

Alpha Cognition Announces Engagement of Frontier Flex Marketing

Vancouver, BC – August 23, 2023 – Alpha Cognition Inc. (CSE: ACOG, OTCQB: ACOGF) (“**Alpha Cognition**”, or the “**Company**”) is pleased to announce that it has engaged Frontier Flex Marketing (“**Frontier**”). Frontier provides cross media marketing solutions to assist small and midcap companies in raising brand awareness across North America. The services include producing video content and disseminating news on various websites and social media platforms. Frontier was engaged to provide the services for a term of 12 months commencing September 1, 2023 for consideration of C\$90,000 payable in installments over the term. Frontier’s contact information is as follows: 1 King Street West, Suite 1411, Toronto ON M5H 1A1, attention: Robin Cook, email robin@frontiermcg.com, telephone: (416) 809-1738.

About Alpha Cognition Inc.

Alpha Cognition Inc. is a clinical stage, biopharmaceutical company dedicated to developing treatments for patients suffering from neurodegenerative diseases, such as Alzheimer’s disease and Cognitive Impairment with mild Traumatic Brain Injury (“**mTBI**”), for which there are currently no approved treatment options.

ALPHA-1062, is a patented new chemical entity being developed as a new generation acetylcholinesterase inhibitor for the treatment of Alzheimer’s disease, with expected minimal gastrointestinal side effects. ALPHA-1062’s active metabolite is differentiated from donepezil and rivastigmine in that it binds neuronal nicotinic receptors, most notably the alpha-7 subtype, which is known to have a positive effect on cognition. ALPHA-1062 is also being developed in combination with memantine to treat moderate to severe Alzheimer’s dementia, and as an intranasal formulation for Cognitive Impairment with mTBI.

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Forward-looking Statements

Certain information contained herein constitutes “forward-looking information” under Canadian securities legislation. Forward-looking information includes, but is not limited to, statements with respect to Frontier’s services and term of engagement. Generally, forward-looking information can be identified by the use of forward-looking terminology such as “will” or variations of such words and phrases or statements that certain actions, events or results “will” occur. Forward-looking statements are based on the opinions and estimates of management as of the date such statements are made and they are subject to known and unknown risks, uncertainties and other factors that may cause the actual results to be materially different from those expressed or implied by such forward-looking statements or forward-looking information. Although management of the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements or forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements and forward-looking information. The Company will not update any forward-



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looking statements or forward-looking information that are incorporated by reference herein, except as required by applicable securities laws.