

# Cognetivity Neurosciences Announced as 9th Industry Partner for Dementias Platform UK (DPUK)

- **Cognetivity joins eight other select industry companies including AstraZeneca, GlaxoSmithKline and Janssen, and ten leading academic institutions including University of Oxford, University of Cambridge and Imperial College London**
- **DPUK is a multi-million pound public-private partnership funded by the Medical Research Council (MRC) to facilitate and accelerate the discovery of new ways to understand, diagnose, and treat dementia**

VANCOUVER, Jan. 24, 2019 /CNW/ - Cognetivity Neurosciences Ltd. (the "**Company**" or "**Cognetivity**") (CSE: CGN; FWB: 1UB; OTCQB: CGNSF) today announced that it has signed a commercial agreement with Dementias Platform UK (DPUK) to become its ninth industry partner. Cognetivity will join forces with DPUK's existing partnership which includes many highly notable researchers from both academia and industry combining groundbreaking approaches from some of the world's best research universities with the R&D skills and knowledge of world-leading pharmaceuticals companies in strategic partnership initiatives.

Other partners include biopharmaceutical companies AstraZeneca, GlaxoSmithKline and Janssen and eleven leading academic institutions which include University of Oxford, University of Cambridge, Imperial College London and University College London.

Cognetivity's proprietary Integrated Cognitive Assessment (ICA) testing platform will be one of the select cognitive testing tools that are made available by DPUK to studies involving its cohorts – over 2 million individuals from over 50 long-term studies of health. The ICA is unique in its ability to provide precise, sensitive measurements of subjects' ability to process visual information, and is importantly unaffected by subjects' culture, language and shows no learning effect, allowing it to be continuously used to chart cognition, either at a subject's home or in the clinic. The ICA allows detailed measurement of cognitive performance by testing different areas of the brain to standard cognitive tests, allowing measurement of small changes in cognition in the important but poorly understood pre-symptom phase of dementia.

**Professor John Gallacher, Director of DPUK, said:** "At DPUK we have brought together the people, organisations and institutions which collectively have the power to tackle dementia. We believe Cognetivity is a new, key player in this group and by allowing our research partners to utilise its exciting technology in their studies and combine the sensitive data it is able to provide on subjects' cognitive performance with existing research data, we believe great strides can be made towards our ultimate goal of tackling this global challenge."

**Cognetivity CEO, Dr. Sina Habibi commented:** "We at Cognetivity are delighted to be working with the other DPUK consortium members to improve our understanding of the mechanisms behind dementia and to take steps towards providing much improved detection processes and treatments, to start to address this massive healthcare issue. Being appointed as an industry partner is powerful validation of our scientific approach and our platform's capabilities, and recognition of the important role our ICA test can play at the forefront of dementia research. Within DPUK there are incredible cohort studies providing a massive breadth of data which is being made available through the DPUK data portal, and which can help to train our next generation of AI algorithms. The inclusion of our highly sensitive test in the types of cutting-edge cohort studies being carried out investigating the relationship between the biology behind disease progression and cognition, positions Cognetivity's ICA test as an important component of research into new treatments and drug development. Working alongside pharmaceutical industry partners such as GlaxoSmithKline, AstraZeneca and

Janssen, as well as academic institutions such as Oxford, Cambridge and UCL, Cognetivity is part of the future of dementia research and the development of the next generation of approaches to address these diseases."

### **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)

### **About DPUK**

DPUK is a multi-million pound public-private partnership, developed and led by the Medical Research Council, to accelerate progress in and open up dementias research. DPUK brings individual health studies together, using the power of people to accelerate new treatments for dementia. The aims of DPUK are early detection, improved treatment and ultimately the prevention of dementias.

<https://www.dementiasplatform.uk/about>

### **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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CNW 08:30e 24-JAN-19