



Cognetivity
Neurosciences

Powering proactive brain health



Our Management Team



DR SINA HABIBI Co-founder, CEO

PhD (Engineering, Nanobiotechnology), University of Cambridge; formerly Chair of Cambridge University Entrepreneurs (CUE).
Ultraprecision manufacturing and stochastic modelling consultant



DR THOMAS SAWYER Chief Financial Officer

PhD (Life Sciences), University of Glasgow; MBA, University of Cambridge; over 15 years' experience in entrepreneurship, consulting and private equity in biotechnology, pharmaceuticals, logistics and IT across the globe



DR CAROL ROUTLEGE Senior Advisor

PhD (Life Sciences) over 30 years of experience within UK and US based pharmaceutical and biotechnology companies and the non-profit sector with a focus on drug acquisition and profiling of NCEs and biologics.



DR SEYED RAZAVI Co-founder, CSO

PhD (Computational Neuroscience), University of Cambridge; previously a postdoctoral researcher in Artificial Intelligence at the Massachusetts Institute of Technology (MIT)



DR CHRIS KALAFATIS Chief Medical Officer

Consultant in Old Age Psychiatry at Maudsley Hospital, London; Affiliate of King's College London, adoption of digital technologies in NHS, running clinical trials in dementia at Institute of Psychiatry, Psychology & Neuroscience



MAZEN SOBH VP Commercial Development

MBA, University of Wollongong; RN, American University of Beirut, Business Director Philips; 9 years of clinical experience and 15 years in Healthcare Information Technology Sales and Marketing in international markets



JOEL SMITH Vice President Of Business Development

High growth business development specialist; 20 years experience including in SaaS & Artificial Intelligence products; Highly regulated market experience; Demonstrated expertise building & scaling commercial strategy in US

Key Advisors

Keith Gibbs, former Chairman AXA
Prof Dag Aarland, Chair, Older Adults Psychiatry King's College London
Dr Mark Philips, GSK Regulatory and Compliance leadership 35 years
Lord James O'Shaughnessy, former UK health minister
Ed Smith, Chair NHS Improvement

Our Vision



To establish a new global
standard for brain health

About us



Cambridge University Spin-out

Formed by a team of world class scientists and business leaders



Advanced Technology

Platform combines the latest neuroscience with cutting edge Artificial Intelligence



Market Ready

Ready for scaled clinical use in the world's largest healthcare markets, the USA and EU



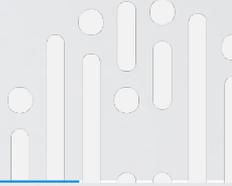
Established Partnerships

Already engaged with charities, governments and best-in-class strategic technology partners



Brain health is the biggest healthcare challenge of the 21st century

The high cost of brain disease



Almost **1 billion people worldwide** suffer from a mental disorder¹.

Expected that more than more than **half of US** population will have a mental health disorder at some point in their lifetime².

Depression and anxiety alone cost the global economy **USD1 trillion**³ annually.

1. Ritchie, "Global mental health: five key insights which emerge from the data", Our World In Data (2018)

2. Kapil, "5 Surprising Mental Health Statistics", National Council for Behavioral Health (2019)

3. Patel et al., "The Lancet Commission on global mental health and sustainable development", The Lancet (2018).

Cognitive impairment is a symptom of a wide range of brain health issues, such as:

- ✓ Dementia 55m patients¹
- ✓ Depression 300m patients¹
- ✓ Anxiety 40m patients¹
- ✓ Brain injury 75m patients annually¹
- ✓ Other neurological disorder

Early detection leads to far better patient outcomes and a dramatically reduced cost of care (dementia alone saves **\$7.9 trillion²**)

1. World Health Organisation 2020, global prevalence
2. Alzheimer's Association 2018



There is a major problem with detecting cognitive impairment

Existing assessment methods suffer from:



Lack of
Precision



Impracticality



Language
Dependence



Education
Bias



A Learning
Effect

How do you address a \$1 trillion global health problem without adequate instruments?



How CogniCA™ works

A patented rapid visual categorization task uses natural images of animals

Images are displayed for a fraction of a second.
Users tap to classify each in turn as **animal** or **non-animal**.



Using speed and accuracy as a digital biomarker allows an accurate and effective assessment of cognitive function. See it in action at cognetivity.com/cognicademo



The use of animal imagery is an integral element of the test – **the human brain's unique reaction to animal stimuli is a key facet of our developmental history**

Comparing different detection methodologies

Across speed, cost, invasiveness and applicability

METHOD	FAST	LOW-COST	NON- INVASIVE	SENSITIVE	EARLY-STAGE DETECTION	DELIVERABLE REMOTELY	REIMBURSABLE
CognICA™	✓	✓	✓	✓	✓	✓	✓
Traditional pen-and-paper tests	X	✓	✓	X	X	X	✓
Computerized traditional tests	X	X	✓	X	X	✓	✓
Biomarker analysis (CSF sampling)	X	X	X	✓	X	X	✓
Neuroimaging (MRI, CT)	X	X	✓	✓	X	X	✓

Cognitive Assessment Market Opportunity

Global market is projected to grow US\$3 billion in 2020 to US\$11 billion by 2025, at a CAGR of 30%¹

Points of access for CognICA in the US² alone:

- ➔ 200,000 Primary Care Physicians
- ➔ 60,000 Psychiatry & Neurologists
- ➔ 88,000 Pharmacies
- ➔ 15,000 Care homes

All require the ability to measure brain health.



