

12 September 2018
Australian Securities Exchange Announcement

Brain Resource Company to Participate in Jefferies Fitness Summit and Present to Investors September 12

Brain Resource Company (ASX: BRC) which is at the forefront of applying clinically validated brain assessment and brain training to improve behavioral health outcomes announced today that its Chief Executive Officer, Louis Gagnon, will be participating in the upcoming Jefferies Fitness Summit and presenting to the US investor community on Wednesday, Sept. 12 at the Jefferies Conference Center in New York.

Please find attached the investor presentation to be delivered at the Summit.

Please note the presentation reflects the imminent launch of the upgraded MyBrainSolutions product and the pending rebrand to Total Brain.

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About Brain Resource Limited (ASX: BRC)

Brain Resource Limited (BRC) is a San Francisco and Sydney based company that houses Total Brain, the world's first brain performance monitoring and training platform powered by the largest standardized brain database. It's SaaS-based products decrease stress, improve resilience and increase the productivity of individuals, while reducing healthcare costs for employers and insurers across the United States. For more information, please visit www.brainresource.com and follow us on Twitter, LinkedIn and Facebook.



Jefferies Fitness Summit

September 2018

Louis Gagnon, CEO

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A Brain Resource Company (ASX: BRC)

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OUTLINE:



A Brain Resource Company (ASX: BRC)

COMPANY OVERVIEW

THE PROBLEM

OUR SOLUTION

DEFENSIBILITY

BENEFITS FOR USERS AND COMPANIES

GO-TO-MARKET

COMPETITIVE ADVANTAGE

INVESTMENT LANDSCAPE



COMPANY OVERVIEW

ABOUT TOTAL BRAIN



A Brain Resource Company (ASX: BRC)

TOTAL BRAIN IS THE GOLD STANDARD IN

BRAIN PERFORMANCE MONITORING, SCREENING AND TRAINING

Total Brain parent company Brain Resource Ltd. (ASX: BRC) founded in 2000 by neuroscientist Dr. Evian Gordon, PhD.

Created **Neuroscientific Consensus**:

- Our **Total Brain** has **4 core capacities**: Emotion, Feeling, Cognition and Self-Control
- Each capacity can be measured by **3 core markers** (e.g. Cognition: Memory, Focus, Decision)
- **Marker** scores roll-up to **Capacity** scores that roll-up to **Total Brain** score

Invested US\$40M in R&D to develop scientifically validated digital tools that **assess, monitor, screen** and **train** at the capacity markers level

Recapitalized in December 2017 with new management team, **US\$10M in debt conversion (Och-Ziff)** and **US\$10M of working capital** to deploy (raised with public markets institutionals, family offices, and angels)

Currently scaling platform and diversifying market - powered by the **largest standardized neuroscientific database in the world**

660K Users

Over 1,000 Clinicians



B2B Customers



accenture

Channel & Affinity Partners



Castlight



MERCER



KAISER
PERMANENTE

Welltok

aetna

THE PROBLEM

TECHNOLOGY HACKS OUR BRAIN AND REDUCES ITS PERFORMANCE



A Brain Resource Company (ASX: BRC)

Brain Hacking



Our brain's capacity to feel the right emotions, to think straight and to properly control our impulses is hacked by "always-on" devices

For most people... Brain Performance goes sub-optimal

- 50% of teenagers and 27% of adults are addicted to their devices ¹
- When multi-tasking, men's IQ drops 15 points to the level of an 8 year old ²

For too many people... Brain Performance gets Impaired by a Mental Condition

- 44 million Americans have a mental condition today³ Number of cases are exploding
- 50% of all cases are undiagnosed, 60% are untreated ⁴

Immeasurable Impact

The value of the missed opportunities that come from sub-optimally feeling, thinking and connecting with others, at home or at-work, is **immeasurable...**

Humongous Impact

Undiagnosed / untreated disorders cost companies and payers an **incremental \$8,000 per person per year** ^{5,6}

Sources:

1. Common Sense Media poll
2. <https://www.forbes.com/sites/travisbradberry/2014/10/08/multitasking-damages-your-brain-and-career-new-studies-suggest/#e7ab86456ee6>
3. National Alliance on Mental Health
4. NCBI, 2007, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1852925/>
5. \$1,601 in productivity cost according to Inc Magazine, <https://www.inc.com/matthew-jones/how-mental-health-can-save-businesses-225-billion-each-year.htm>
6. \$6,390 in healthcare cost according to BCBS, The Health of America, "Major Depression: The Impact on Overall Health", May 2018; D. Witters, et. al., "Depression Costs U.S."

