



Investor Presentation

October 2018

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1. BUSINESS OVERVIEW

COMPANY OVERVIEW

CORPORATE OVERVIEW

THE PROBLEM

OUR SOLUTION

DEFENSIBILITY

BENEFITS FOR USERS AND COMPANIES

GO-TO-MARKET

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INVESTMENT LANDSCAPE

COMPANY OVERVIEW

ABOUT BRAIN RESOURCE

BRAIN RESOURCE IS THE WORLD'S FIRST

DIGITAL ASSISTANT FOR BRAIN MONITORING AND TRAINING

Brain Resource Ltd. (ASX: BRC) was 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)

A\$50M of R&D delivered scientifically validated digital tools that **assess, monitor, screen** and **train** the brain at the level of the markers of capacity

Recapitalized in December 2017 with new management team, **A\$14M in debt conversion (Och-Ziff)** and **A\$10M of working capital** 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



Channel & Affinity Partners



CORPORATE OVERVIEW

ASX: BRC

Market Capitalisation and Enterprise Value

Ordinary shares on issue	m	531.3
Share price (17 Oct 2018)	A\$/share	0.04
Market capitalisation	A\$m	\$21.3m
Debt & Convertible Pref's (as at 31 Mar 2018)	A\$m	\$0.0m
Cash (as at 30 Sept 2018)	A\$m	(\$4.5m)
Enterprise Value	A\$m	\$16.8m

Top Shareholders (17 Oct 2018)

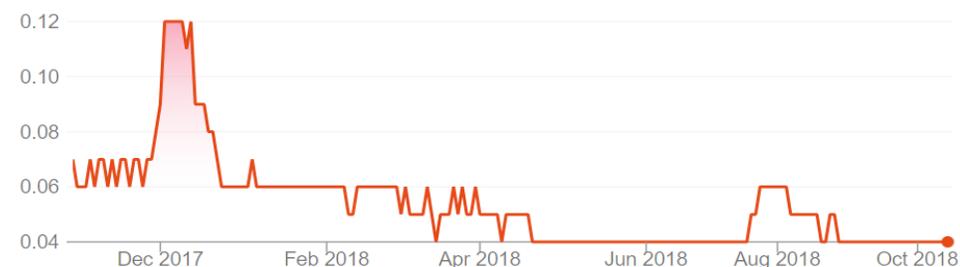
Name	Shares Held (m)	% of Shares on Issue
HSBC Custody Nominees (Australia) Limited	203.3m	38.3%
Buttonwood Nominees Pty Limited	19.0m	3.6%
Stuttgart Pty Limited	17.6m	3.3%
Top 20 Shareholders	360.5	67.9%

Share Price History (A\$)

0.040 AUD 0.00 (0.00%)

12 Oct, 3:19 PM GMT+11 · Disclaimer

1 day 5 days 1 month 6 months YTD **1 year** 5 years Max



Board of Directors

Name	Position
Evian Gordon	Executive Chairman (CMedO)
Louis Gagnon	Managing Director (CEO)
Ajay Arora	Non-Executive Director
Stephen Koslow	Non-Executive Director
Matthew Morgan	Non-Executive Director

THE PROBLEM

WITHOUT OBJECTIVE, ACCESSIBLE AND AFFORDABLE DATA ON OUR OWN BRAIN, WE REALIZE A FRACTION OF OUR POTENTIAL AND MAY UNDULY SUFFER FROM MENTAL HEALTH CONDITIONS

- 1. Without data on our brain's capacity to process emotions, feelings, cognition, social connections and resilience**
=> we do not optimize our capacity to deliver better work product or relationships - at home or at work
- 2. Without data on the impact that life events have on our brain capacities**
=> we do not optimize our life choices
- 3. Without knowing if a mental condition is temporarily impairing our brain capacities**
=> we live through unnecessary misery and cost an incremental \$7,000 per year in health care and productivity loss^{(1),(2)}

Today:

