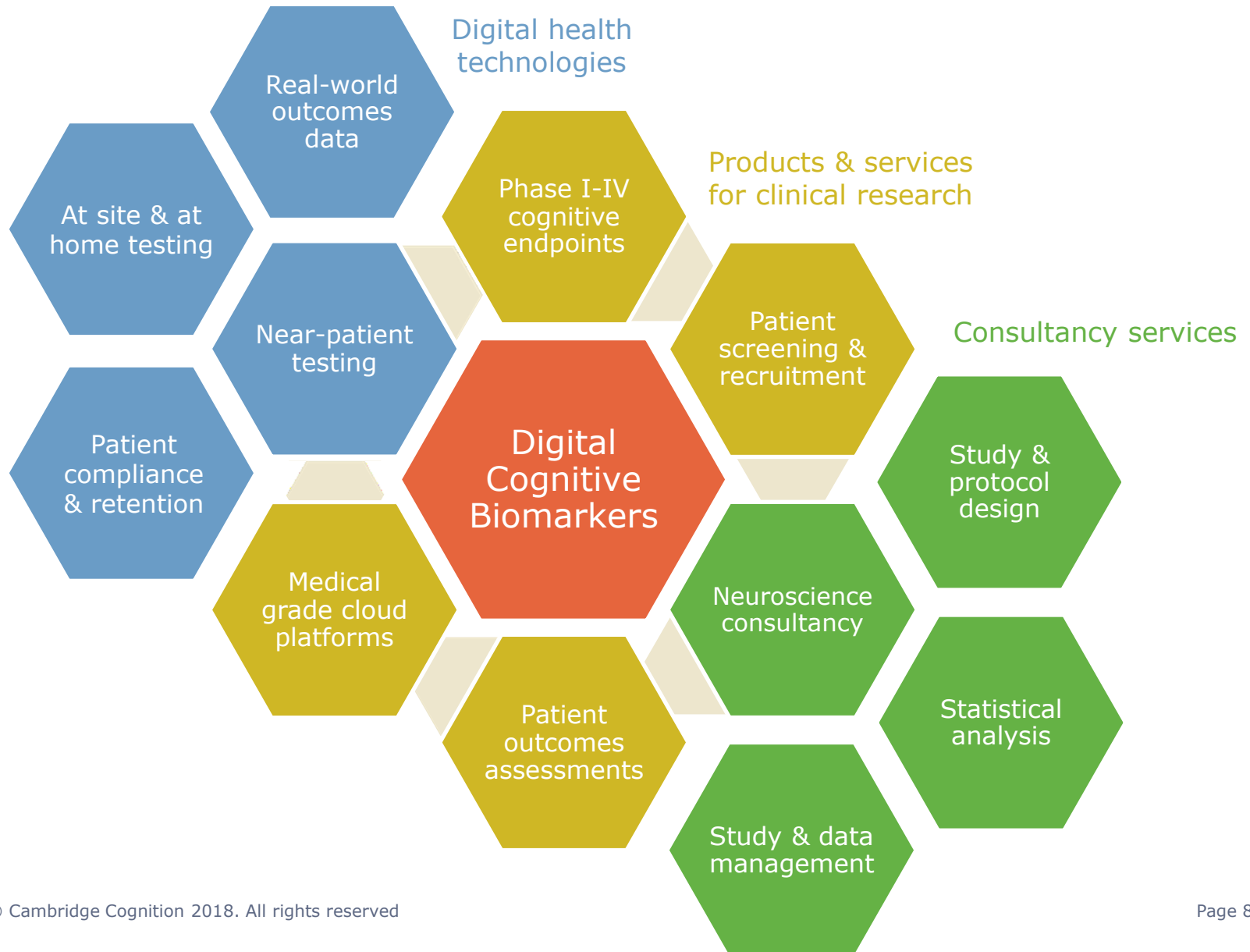
Improve efficiencies across clinical research

