

19 September 2018
Australian Securities Exchange Announcement

Brain Resource Ltd announces expanded product capabilities and name change of MyBrainSolutions to Total Brain

Brain Resource Limited (ASX: BRC, OTC: BRRZY) today announces:

- the release of a significant upgrade, expansion to its technological platform and
- the brand repositioning of legacy “MyBrainSolutions” to “**Total Brain**”: the world’s first Brain Performance Monitoring and Training Platform.

Leveraging the scientific assets of the Company’s digital brain assessment, its standardized neuroscientific database and its brain trainings, Total Brain offers a completely renovated user experience with new, complementary features that have high economic value for subscribers - employers and individuals alike. With its new platform, **Total Brain** invites users to realise the full potential of their brain capacities (emotion, feeling, cognition and self-control) and improve their human performance at home and at work.

The launch of the platform and brand repositioning are significant steps in delivering on the business plan that was shared with investors at the time of recapitalisation in late CY17. Launching a new cloud-based, scalable platform with an engaging user-experience and a new evocative modern brand were identified as key milestones to renovating and accelerating the Company’s growth. Less than nine months after the recapitalization, we are pleased to confirm that this has been delivered ahead-of-time and on-budget.

As part of the launch, over 600,000 existing individual users, 23 corporate customers and 5 channel partners were all successfully migrated to the new platform. Feedback has been very positive.

The new platform includes the following functionalities:

1. **Flexible digital platform:** Suitable for desktop and mobile use and optimised for both iOS and Android.
2. **Onboarding:** New functionality provides an intuitive introduction to the concept of the **Total Brain**.
3. **Total Brain Assessment:** Fully rebuilt assessment covers the measurement of 4 core brain capacities and 12 capacity markers in less than 20 minutes with confidential neuroscientific digital tests.

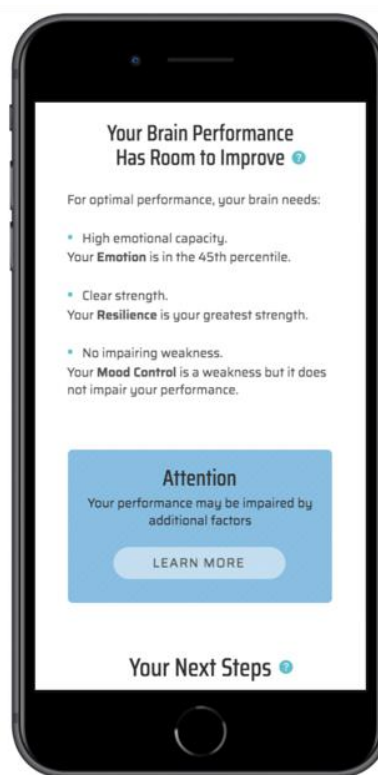
4. **Brain Performance Results:** New detailed and confidential data visualisation of a user's brain capacities, their markers and a user's percentile ranking (benchmarked against those of the same age and gender), as well as details on individual strengths and weaknesses.
5. **Total Brain Screening:** New add-on module to **Total Brain**. Non-stigmatising (brain performance context), user-initiated, confidential screening for seven of the most common mental health conditions including depression, ADHD, General Anxiety Disorder (GAD), addiction, PTSD, social anxiety and sleep apnea. High-risk individuals are confidentially referred to professional assistance (EAP or health resources). This feature also screens for individuals with exceptional brain capacities or "superpowers".
6. **Total Brain Training:** Personalised recommendations help users develop strengths and master weaknesses. Trainings include marker-targeted digital exercises, breathing, meditation. New training formats and content from partner TLEX Institute (Transformational Leadership for Excellence) will be integrated in Q4-18.
7. **Aggregate Reporting:** New brain performance report with aggregate anonymous brain performance at the sponsor organisation level along with health risk, incremental productivity value and ROI since last period.

Sample screenshots from the new app:

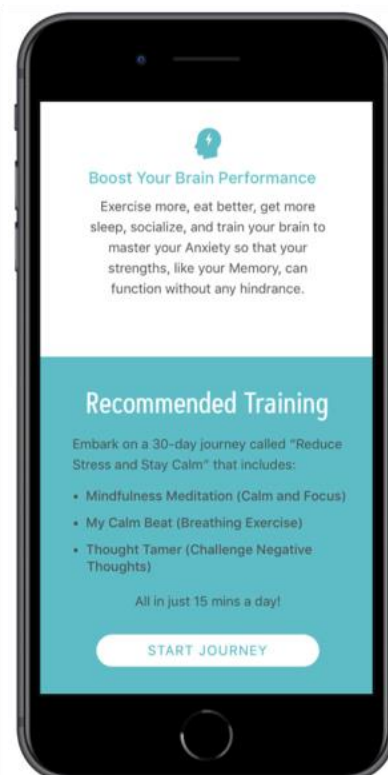
Brain Performance Results - Understanding the Total Brain



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



Self-Improvement with Targeted Mind-Body-Brain Training



For more details:

Watch an overview video here:

<https://www.youtube.com/watch?v=Ko-mawQFzBmE>

Or contact us for a free trial at:

ir@totalbrain.com

Total Brain benefits both the individual end-users and their sponsor organisations.

With **Total Brain**, individual end-users become aware of how life affects their brain performance over time and how their emotion and cognition are intrinsically linked. They can train their brains and monitor the effect on improving overall brain performance, a key driver of personal and professional success. For those challenged with mental health conditions, **Total Brain** exposes the impact of such conditions on brain performance and it objectively shows the gap to “true” recovery. For peak performers, it identifies exceptional skills and talent to be built upon.

Organisations who sponsor their employees' or members' subscription to **Total Brain** can enhance individual and team productivity, access insights into organisational brain capacity and related risks as well as reduce mental healthcare costs. The new platform is available on a price “per employee” or “per user” basis, to meet different organisational needs. **Total Brain** Screening is being offered as a separate module in light of the value it delivers to employers and in order to effectively monetize the new platform with both new and existing customers. The Company intends to double its average order size with the new combined offering, in line with its original business plan. Market reaction is very positive, validating both the need and the pricing.

Louis Gagnon, CEO of Brain Resource said, “At a time when our hyper-connectedness to technology and the related global mental health crisis are identified amongst the most important issues of our times, we are humbled to offer individuals and sponsor organisations a way to monitor and control their brain performance. Nothing is more important to build stronger, happier homes and more productive, connected workplaces where everyone is able to fully realise their inner power.”

“It is with great pride that I see 16 years of serious neuroscience coming together with ancient wisdom and digital product expertise to deliver concrete, useful and life-changing results for individuals whose brains are functioning sub-optimally and for the corporations who depend on them to succeed in a knowledge economy,” said Evian Gordon, Chief Medical Officer and founder of **Total Brain**.

The new name is effective immediately and **Total Brain** has a new logo and website.

Regards,



Louis Gagnon
Managing Director

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About Total Brain:

Total Brain (www.totalbrain.com) is a wholly-owned subsidiary of Brain Resource Limited (BRC). Total Brain, formerly called MyBrainSolutions, is the world's first brain performance monitoring and training platform powered by the largest standardized brain database. Its SaaS-based product decreases stress, improves resilience and increases the productivity of individuals, while reducing healthcare costs for employers and insurers across the United States. Follow us on Twitter (<https://twitter.com/totalbraininc>) & LinkedIn (<https://www.linkedin.com/company/totalbrain/>).

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