- 20% of the US population is experiencing a mental condition⁽³⁾
- 50% of the US population will experience a mental condition at least once in their lifetime⁽⁴⁾
- 50% of all conditions are undiagnosed/untreated⁽³⁾

Sources:
1. \$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>
2. \$5,470 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.
3. NIMH <https://www.nimh.nih.gov/health/statistics/mental-illness.shtml>
4. Center for DiseaseControl, https://www.cdc.gov/mentalhealth/data_publications/index.htm

OUR SOLUTION:

DIGITAL ASSISTANT FOR BRAIN MONITORING AND TRAINING

Monitor Capacities

Train Capacities

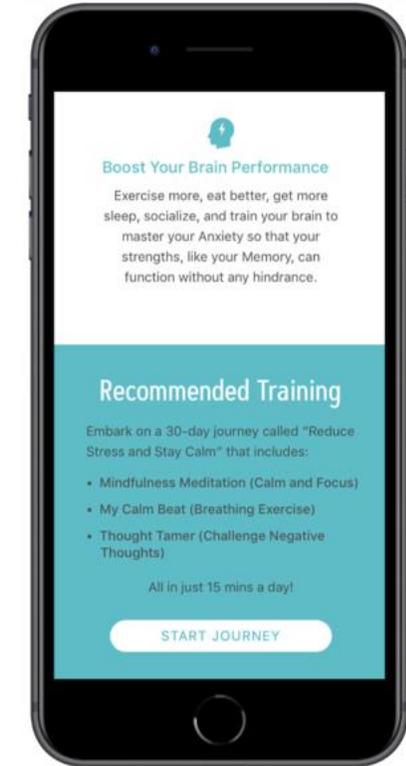
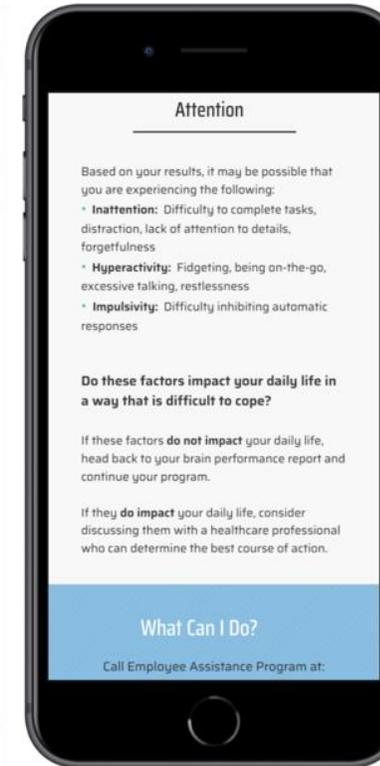
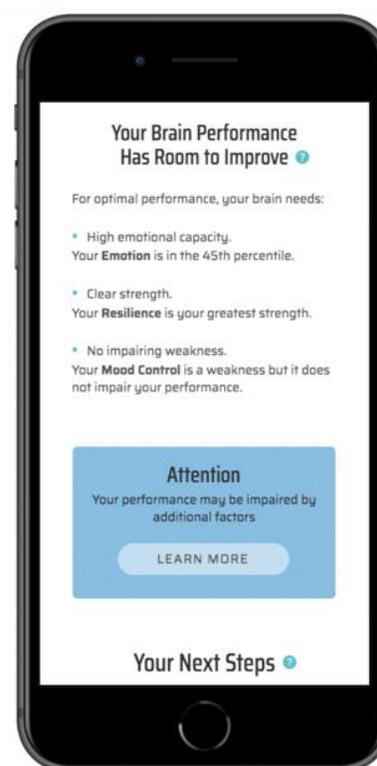
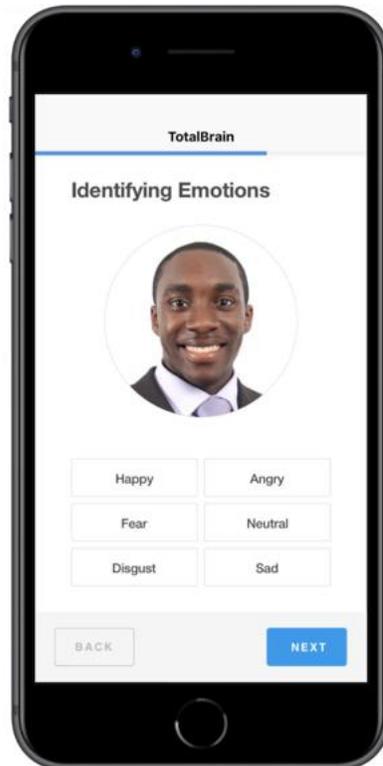
20-Minute Clinical Assessment

