

Cognetivity Neurosciences Appoints Digital Health Specialist to Drive Platform Commercialization Strategy & Sales

VANCOUVER, May 2, 2019 /CNW/ - Cognetivity Neurosciences Ltd. (the "**Company**" or "**Cognetivity**") (CSE: CGN; FWB:1UB; OTCQB: CGNSF) announced today the appointment of digital health specialist, Rob Brougham as its Head of Commercial Development.

Mr. Brougham is an astrophysicist by training with a successful 20-year commercial career in telecoms and digital healthcare in both blue chip and entrepreneurial roles. He entered the digital health market as it first emerged and was the CEO of British Telecom's digital health business and subsequently the UK Managing Director of Ieso digital health, a company delivering digital mental health care solutions via the web.

With a specialism in commercial acceleration, Rob has worked as a senior digital health advisor and consultant supporting both early-stage and multinational corporations, and brings a proven track record of delivering significant transactions worth over £1 billion.

Mr. Brougham will be tasked with leading Cognetivity's commercial strategy and platform sales in both clinical and enterprise markets, and will also join the company's UK subsidiary, Cognetivity Ltd, board as a director.

"Having witnessed incredible innovation within digital health over the last decade, I firmly believe Cognetivity's platform is up there with the very best I've seen." said Rob Brougham. "To me it signals a legitimate industry step change, not only for how early and effectively dementia can be detected but also in the opportunities it provides to those working on developing effective long term treatments. The ICA platform addresses a major unmet global market and this, combined with Cognetivity's world class technological approach, presents a significant commercial opportunity. I'm exceptionally excited to work with the incredible Cognetivity team and do my best to ensure the platform generates revenue for the company, and is made available to as many people as possible."

Cognetivity's CEO Sina Habibi said "Rob has an exceptionally strong and proven track record of delivering major revenue and profit growth for a string of high-profile organizations in the area of digital health. We're excited to welcome him to the team and have him lead our commercial development, and to help drive the commercialization of our platform."

About Cognetivity Neurosciences Ltd.

Cognetivity is a technology company developing a cognitive testing platform, the Integrated Cognitive Assessment (ICA) for use in medical, commercial and consumer 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 ongoing clinical studies to the market in North America, Europe and elsewhere in the world.

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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