OUR SOLUTION

BRAIN PERFORMANCE MONITORING AND TRAINING



A Brain Resource Company (ASX: BRC)

Brain Performance Monitoring

Training

Introduction

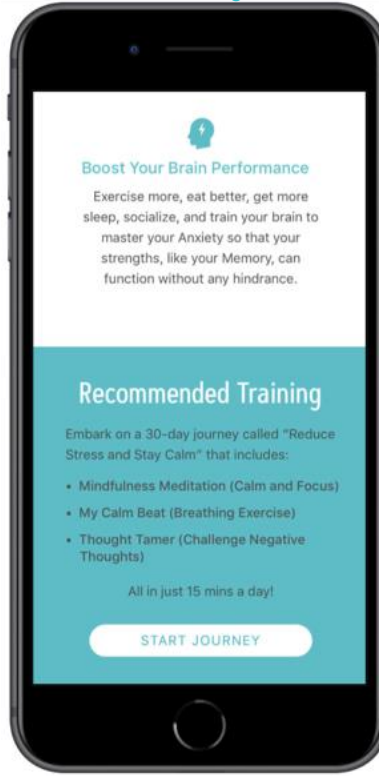
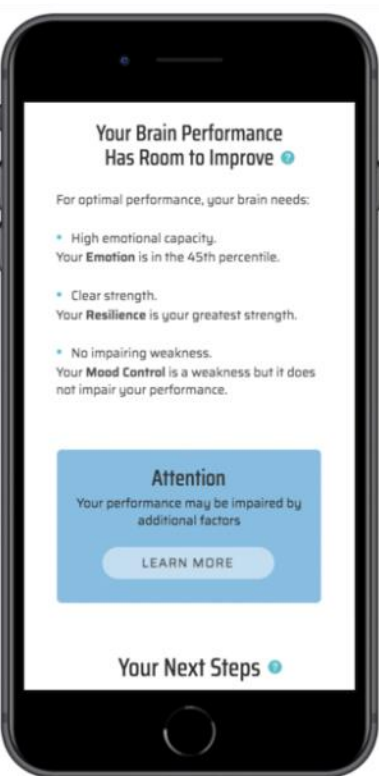
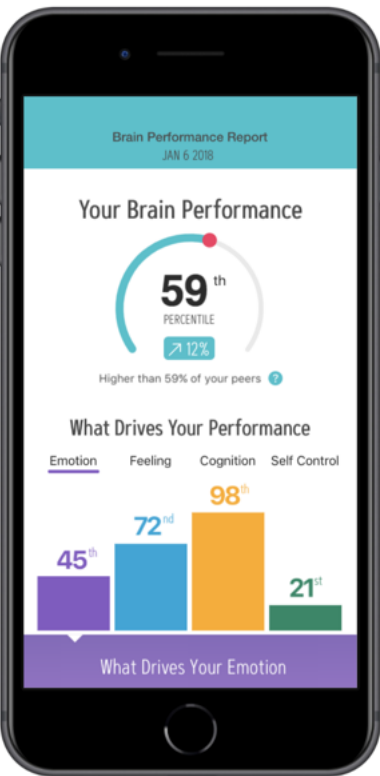
20-Minute Clinical Assessment

Understanding the Total Brain

Screening of 7 Disorders –
Brain Performance Context (no
stigma)

User-Initiated EAP or
Professional Referral

Self-Improvement with
Targeted Mind-Body-Brain
Training



This Feature is Coming in Sept 2018

DEFENSIBILITY

SOLUTION IS POWERED BY UNIQUE PROPRIETARY ASSETS



A Brain Resource Company (ASX: BRC)



The ONLY consolidated digital neuroscientific assessment of the Total Brain – Emotion, Feeling, Cognition, Self-Control
Clinically validated with 10 publications



The world's LARGEST standardized neuroscientific database
1M data sets including 54K EEGs, 542 MRIs, 2K GWAS
Database generated over 300 brain research publications



29 Brain Trainings executed 16M times - published impact of trainings on specific performance drivers

TLEX Institute Exclusive Partnership - leader in teaching **Mind-Body** restoration techniques to Fortune 100 companies



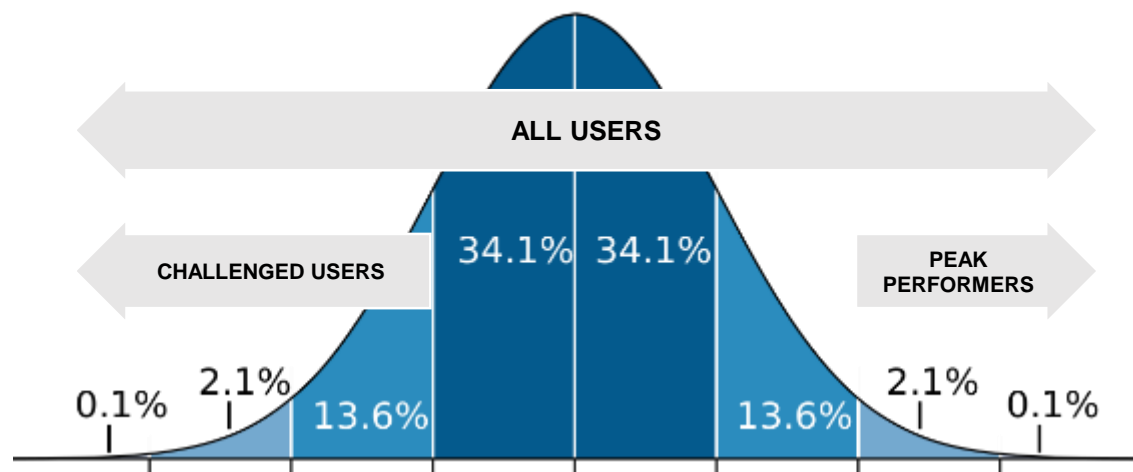
UNPRECEDENTED BENEFITS

FOR END-USERS



A Brain Resource Company (ASX: BRC)

