

Cognetivity Neurosciences Appoints Former Sanofi President of Global Operations Hanspeter Spek to its Board of Advisors

VANCOUVER, July 10, 2018 /CNW/ - Cognetivity Neurosciences Ltd. (the "Company" or "Cognetivity") (CSE: CGN) (FWB:1UB) today announced the appointment of Hanspeter Spek, former President of Global Operations at Sanofi, to its Board of Advisors.

Mr. Spek started his notable career in healthcare with Pfizer holding senior product marketing roles until 1985 when he joined pharmaceutical giant, Sanofi. He held several management positions at the company including senior vice president of Europe region following the merger with Synthélabo in 1999, director of worldwide operations of Sanofi-Synthélabo, and executive vice president of global pharmaceutical operations for Sanofi-Aventis. He was promoted to president of global operations in 2009 and held that position until 2013. Since leaving Sanofi he has taken board positions in both public and private companies and works as Operating Partner with Advent International.

Mr. Spek said of his appointment to the advisory board, "Cognetivity has developed a unique and compelling platform with the potential to help improve outcomes for millions of patients with neurodegenerative disorders through enabling early diagnosis. I'm extremely excited to work with the Company's talented team and help them to find the most efficient and effective ways to commercialize their technology across the world."

On the appointment, Cognetivity's CEO Dr. Sina Habibi said, "We are delighted to announce Hanspeter's appointment to our Board of Advisors. Having a man with his wealth of talent and experience join our team is a privilege and we feel this will add significant value going forward. Hanspeter's exceptional operational and financial experience, gained from working in senior positions within leading global pharmaceutical businesses and private equity firms will, we believe, enhance our capability to commercialize our cognitive assessment technology and assist us in the pursuit of future strategic partnerships and business development opportunities."

In addition, the Company granted incentive stock options to consultants of the Company to purchase up to 100,000 common shares in the capital of the Company at an exercise price of \$0.43. The options are exercisable on or before June 22, 2023. The grant of options is subject to CSE approval.

About Cognetivity Neurosciences Ltd.

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

ON BEHALF OF THE BOARD

"Sina Habibi"

Sina Habibi
Chief Executive Officer and Director

FORWARD LOOKING STATEMENTS:

The forward-looking information contained in this press release is made as of the date of this press release and, except as required by applicable law, the Company does not undertake any obligation to update publicly or to revise any of the included forward-looking information, whether as a result of new information, future events or otherwise, except as may be required by law. By its very nature, such forward-looking information requires the Company to make assumptions that may not materialize or that

may not be accurate. This forward-looking information is subject to known and unknown risks and uncertainties and other factors, which may cause actual results, levels of activity and achievements to differ materially from those expressed or implied by such information.

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