

# Cognetivity Neurosciences Selected to Present its Landmark Research Data at the Alzheimer's Disease International Conference

VANCOUVER, July 25, 2018 /CNW/ - Cognetivity Neurosciences Ltd. (the "**Company**" or "**Cognetivity**") (CSE: CGN) (FWB:1UB) today announced that it has been invited to present at the Alzheimer's Disease International conference in Chicago, USA on July 26<sup>th</sup> – 29<sup>th</sup> 2018. Cognetivity has been identified by the event's organizers as a 'highly promising technology company' and is presenting in a session titled 'Innovation Showcase'.

Alzheimer's Disease International is the international federation of Alzheimer associations around the world, working in conjunction with the World Health Organization. The conference is the longest-running international conference on dementia and is a unique multi-disciplinary event which unites people with an interest in dementia from around the world including leading research institutions, large pharmaceutical companies and healthcare providers.

In a talk titled 'Integrated Cognitive Assessment (ICA): Employing Artificial Intelligence for Earliest Diagnosis of Dementia', Cognetivity's Chief Medical Officer, Dr. Chris Kalafatis will present an overview of the company's unique AI-based approach, and deliver positive results that validate the effectiveness of its proprietary Integrated Cognitive Assessment (ICA) platform for early detection of cognitive impairment in populations of Mild Cognitive Impairment (MCI) patients, an important pre-Alzheimer's condition.

Dr. Kalafatis' presentation will include:

- An overview of the significant problems currently affecting early detection for diseases such as Alzheimer's disease
- A technical overview of Cognetivity's ICA platform and why its intrinsic design has significant advantages over other testing methods
- Information on the effectiveness of the ICA's AI engine to improve sensitivity and its ability to be trained using wider data such for improving diagnoses
- Data demonstrating the ICA's validation using current best standard of care tests

Cognetivity will be speaking at the conference alongside companies such as, IKEA, Roche (the world's largest biotech company) and the World Health Organization.

Cognetivity's CEO, Dr. Sina Habibi, said, "We are very happy that our Chief Medical Officer, Chris Kalafatis, has been invited to present Cognetivity's ICA at the Alzheimer's Disease International conference. It is one of the highest profile events in the field of Alzheimer's research and attracts many of the most prominent individuals and organizations who are tackling the disease. We continue to share our technologies and vision with notable audiences in the fields of cognitive impairment and are extremely encouraged by the response our unique technology receives. There is significant interest and attention currently being placed on the importance of early detection in diseases such as Alzheimer's and we are extremely well positioned to make a difference in this area."

The early detection of dementia, in particular Alzheimer's disease, is a critical unmet need in healthcare, with a recent Alzheimer's Association report stating that the potential savings to healthcare of early dementia diagnosis could be as high as \$7.9 trillion in the USA alone. Cognetivity's ICA platform technology is designed to detect some of the earliest signs of cognitive impairment, such as are present in dementia and other neurodegenerative disorders.

Today 50 million people have dementia globally, with 10 million additional cases being recorded

annually. This equates to a new case being recorded every three seconds. Currently one out of two sufferers in higher income countries and nine out of 10 cases in lower income countries never receive a formal diagnosis.

## **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](http://www.cognetivity.com)

## **ON BEHALF OF THE BOARD**

*"Sina Habibi"*

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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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