BRAIN PERFORMANCE



END-USERS



FOR ALL USERS:

- MONITOR AND TRAIN for optimal brain performance
- Improve self-awareness and human performance, at-work and at-home

FOR THOSE CHALLENGED BY HEALTH ISSUES:

- Know impact of disorder(s) on brain performance
- Self-monitor impact of meds/therapy on brain performance
- Access data necessary to manage rehabilitation or recovery

FOR THOSE PEAK PERFORMERS:

- Know what exceptional gift(s) drive peak performance
- Maintain/reinforce advantage

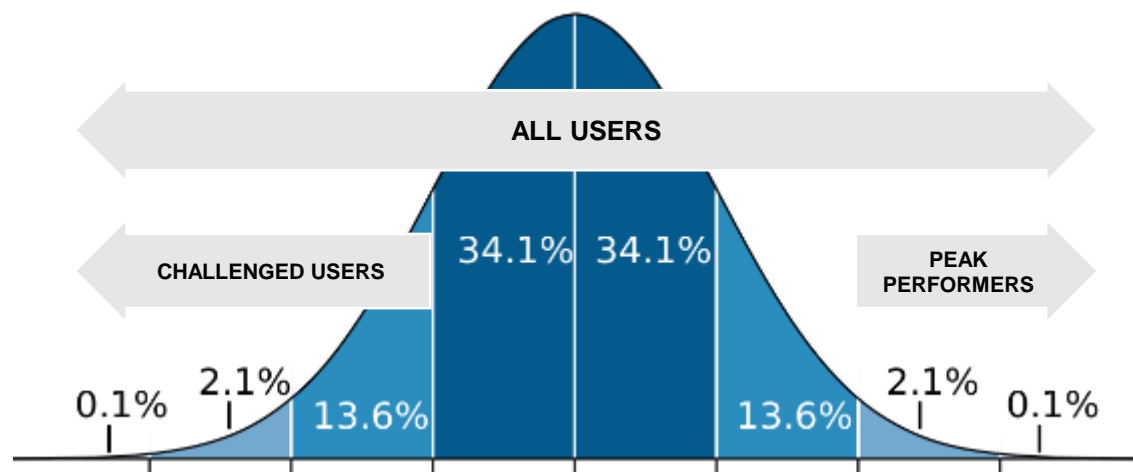
UNPRECEDENTED BENEFITS

FOR COMPANIES AND PAYERS



A Brain Resource Company (ASX: BRC)

BRAIN PERFORMANCE



COMPANIES/PAYERS



BUSINESS IMPROVEMENT:

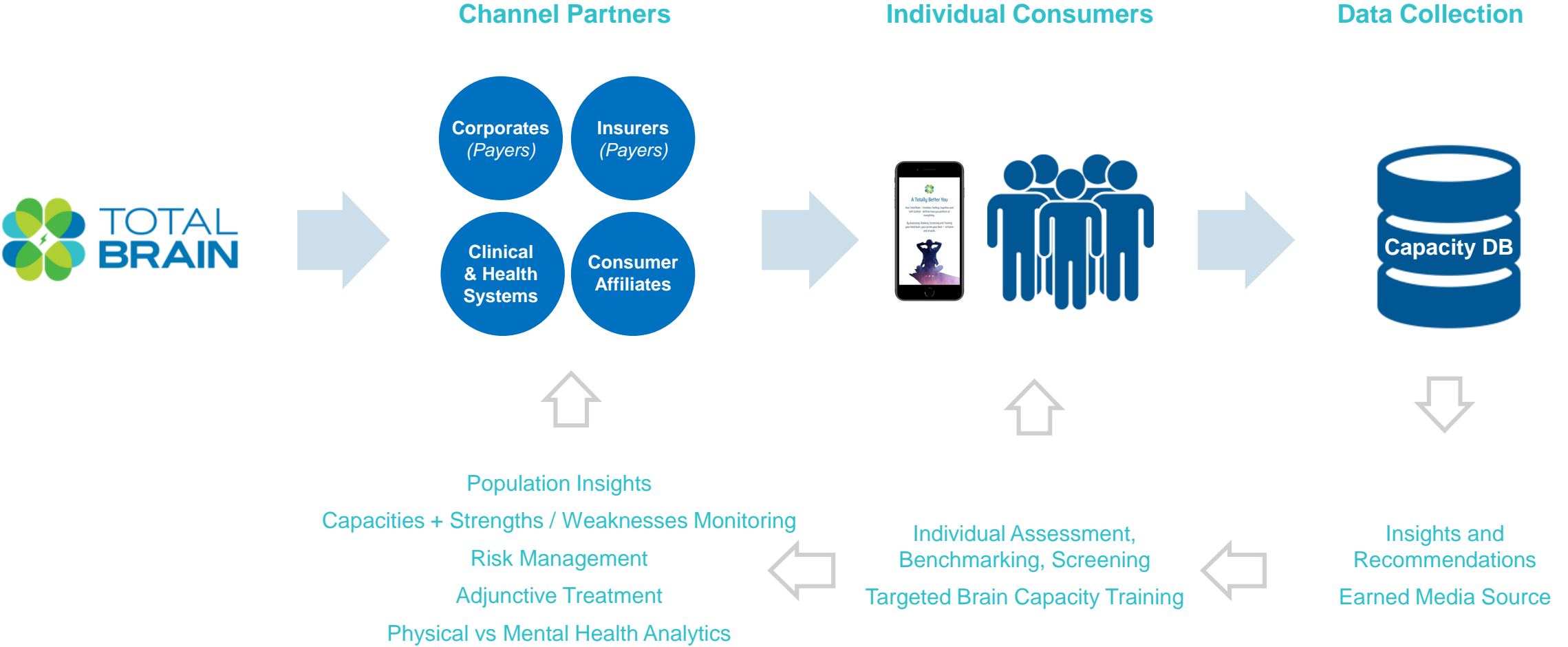
- **Brain training**
 - 7% productivity improvement (2017 data, 23 corp. customers)
 - Total solution cost / Productivity benefits of training = avg ROI of 7
 - 38% reduction in mental health claims (case study)
- **Disorder Screening**
 - \$8,000 each time undiagnosed case gets to successful treatment
- **General Performance**
 - Better brain performance drives better outputs and engagement

