

## **MedBright AI's MedMatrix to Expand Its AI Offerings for Cosmetic Marketing & Clinical Trial Analytics**

Vancouver, British Columbia – January 23, 2024 – MedBright AI Investments Inc. (the “Company” or “MedBright AI”) (CSE:MBAI, OTCQB:MBAIF, FSE:1V7) is pleased to announce that Rejuvenation, a prominent dermatology group and a leader in advanced dermatological care, is expanding its use of MedMatrix to include marketing for cosmetic treatments and clinical trial recruitment and data analysis.

Rejuvenation’s extensive network includes 8 clinics spread across 3 provinces in Canada. The group boasts a highly skilled team comprising 21 dermatologists, 5 Mohs surgeons, 2 plastic surgeons, and 13 general practitioners specializing in dermatology. This expansion of MedMatrix to cosmetic marketing and clinical trial data analytics is set to further improve their leadership in these spaces. The cosmetic marketing product will help Rejuvenation identify the best candidates for cosmetic treatments and offer personalized recommendations to cosmetic patients, improving both patient experience and treatment outcome. The clinical trial recruitment tools will enable Rejuvenation to rapidly assess patient eligibility for clinical trials, improving patient access to new treatments and speeding up the process of clinical trial recruitment for Rejuvenation’s partners.

“We are excited to expand our work with Rejuvenation to further improve their already impressive operations in cosmetic treatment marketing and clinical trials,” said Trevor Vieweg, CEO of Medbright AI. “Combining the power of MedMatrix with the large patient base of Rejuvenation is set to provide new opportunities for Rejuvenation and improve the patient experience for their customers.”

### **About Rejuvenation**

For over 40 years, Rejuvenation has established a reputation for excellence in providing comprehensive medical, surgical, cosmetic, and laser treatments. Under the guidance of esteemed physicians, the group is dedicated to delivering world-class services, ensuring every patient benefits from the highest standard of care.

### **About MedBright AI Investments Inc.**

MedBright AI is a capital allocator focused on investing in healthcare technology companies. The team at MedBright prides themselves on unparalleled access to opportunities, as well as structuring unique and advantageous investments. MedBright's mission is to construct a portfolio of synergistic investments to generate superior returns for shareholders. MedBright will focus on significant near-term and midterm high-quality opportunities with strong return potentials while maintaining commitment to governance.

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### Cautionary Statement Regarding "Forward-Looking" Information

*This release includes certain statements and information that may constitute forward-looking information within the meaning of applicable Canadian securities laws. All statements in this news release, other than statements of historical facts, including statements regarding future estimates, plans, objectives, timing, assumptions or expectations of future performance, including, without limitation, the anticipated benefits of MedMatrix such as increased clinic revenue, enhanced patient satisfaction, reduced wait times and physician burnout, enhanced cosmetic patient candidate identification, accelerated clinical trial recruitment and improved patient access to new treatments; and the Company's plans to generate returns for its shareholders through its portfolio of investments, are forward-looking statements and contain forward-looking information. Generally, forward-looking statements and information can be identified by the use of forward-looking terminology such as "intends" or "anticipates", or variations of such words and phrases or statements that certain actions, events or results "may", "could", "should" or "would" or occur.*

*Forward-looking statements are based on certain material assumptions and analysis made by the Company and the opinions and estimates of management as of the date of this press release, including, among other things, that MedMatrix will offer increased clinic revenue, enhanced patient satisfaction, reduced wait times and physician burnout, enhanced cosmetic patient candidate identification, accelerated clinical trial recruitment and improved patient access to new treatments; and that the Company will be able to generate returns for its shareholders. These forward-looking statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking statements or forward-looking information. Important risks that may cause actual results to vary, include, without limitation, the risk that the use of MedMatrix will not result in increased clinic revenue, enhanced patient satisfaction, reduced wait times and physician burnout, enhanced cosmetic patient candidate identification, accelerated clinical trial recruitment and improved patient access to new treatments; and the risk that the Company's portfolio of investments will not generate returns for shareholders.*

*Although management of the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements or forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements and forward-looking information. Readers are cautioned that reliance on such information may not be appropriate for other purposes. The Company does not undertake to*

*update any forward-looking statement, forward-looking information or financial out-look that are incorporated by reference herein, except in accordance with applicable securities laws.*