1. Markets & Markets 2020
2. Statista 2021

Use Cases Across Healthcare Sectors

Clinical cognitive assessment

Subtyping early stage dementia



Monitoring the treatment of depression



Detection of early stage dementia



Monitoring migraine treatment



Population Health Management Market Opportunity

Projected to reach USD 47 billion by 2026 from USD 25 billion in 2021, at a CAGR of 13%¹

Potential customers for CogniCA SaaS solution in US alone:

Health system name	System state (parent location)	Total hospitals	Total physicians	Total primary physicians	Total hospital beds	Total residents
<i>Large systems (by number of acute care hospitals and total physicians)</i>						
HCA	TN	175	9,162	2,576	34,532	1,639
Community Health Systems, Inc	TN	156	4,283	1,594	20,882	419
Ascension Health	MO	122	10,502	3,931	18,097	2,062
Catholic Health Initiatives	CO	102	5,422	1,926	12,475	1,113
Trinity Health	MI	93	8,790	3,302	14,706	1,749
Tenet Healthcare Corporation	TX	82	6,297	1,587	16,315	2,123
UfPoint Health	TN	72	1,699	668	7,680	189
Prime Healthcare Services, Inc	CA	40	1,336	320	5,486	293
Dignity Health	CA	39	2,403	870	7,452	220
Kaiser Permanente	CA	37	20,300	8,995	8,800	855
<i>Medium-sized systems (with the median number of acute care hospitals)</i>						
Vanderbilt University Medical Center	TN	2	1,852	366	895	701
UW Health	WI	2	1,845	534	857	427
UF Health	FL	2	1,558	391	1,264	893



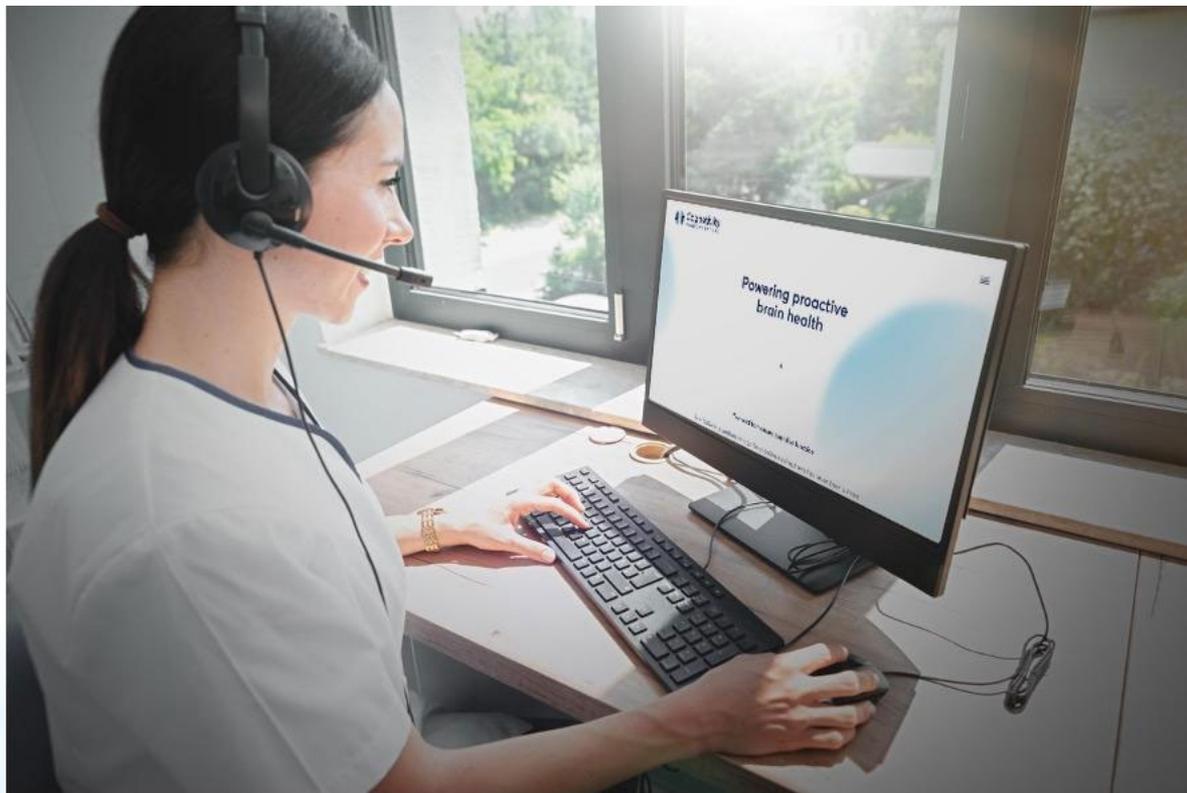
1. Sources: Markets & Markets 2020

Integrated Partnership Market Opportunity

Potential partners for CognICA:

- ⊕ Biopharma
- ⊕ EHR providers
- ⊕ Insurtech
- ⊕ Telehealth providers
- ⊕ and more

All require integrated cognitive assessment in their platform.



Company Highlights

①

Revenue generating

②

Market leading SaaS

③

Huge and rapidly growing market

④

Early mover, patented, high barrier to entry

⑤

High growth phase

World-leading technology, ready for commercial growth



Cognetivity's CognICA™ - redefining brain health

In the Media

Cognetivity Neurosciences' technology covered within many of the world's leading media outlets



nature

WSJ

Forbes

**New
Scientist**



**The
Economist**

WIRED

Company Summary

May 2022

Cognetivity Neurosciences Ltd.

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