POPULATION INSIGHTS:

- Custom population benchmark
- Brain performance vs. employee data vs demographics
- Brain performance vs. business performance / talent performance /wellness program effectiveness

GO-TO-MARKET

POPULATION AND INDIVIDUAL VALUE CHAIN



CHARGING MODEL AND BUYERS

STANDARDIZED FRAMEWORK

BUYERS AND CHARGING MODELS



E.g. Boeing

E.g. Aetna

E.g. Amen Clinics

E.g. AARP

*Disorder Fighters
Holistic Health Practitioners
Students/Parents*

FIXED PRICE
Price Per Employee Per Year



VARIABLE PRICE
Price Per User Per Year



User Volume Discount
1 - 9,999 10%
10,000 - 49,999 25%
50,000 - + 40%



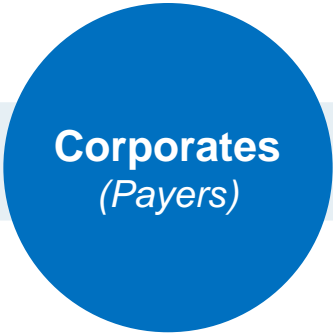
BUYERS AND CHANNELS

COVERING A BROAD OPPORTUNITY SET



A Brain Resource Company (ASX: BRC)

TARGET BUYERS AND CHANNEL PARTNERS



E.g. Boeing



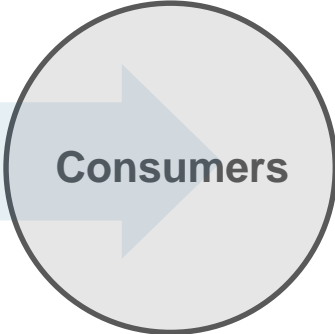
E.g. Aetna



E.g. Amen Clinics



E.g. AARP



Disorder Fighters
Holistic Health Practitioners
Students/Parents

**Direct Marketing
Acquisition**

Viral Distribution

**Self Service
eCommerce**

Corporate Channels

- Mercer
- Castlight
- Welltok
- *Targeting:* Health Risk Assessment Cos.
- *Targeting:* Employee Assistance Program Cos.



Insurance Channels

- Kaiser Permanente
- Humana
- Aetna



Corp Dev Partners / Internal Teams

- TLEX
- Give an Hour
- *Targeting:* Clinics Billing Cos.
- *Targeting:* Wellness & Fitness Brands



COMPETITIVE ADVANTAGE

A WORLD OF POINT SOLUTIONS



A Brain Resource Company (ASX: BRC)

We are the **only** confidential, self-service, neuroscience-based solution for
BRAIN PERFORMANCE MONITORING, SCREENING AND TRAINING

