

November 6th, 2018

Cognetivity Neurosciences signs a commercial agreement with dacadoo to connect its cognitive assessment tool with dacadoo's leading digital health platform

Zurich, Switzerland and Vancouver, Canada – Cognetivity Neurosciences, a leading technology company developing cognitive assessment solutions, signs a commercial agreement with the Swiss healthtech and insurtech company dacadoo to integrate its cognitive assessment tool with dacadoo's leading digital health platform and make it available to the dacadoo's major health and life insurance clients.

The Swiss company dacadoo ag develops and operates for its life and health insurance clients worldwide a digital health engagement platform which helps users actively manage their health in an easy and fun way. To engage users to remain active and healthy, the company applies motivational techniques from online games, collaborative features from social networks, personalized feedback and the patented dacadoo Health Score to better understand and improve health. dacadoo's platform serves healthy and at risk populations today and the company is therefore expanding its ecosystem to add partners who can serve specific patient populations to serve the whole spectrum of population health.

Cognetivity is a leading technology company based in Canada and London, developing cognitive assessment solutions utilizing latest neuroscience and artificial intelligence for use in medical and commercial environments. Both companies announced today that they signed a commercial agreement to connect Cognetivity's first-of-its-kind cognitive assessment tool with dacadoo's digital health platform and make it available to dacadoo's major life and health insurance clients worldwide. By adding Cognetivity's 'at home' cognitive assessment tool to its digital health engagement platform, dacadoo has the opportunity to offer its existing and future life and health insurance clients a highly-unique and valuable new technology for monitoring cognitive health.

Cognetivity CEO, Dr. Sina Habibi commented: "This agreement represents a significant opportunity for us to make our proprietary technology available to a mass user base within the new and rapidly-growing area of non-clinical health monitoring. Whether it be via our professional platform for early cognitive impairment diagnosis, which is in its final stages of clinical validation, or our at-home health monitoring tool being integrated with dacadoo, our key mission remains clearly focused on giving people control of their health and ensuring the best possible health outcomes for as many people as possible."

Peter Ohnemus, Founder, President and CEO of dacadoo, added: "We are very happy to expand our ecosystem and partner with Cognetivity to provide our life and health insurance customers worldwide with access to Cognetivity's impressive, AI-driven technologies in the area of cognitive monitoring."

About Cognetivity

Cognetivity is a technology company developing a cognitive testing platform, the Integrated Cognitive Assessment (ICA) for use in medical and commercial environments. Cognetivity's ICA uses Artificial Intelligence and machine learning techniques to help detect the earliest signs of impairment by testing the performance of large areas of the brain, potentially allowing early diagnosis of dementia. Cognetivity aims to develop the ICA through planned clinical studies to the market in North America and Europe.

For more information please visit – www.cognetivity.com

About dacadoo

dacadoo is a global technology company and innovative business partner that is driving the digital transformation in healthcare. Based in Zurich, Switzerland, dacadoo develops and operates a mobile-first digital health engagement platform that helps people live healthier, more active lives through a combination of motivational techniques from behavioral science, online gaming and social networks, as well as artificial intelligence and automated coaching. Based on over 300 million person-years of clinical data, its patented, real-time Health Score makes health individually measurable, which provides users with a unique engagement experience, while also offering dacadoo's enterprise customers an effective way to measure the true health impact of wellness programs. Available in over 13 languages, dacadoo's technology is provided as a fully branded, white-label solution or it can be integrated into customer products through its API.

For more information visit www.dacadoo.com. Media Contact: Manuel Heuer,
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– Peter Ohnemus, founder and CEO of dacadoo

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– Dr. Sina Habibi, Cognetivity CEO



2018 11 06 Press release - dacadoo and Cognetivity announce

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2018 11 06 Pressemitteilung - dacadoo und Cognetivity unterzeichnen

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dacadoo

It's all about you.

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ABOUT DACADOO

Live healthy! Track and benchmark your health and fitness. Get your dacadoo [Health Score](#), share activities with friends, win challenges!

dacadoo has developed an easy-to-use, wireless, secure and fun way to manage your personal health & fitness from a lifestyle, wellness and chronic disease perspective called the dacadoo health platform.

The platform calculates your personal dacadoo Health Score, a number from 1 (poor) to 1'000 (excellent). It is a directional relative indicator of your current health and fitness status in real-time. By integrating gaming and social networking principles, dacadoo motivates you to be active in an easy way by automatically tracking and comparing your personal health, fitness and lifestyle.

The dacadoo health platform enables the tracking of over 100 fitness activities (outdoor and indoor sports) either

over the mobile dacadoo tracker app or via manual entry. The dacadoo energy models are based on MET (metabolic equivalent of Task)* which measures the intensity of a physical activity. *Compendium of Physical Activity, Stanford University

Download the free dacadoo [smartphone](#) tracker app for [iPhone](#), [Android](#) and [BlackBerry](#) to track your fitness activities automatically.

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