

24 July 2018
Australian Securities Exchange Announcement

Brain Resource partners with TLEX®

Brain Resource Limited (ASX: BRC, "BRC" or the "Company") is pleased to announce that it has partnered with the TLEX Institute (Transformational Leadership for Excellence) which offers tools for well-being, adaptive leadership and creativity, to create the first end-to-end brain performance monitoring and training platform.

The exclusive partnership will allow the MyBrainSolutions product (to be rebranded TotalBrain) to bring greater emotional and mental agility to its customers by merging cutting-edge brain research with ancient wisdom and meditation provided by TLEX in its soon to be launched upgraded product.

TLEX Institute CEO Johann Berlin said the partnership with Brain Resource would allow TLEX to more accurately identify and benchmark the needs of its clients through the MyBrainSolutions digital neuroscientific assessment, and to draw insights from the world's largest brain database at Brain Resource.

"It will create greater reach for our content, and include tools for our clients to develop habits over time," TLEX Institute CEO Johann Berlin said.

The TLEX Institute has taught to more than 200,000 employees, in over 200 organizational clients across the globe, including American Express, Microsoft, Amazon, and Intuit.

Mind Body training from TLEX which is to be incorporated in the TotalBrain product will include restorative practices, practical wisdom, brain-based tips, and healthy habit-formation that will allow users to enhance focus, manage stress, gain energy, and boost positivity. These benefits are in line with what the World Economic Forum has deemed as the top 10 most needed skills in today's workforce including cognitive flexibility, critical thinking, emotional intelligence, complex problem-solving, judgment and decision-making.

In accordance with the Company's product development roadmap the TLEX content will be integrated into the MyBrainSolutions (to be rebranded TotalBrain) digital product by the end of the 2018 calendar year.

Specifically, the services will enable consumers or employees to digitally assess their Total Brain profile, benchmark its performance against relevant groups of reference, screen for exceptional conditions (+/-), and understand strengths and weaknesses as part of a human performance framework. They can then receive brain-specific training recommendations including the TLEX content within a fully integrated digital platform which coaches and then monitors the results of the recommended training.

"Succeeding in today's ultra-competitive global marketplace demands that leaders and their teams consistently deliver more and more and that is hard to sustain in the long run," Brain Resource CEO Louis Gagnon said.

"Leaders cannot reduce market demands. They cannot increase applied resources or time either. However, they can increase their employees' self-awareness and energy.

"Our partnership with TLEX provides a new way to scientifically understand the levers of peak performance via neuroscience and affect that performance via ancient wisdom techniques that we will enable and measure digitally.

With this unique partnership, East meets West, science meets wisdom at the service of simple, ordinary human beings," Mr Gagnon said.



Louis Gagnon
Managing Director

For further queries please contact:

Investor

Matt Morgan
Director
M: +61 408 019 458
E: info@mybrainsolutions.com

Media

Nigel Kassulke
Canning Corporate Communications
M: +61 (0) 407 904 874
E: nkassulke@cannings.net.au

About Brain Resource Limited (ASX: BRC)

Brain Resource Limited (BRC) is a San Francisco and Sydney based company at the forefront of applying clinically validated brain assessment and brain training to improve behavioral health outcomes. The Company has developed the world's largest standardized brain database and predictive analytics which serve as platform technology for products that benefit the behavioral health sector. BRC's SaaS-based online brain assessment and training tools, geared towards large employer and consumer groups, decrease stress, increase resilience and productivity for individual users and lead to reductions in healthcare costs for employers and insurers across the United States. For more information, please visit www.brainresource.com

About TLEX:

TLEX Institute develops leaders with greater personal and social resilience as a foundation for greater agility. Our empirically validated tools for self-mastery, social mastery, and mastery of possibility have been taught to more than 200,000 employees, in over 200 organizational clients across the globe, including American Express, Microsoft, Amazon, and Intuit. TLEX was inspired by global humanitarian and spiritual leader Sri Sri Ravi Shankar. For more information, please visit www.tlexinstitute.com