Alternative Solutions	MONITORING		TRAINING	
	Assess and Benchmark All 4 Brain Capacities Through 12 Markers	Screen for 7 Mental Health Conditions thru Capacities	Mind- Body	Capacity- Specific
TotalBrain	✓	✓ Back-end process. About performance, not disease	✓	✓
Health Risk Assessments (HRAs) (Wellsuite IV, WebMD, Rallye, Optum, Virgin Pulse, Staywell, Limeade, Provant, Castlight, Aetna, Envolve, HealthStatus, Medkeeper,)	✗ General State of Wellness only	✓ Physical focus. Few disorders . Stigmatizing	✗	✗
Neuroscientific Assessments (Cambridge Brain Science, Cognifit)	✗ Cognition only	✗	✗	✗
Disorder Screening Tools (Public questionnaires, M3, Medibio, Mindstrong)	✗	✓ Questionnaires: tedious, stigmatizing Device tracking: few disorders, invasive, stigmatizing	✗	✗
Wellness Solutions (MeQuilibrium, eMindful, Lantern, MyStrength, Whil, Mindfullabs, Headspace, Calm, Happify)	✗ Stress-Emotion Only	✗	✓	✗
Brain Training Apps (BrainHQ, Lumosity)	✗	✗	✗	✓

INVESTMENT LANDSCAPE


THE ONLY PUBLICLY LISTED PLAY IN A VERY HOT SPACE



\$2B of capital went to digital health players in Q2 2018 alone ⁽¹⁾

The Mental Health & Wellness sub-category has received \$625M+ in 234 deals since 2013⁽²⁾

Brain Resource is the only company to provide direct public markets exposure to a rapidly-growing segment of tech

	 Brain Resource®	COMPANY 1	COMPANY 2	COMPANY 3	COMPANY 4	COMPANY 5	COMPANY 6	COMPANY 7	COMPANY 8
Valuation (USD) / Capital Raised (USD) / Lead Investors	\$18mm / >\$40mm / Och Ziff	Unknown / \$12mm / LFE Capital	\$72mm / \$26mm / TT Capital Partners	\$320mm / \$74mm / Spectrum Equity	\$37mm / \$22mm / Mayfield Fund	\$140mm / \$79mm / FirstMark Capital	\$30mm / \$25mm / Chrysalis Ventures	Unknown / \$7mm Raised / Angels	Unknown / \$15mm Raised / Angels
Notes	A robust platform with a clinically validated assessment, mind-body and brain exercises, deep reporting and analytics, and the ability to impact both emotion and cognition, or the total brain	Mind-body only, no brain exercise; No assessment; 2.5x MBS price	Mind-body and brain exercises; weak questionnaire	Mind-body only, no brain exercise; No assessment; 50% more than MBS price	Mind-body only, no brain exercise; Simple quiz.	Brain exercises only, no mind-body; Very focused on memory. Fit test on games, but no clinically validated assessment; 2x MBS price	Stress and resilience focused; not brain focused; Limited questionnaire is not a clinical assessment; Dashboard and analytics are basic		Mind-body only, no brain exercise; No assessment; 4.5x MBS price

Sources:
1. MobiHealthNews
2. CB Insights

APPENDIX

BENEFITS FOR PROVIDERS & AFFINITY GROUPS
RESULTS AND CASE STUDIES
SCIENCE
TESTIMONIALS
PROFESSIONAL SERVICES
TEAM

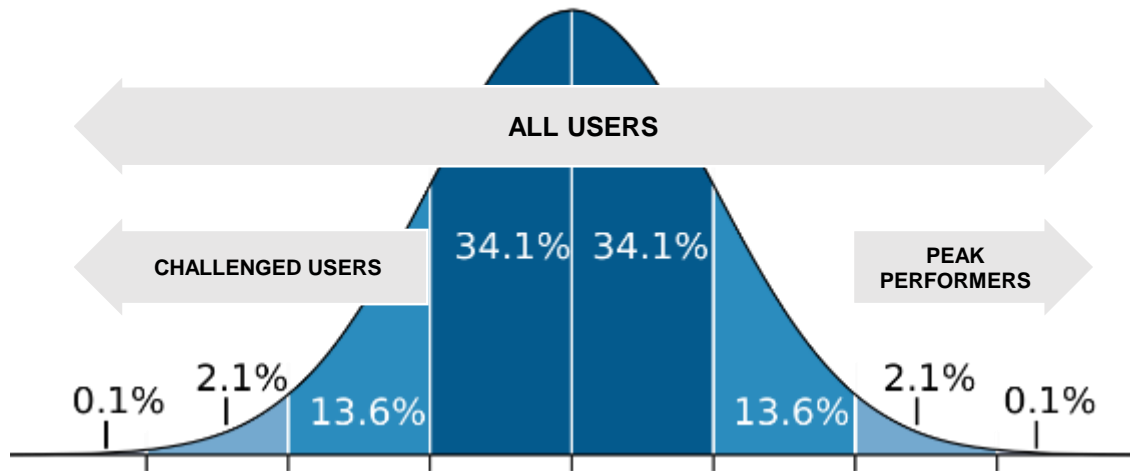
UNPRECEDENTED BENEFITS:

FOR PROVIDERS



A Brain Resource Company (ASX: BRC)

BRAIN PERFORMANCE



PROVIDERS



BUSINESS IMPROVEMENT:

- Unprecedented mental health screening tool at-scale*
- Unprecedented objective data on brain performance of patients
- Unprecedented opportunity to manage treatment to full-recovery
- Unprecedented qualification of patient pre-diagnostic and pre-visits
- Non medical adjunctive, self-administered add-on neuro-based training
- Reimbursable (CPT codes) for Assessment / Training => new \$ opps

POPULATION INSIGHTS:

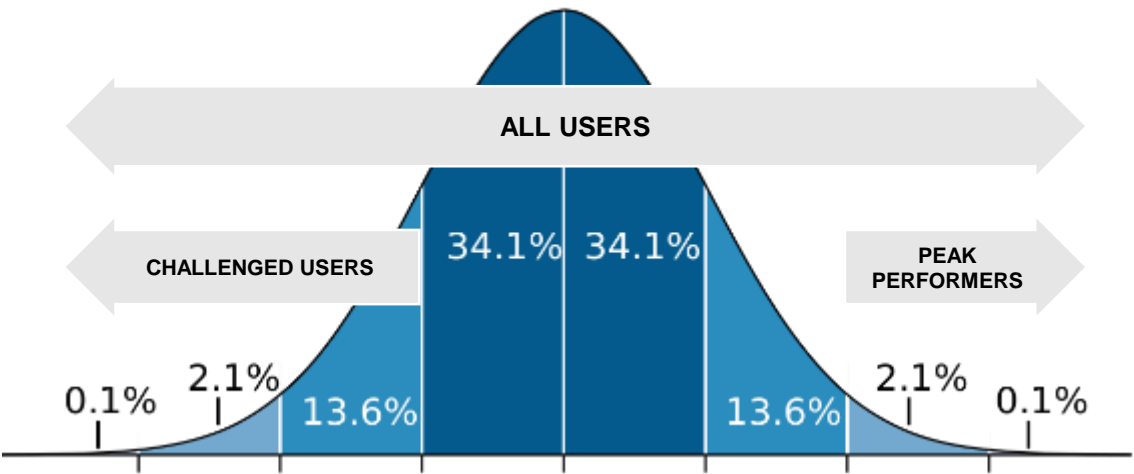
- Brain performance vs. demographics
- Brain performance vs. physical health vs. lifestyle
- Brain performance vs treatment or hospitalization

**The primary motivation of the assessment is not to screen for disorders but to assess/monitor/train performance drivers → higher screening adoption than any alternatives*

UNPRECEDENTED BENEFITS:

FOR AFFINITY GROUPS

BRAIN PERFORMANCE



AFFINITY GROUPS



BUSINESS IMPROVEMENT:

- New source of recurring revenue (rev share on subscriptions)
- New source of sponsorship revenue (offered to you by Big Pharma)
- Personalized, relevant, useful, life-changing content
- Makes a meaningful difference in the life of the audience

POPULATION INSIGHTS:

- Brain performance vs. demographics
- Custom benchmarking
- Custom content publication

RESULTS FOR COMPANIES / PAYERS

BRAIN PERFORMANCE, RISK MANAGEMENT AND PRODUCTIVITY



A Brain Resource Company (ASX: BRC)

Reporting Period: Annual 2017

For 23 Corporate Customers

- This report is made available for all customers together with details at the capacity marker level and user demographics when available

ALL EMPLOYEES				
BRAIN CAPACITY				
<i>n =25,260 (assessed 1 or more)</i>	Percentile Rank	vs. Last Period		
Overall	56	+0		
Emotion	54	-4		
Feeling	57	-3		
Thinking	46	-7		
Self Regulation	66	+11		
AT RISK POPULATION				
Reported Stress and Productivity	% of Initial Assessment	# of Emp.	vs. Last Period	
Highly Stressed	7.8%	1,470	+2.5%	
< 100% Productive	18.3%	3,403	-1.3%	
Screened Risk Conditions	% of Initial Assessment	# of Emp.	# Sent to EAP	vs. Last Period
Aggregate ⁽⁴⁾	12.5%	3,157	1,877	-1.4%
Depression	12.1%	3056	1,678	+2.5%
Anxiety	8.9%	2240	1,887	-1.3%
Addiction	7.3%	1841	998	+1.5%
ADHD	8.9%	2239	1,765	+2.1%
PTSD	2.1%	543	223	+1.3%
Social Anxiety	4.4%	1120	760	-1.9%
Sleep Apnea	1.8%	454	220	-1.4%

EMPLOYEES WHO TRAIN

BRAIN CAPACITY

<i>n =3,275 (assessed 2X and trained)</i>	Percentile Rank	vs. Last Period
Overall	61	+8
Emotion	55	+4
Feeling	63	+7
Thinking	47	+4
Self Regulation	72	+7

Average In-Period Training Time: 3 hrs.

Vs Last Period based on 3,275 employees who trained and assessed twice. The 18,759 employees who trained but did not assessed twice most likely experienced similar results to those who did.