From proof of concept to post marketing

Addressable revenue opportunity in core CNS R&D markets > £150m



Expanding beyond cognitive assessments



Digital brain health technologies

Testing anyone, anywhere

CAMBRIDGE
COGNITION



Collecting real-world patient data



Improving patient compliance



Assessing patients directly

- ✓ Expanding beyond clinical trials into digital health
- ✓ Increasing SaaS offering
- ✓ Annuity revenue models

\$6 billion by 2020

Global market for brain health software



1. Measure brain health in everyday life



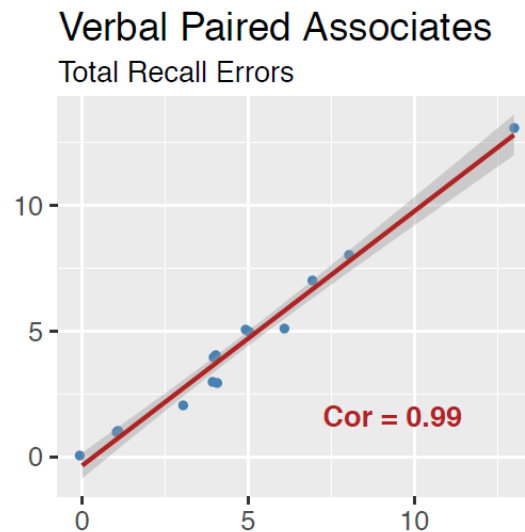
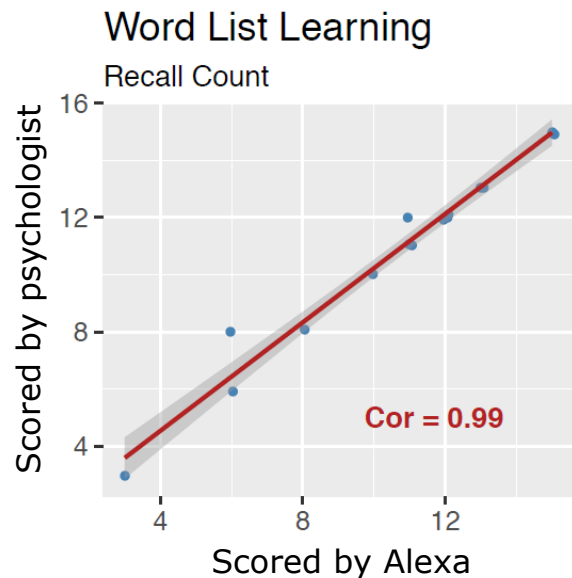
- More accurate
- More representative
- Better communication
- Improved compliance
- On patients' own devices

