

Cognetivity Neurosciences' Brain Health Platform Cited as Case Study as Part of Early Dementia Detection Policy Recommendations by Alzheimer's Research UK

Policy paper published by UK's leading dementia research charity emphasizes importance of early detection in dementia diagnosis, citing Cognetivity's CognICA(TM) as an innovative solution for use in primary care

Vancouver, British Columbia--(Newsfile Corp. - December 13, 2022) - **Cognetivity Neurosciences Ltd. (CSE: CGN) (OTCQB: CGNSF) (FSE: 1UB) (the "Company" or "Cognetivity")**, a technology company that has created a unique brain health screening platform for use in medical, commercial and consumer environments, is pleased to announce that the company and its flagship tool, CognICA™, have been cited in a newly published policy paper by the UK's leading dementia research charity, Alzheimer's Research UK.

Entitled "Improving dementia diagnosis: what could change in primary care?", the policy paper explains the importance of earlier, more accurate diagnosis of dementia and its underlying diseases. The paper also highlights the recent announcement of positive phase III results of the drug, lecanemab by Eisai, and, with this and other disease modifying drugs being developed, the critical role of primary healthcare practitioners in the early detection and diagnosis of the condition. The paper also summarizes the current challenges in the dementia diagnostic pathway and potential solutions, including the deployment of CognICA.

In highlighting cognitive testing in primary care as a key area for improvement, the paper takes CognICA as a case study for an innovative tool with the potential to improve the early detection and diagnosis of dementia, leading to better referral rates, more efficient use of healthcare resources and improved patient outcomes.

CognICA is uniquely suited to this task. It is a short and simple but sensitive test, delivered on a tablet, that can be taken by a patient remotely or in person without the need for administration by a specialist. Owing to its absence of learning effect and capacity to integrate with electronic health record systems, CognICA™ provides an end-to-end cognitive testing solution that can be applied throughout the patient pathway to greatly improve the efficiency of diagnosis and treatment.

What is more, CognICA has already been deployed as a screening and monitoring tool in primary care in the National Health Service (NHS), as well as internationally. As such, it is already aligned with the recommendations outlined in Alzheimer's Research UK's new policy paper.

Dr. Sina Habibi, CEO of Cognetivity, said: "It is an honour for the company and our technology to have been cited by Alzheimer's Research UK, which is a hugely important and influential organization in the dementia disease space."

"The new policy paper highlights what we at Cognetivity have held as our vision for many years: that early detection and diagnosis of brain health issues, rooted in primary care, are absolutely critical to the efforts of healthcare systems and governments to address the developing dementia crisis. With promising drugs such as Eisai's lecanemab heading towards regulatory approval, it is ever more important that we are able to detect early, and an innovative, forward-thinking approach is key. Happily,

CognICA has already been deployed in primary care, both in the UK NHS and internationally, as a powerful screening and monitoring tool; hence, we are well placed to deliver on the vision Alzheimer's Research UK have laid out."

About Cognetivity Neurosciences Ltd.

Cognetivity is a technology company that has created a cognitive testing platform 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 cognitive impairment by testing the performance of large areas of the brain. The ICA is currently available for clinical use in the USA, UK and Europe, with regulatory approval for other regions planned for 2022.

ON BEHALF OF THE BOARD

"Sina Habibi"

Sina Habibi

Chief Executive Officer and Director

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