PRODUCTIVITY

<i>n = 1,789 (assessed 2x and high-impact trained)</i> <i>n = 11,940 (all users who high-impact trained)</i>	Baseline	Post Training	Difference
Physical Presence ⁽¹⁾	107%	111%	+4.6%
Mental Presence ⁽²⁾	80%	82%	+2%
Productivity ⁽³⁾	85.58%	92.73%	7.15%

ESTIMATED BENEFIT *

\$7M

PROGRAM COST

\$0.94M

*Gross financial result based on self-report of n=1,789 employees who trained and followed up in the period. Productivity difference applies to 11,940 employees who trained on high impact exercises. 11,940 employees x 7.15% difference x 40 hours x 6 weeks (lasting effect of productivity gains) x \$35.87 hour

1) Physical Presence = 100% - % of absent hours

2) Mental Presence = Employee's self-reported relative performance rating in %

3) Productivity = Physical Presence + Mental Presence

RESULTS FOR COMPANIES / PAYERS:

BRAIN PERFORMANCE AND MENTAL HEALTH CLAIMS



A large US healthcare company tracked and analyzed the change in pharmaceutical claims for employees who used Total Brain to train for better brain performance

WHAT WE LEARNED:

In the subgroup of people with the poorest sustained attention and anxiety scores, or the bottom 25% of the group:

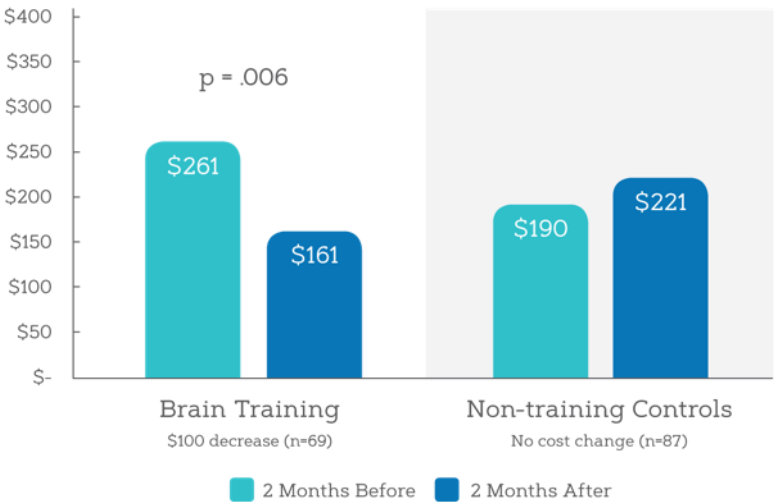


There was a \$100 reduction in total pharmaceutical cost after using Total Brain for a 2-month period

That equals a 38% reduction in cost

This reduction was not seen for people who registered for Total Brain, but did not go on to participate in any training exercises or fitness games on the site

Total pharmaceutical costs during the 2 months before and after Total Brain



“TotalBrain (formerly MyBrainSolutions) brought on an ability for consumers to engage anytime, anyplace, on their own terms without having to talk to anybody.”

- VP & Chief Medical Officer

* A group analysis in a major U.S. technology company showed that, for its 24% most vulnerable population (those employees with the poorest sustained attention), brain training corresponded with a 38% reduction in pharmaceutical medical claims: \$600 in annual savings per employee, if we assume constant training or long lasting effect of 2-month training.

** Our internal data also shows that, for its 25% most vulnerable population of our top-6 clients, brain training corresponds to a cost reduction of 50% for absenteeism (net gain of 7 hours per week at a large US manufacturer) and 28% for presenteeism.

THE SCIENCE:

TWO UNIQUE NEUROSCIENTIFIC ASSETS



A Brain Resource Company (ASX: BRC)

STANDARDIZED DIGITAL HOLISTIC BRAIN ASSESSMENT (2000 - 2003)

Dr. Evian Gordon, PhD, MD led the world's top neuroscientists over a two-year period in **standardizing** how to **define** and **measure** core brain functions.

Standard: 4 Brain Capacities

(Thinking + Emotion + Feeling + Self-regulation) can be measured by **12 capacity markers**.

Example: Thinking is measured by Memory (recall, working), Attention (sustained, controlled) and Executive Function.

Asset Created: Digitized the most valid “pen and paper” tests for each brain marker. **5,000 norms** were validated over time from more than **386K assessments**. A unique asset was created with no market equivalent. There has been **10 scientific publications** on the digital assessment alone.

STANDARDIZED NEUROSCIENTIFIC DATABASE (2004 - 2017)

Digital assessment was part of a suite of **standardized data collection** tools used by 100s of laboratories and studies. These studies generated new assessments that fed the company's **proprietary standardized database**.

