

Southern California Clinic uses MedMatrix AI Market Expander to Launch Opening of New Clinic Locations

Vancouver, British Columbia – March 12, 2024 – MedBright AI Investments Inc. (the “Company” or “MedBright”) (CSE:MBAI, OTCQB:MBAIF, FSE:1V7) today announced that Dermatology Institute & Skin Care Center (DISCC) is using MedMatrix AI Market Expander, a product in which MedBright has a significant investment, to evaluate opening additional DISCC clinic locations in the Southern California region.

The AI Market Expander tool assesses the potential demand in any given geographic market with data such as patient demographics, competition, facility costs, payor mix, and several other key factors. AI Market Expander simulates facility moves or expansion of additional clinics to predict an optimal location, size and scale of a new clinic.

“Using MedMatrix to evaluate new clinic locations has been invaluable for DISCC,” said Paul Yamauchi, MD, PhD. “By rapidly simulating multiple location options, we have honed in on the desirable locations for an additional clinic, saving us months of time and increasing our confidence in moving to a high revenue generating location that meets our patient needs.”

DISCC is expected to continue using the MedMatrix Reporter and Market Expander as they research facility options before finalizing their next clinic location.

“We are pleased that the MedMatrix Market Expander has proved to be valuable so early into our partnership with DISCC,” said Trevor Vieweg, CEO of MedBright. “We look forward to continuing to support DISCC with this facility move, as well as leveraging the full MedMatrix product suite to improve DISCC’s operations in all of their clinic locations.”

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, including with respect to its use by DISCC, the anticipated continued and expanded use of MedMatrix by DISCC, 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, that DISCC will continue to rely on and expand its use of MedMatrix, 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, or reduced wait times and physician burnout, the risk that DISCC will not continue to rely on or expand its use of MedMatrix, 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.