**>95% patient
compliance**

2. Monitor health at home through speech

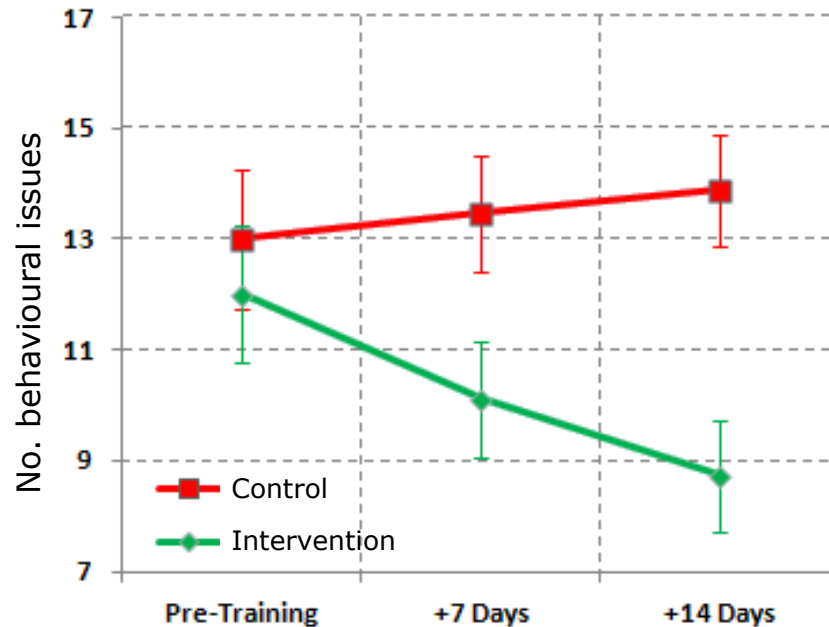


- Assessing cognition, pain & fatigue
- Reduced human error
- Increased scalability
- Direct to the patient's home



**Correlates
99% with
psychologist
scored tests**

3. Digital interventions for mental health & social cognitive function



**Mental illness costs
UK & US employers
>\$250 billion per year**

Social cognition technology

To assess and intervene in areas such as schizophrenia, autism, dementia, eating disorders and substance abuse

Digital mental health screen at work

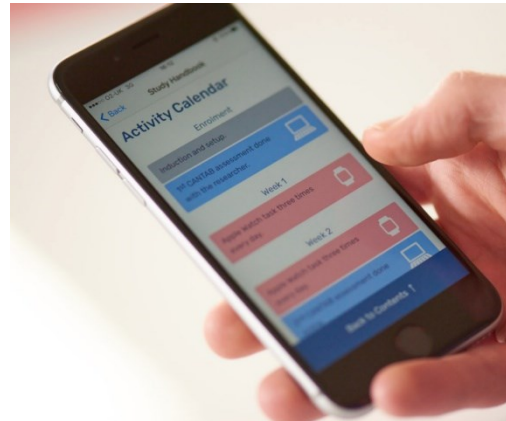
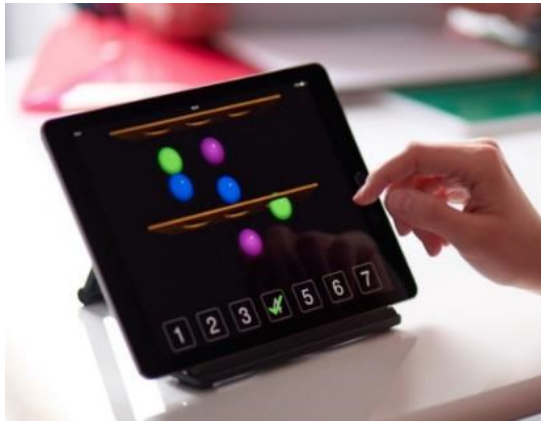
Identifying anxiety, depression & stress in the workplace to reduce absenteeism and loss of productivity



The Investment Opportunity

Key Points

- Considerable addressable market
 - \$6bn by 2020 global market for brain health software
- Demand driven by increasing awareness surrounding Mental Health
 - Over 2 billion people worldwide suffer from brain health conditions
- Significant and sustainable barriers to entry
 - Products validated by 30 years of scientific research. Established partners include global biotechnology and pharmaceutical companies, academic institutions and public-private healthcare providers
- Continue to offer highest quality products and performance
 - Increasing demand of wearable technologies
- Maintain relationships with key customers via product quality and service levels
 - 100% customer satisfaction from clinical trials customers
 - 93% of customers highly likely to use Cambridge Cognition for future studies



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Bottisham
Cambridge
CB25 9TU

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Cambridge, MA
02142

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Appendix

H1 2017 financials

- Revenue: £3.21m (2016 H1, £3.26m)
- Loss for the period: £0.39m (2016 H1, £0.15m)
- Closing Cash: £1.83m (2016 H1, £1.38m; 31 Dec 2016, £2.38m)

Highlights

- Encouraging sales performance given no exceptional contract wins unlike 2016. Reflects a broader business base.
- Major contract wins remain important for 2017/18.
- 65% growth in sales order pipeline.