Database Inputs:

- 200 brain studies at Harvard, NYU, MIT, Stanford, Oxford, Cambridge, etc. Subsequently generated 300 publications (licensing)
- 20 clinical trials of psychiatric drugs (licensing)
- 2 clinical trials predicting drug effectiveness for Depression and ADHD - FDA approval possible in 2018 (proprietary)
- 600K+ individual brain assessments/brain trainings through employers and clinics (proprietary)

Data Types:

- 312K Cognitive Performance
- 386K Questionnaires
- 237K Brain Training Results
- 2K Genomics
- 54K EEGs
- 542 Structural and Functional MRIs

1M standardized data sets: largest in the world and continues to grow in 2018

TESTIMONIALS:

WHAT END-USERS ARE SAYING



A Brain Resource Company (ASX: BRC)

Employees loved it

“Our client needed a solution that drew attention to cognitive health but was also cost-effective for their large workforce. We rolled out Total Brain (formerly MyBrainSolutions), and their employees love it. We are most excited about the improvements in brain health scores. We highly recommend Total Brain (formerly MyBrainSolutions) – the ease of use and effectiveness, coupled with the affordability, makes it a win all around.”

– Emily Sharpe, Premise Health

Helped me stay on task

“I enjoyed Total Brain (formerly MyBrainSolutions)... Refocusing my attention for this activity helped me stay on task and focused with my daily work. I also believe exercising your brain is important for overall wellbeing.”

– Michelle S., Employee for a large aerospace company

Sharpened some skills

“I liked being challenged in ways I have not focused on, like positive thinking, or relieving some stress by my breathing. It also sharpened some skills I had let get rusty.”

– George S., Employee for a large aerospace company



PROFESSIONAL SERVICES:

MIND MANAGEMENT AS A FOUNDATION FOR
WELL-BEING AND AGILE LEADERSHIP



A Brain Resource Company (ASX: BRC)

In an exclusive partnership with Total Brain, TLEX® Institute's tools and frameworks foster resilience for greater leadership agility. TLEX® has facilitated trainings and talks to more than 200,000 employees, with over 200 organizational clients in 30 countries across the globe.



Empirically-validated techniques

for mental clarity and awareness



Expert trainers

who adapt to unique organizational cultures



A proven track record

with leading Fortune 100 companies, Top Business
Schools and NGOs



Sustainable Impact

with processes to easily integrate learnings into work-
life

QUOTE FROM HBX ON TLEX:



A Brain Resource Company (ASX: BRC)

Harvard Business Review

The two-day **TLEX** retreat in upstate New York started with an exercise where 18 of Louis Gagnon's leaders at Amazon split into groups to define "what is leadership." After collating the results, the group realized that 95% of all attributes referred to "soft," not "hard" skills. Gagnon reports that this staff was pleased to hear that for 2-days, soft skills is exactly what they would be focusing on – no corporate goals, no strategy, no alignment – but mindfulness, personal mastery, connectedness and collective action.

At the heart of the curriculum: breathing exercises.

"Our team was engaged, opened and excited to have the rare luxury to focus on themselves as individuals — individuals as a conduit and lever to ourselves as a team. We all felt deeply rejuvenated and at peace with each other. That, ultimately, built trust – the ultimate ingredient to teamwork."

THE TEAM:

EXECUTIVE LEADERSHIP



A Brain Resource Company (ASX: BRC)



Louis Gagnon,
CEO / Managing Director
TPG (Ride), Amazon, Yodle



Evian Gordon, MD, PhD,
CMedO / Chairman
Brain Resource (Founder)



Matt Mund,
COO
Monster Worldwide, IBM



Marcel Legrand,
CRO
Vertical Knowledge, Blackfin Capital,
Monster Worldwide



Matt Resteghini,
CMO
Randstad Digital Ventures,
Monster Worldwide



Donna Palmer, PhD,
CSO
Brain Resource



Emil Vasilev,
Finance
Ride, Corsair Capital,
Barclays Capital



Meredith Haase,
Human Resources
Monster Worldwide,
Dechert

THE TEAM:

SELECT BOARD MEMBERS AND ADVISORS



A Brain Resource Company (ASX: BRC)



Matthew Morgan,
Non-Executive Director

Millers Point, Sensera, Think Mobility,
Leaf Resources, Diversa, QIC



Ajay Arora,
Non-Executive Director

Netflix, Imgur, Amazon



Steve Koslow, PhD,
Non-Executive Director

Inaugural Director of the Human Brain Project
at National Institute of Mental Health;
90 publications and 20 book chapters



Johann Berlin,
Content Partner

TLEX Institute, Business Insider



Barbara Van Dahlen, PhD,
Advisor – Mental Health

Founder/President of Give an Hour
TIME's Magazine 100 Most Influential People in
the World



Patrick Manzo,
Advisor – Privacy/Security

Monster Worldwide



Christopher Dolan,
Advisor – Technology

Sonos, ANSWR, Monster Worldwide



John Rush, MD,
Advisor – iSPOT (Depression)

Internationally-acclaimed depression psychiatrist
One of the "World's Most Influential Scientific
Minds" according to Thomson Reuters
Columbia, MD; Princeton, BS



Glen Elliott, PhD, MD,
Advisor – iSPOT (ADHD)

Child and adolescent psychiatrist at Stanford
Principal Investigator in the largest study in
improving the diagnosis and treatment of ADHD



David Whitehouse,
Advisor – Health Systems

25 years of C-level experience in health care
Former Chief Marketing and Medical Officer
for Optum Health
(part of United Insurance)