Understanding the Total Brain
12 markers of 4 capacities

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

User-Initiated EAP or
Professional Referral

Self-Improvement with Targeted
Mind-Body-Brain Training



DEFENSIBILITY

SOLUTION IS POWERED BY UNIQUE PROPRIETARY ASSETS



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

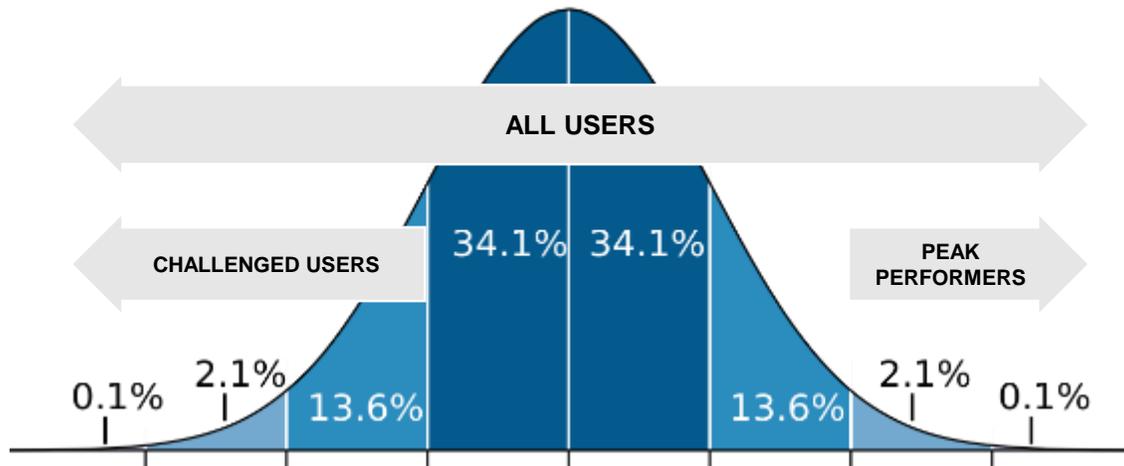
TLEX Institute Exclusive Partnership - leader in teaching **Mind-Body** restoration techniques to Fortune 100 companies



UNPRECEDENTED BENEFITS

FOR END-USERS

BRAIN PERFORMANCE



END-USERS



FOR ALL USERS:

- MONITOR AND TRAIN all capacities for optimal performance at-work and at-home

FOR THOSE CHALLENGED BY CONDITIONS:

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

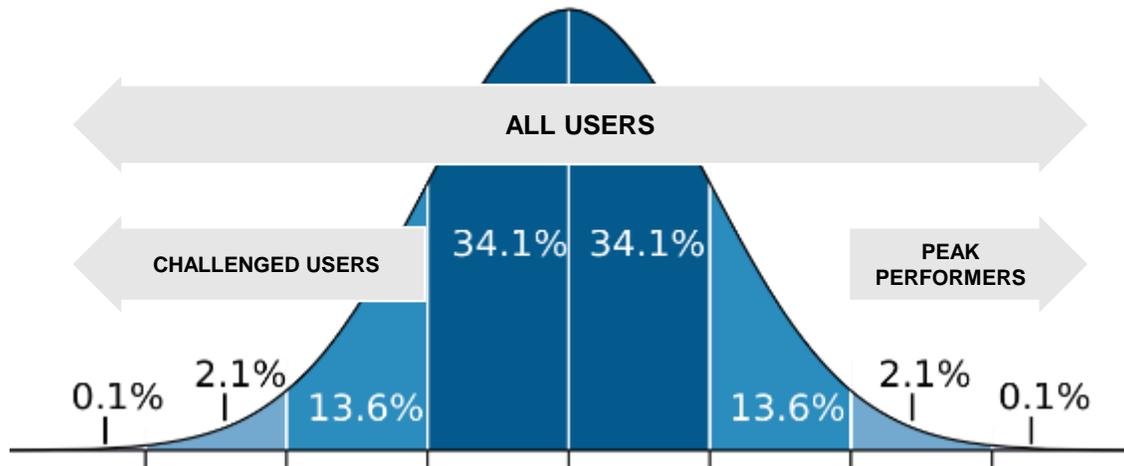
FOR THOSE PEAK PERFORMERS:

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

UNPRECEDENTED BENEFITS

FOR COMPANIES AND PAYERS

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)
- **Brain 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 FOCUS AND OPPORTUNITIES

H2 CY2018 / CY2019 FOCUS



CURRENT FOCUS

FUTURE OPPORTUNITIES

B2B OPPORTUNITIES

(Scaling Now)

SaaS Platform with Large ACV and Multi-Year Contracts (e.g. Boeing, Accenture)

Two Core Products

- Total Brain Platform
- Total Brain Screening

Distribution

- 5 Channel Partners (e.g. Mercer)
- Direct B2B

B2C OPPORTUNITIES

(Testing Now)

Consumer Platform with High Potential Average Revenue per User (e.g. Focus@Will)

Two Revenue Streams

- Consumer Subscription
- Lead Generation (Advertising)

Distribution

- Consumer Affiliates (e.g. AARP)
- Direct B2C

COMPETITIVE ADVANTAGE

INTEGRATED APPROACH IN A WORLD OF POINT SOLUTIONS

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, Medikeeper,)	✗ 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 MENTAL HEALTH START-UPS



\$ US\$4.5B of capital went to digital health players in Q3 CY2018 alone⁽¹⁾

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

Brain Resource provides 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	\$15mm / >\$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

2. BUSINESS UPDATE

PROGRESS VS. CY2018 OBJECTIVES

FINANCIAL UPDATE

PRODUCT UPDATE

iSPOT UPDATE

LOOKING AHEAD

CONTACTS

CY2018 OBJECTIVES

PROGRESS AS OF 30 SEPTEMBER 2018

	OBJECTIVE	TIMEFRAME
FINANCIAL & USER KPIS	Grow CY2018 total revenue 100% to US\$3.2mm (from US\$1.6mm in CY17)	CY-18
	75%+ Recurring SaaS-based revenue (from 60% in CY17)	CY-18
	Grow Total User Registrations 100% (from 223k in CY17)*	CY-18
	Grown Total Brain Profiles 100% (from 131k in CY17)*	CY-18
PRODUCT	Upgrade MBS value proposition, new features & UX	CY-18
	Transition to scalable cloud-based software infrastructure	Q2-18
	Complete iSPOT GWAS, explore Strategic Options	Q2-18
	Rebrand MBS to TotalBrain	Q3-18
CORPORATE	Enable sale of unmarketable parcel share	Q1-18
	Appoint 3 New Advisors & 1 New Board Director	Q1-18
	Complete hiring plan (80%+ completed in Q1 CY2018)	Q1-18
	Increase media engagement and PR	CY-18

Note: User Registrations defined as total individuals who create a registration in Brain Resource system. Brain Profiles defined as number of total assessments captured.

PROGRESS TO-DATE

FINANCIAL KPIS

Ongoing. As planned, new product expected to deliver impact in Q4 CY2018, with an additional 2 B2C Affinity contracts launching in Q4 CY2018

PRODUCT

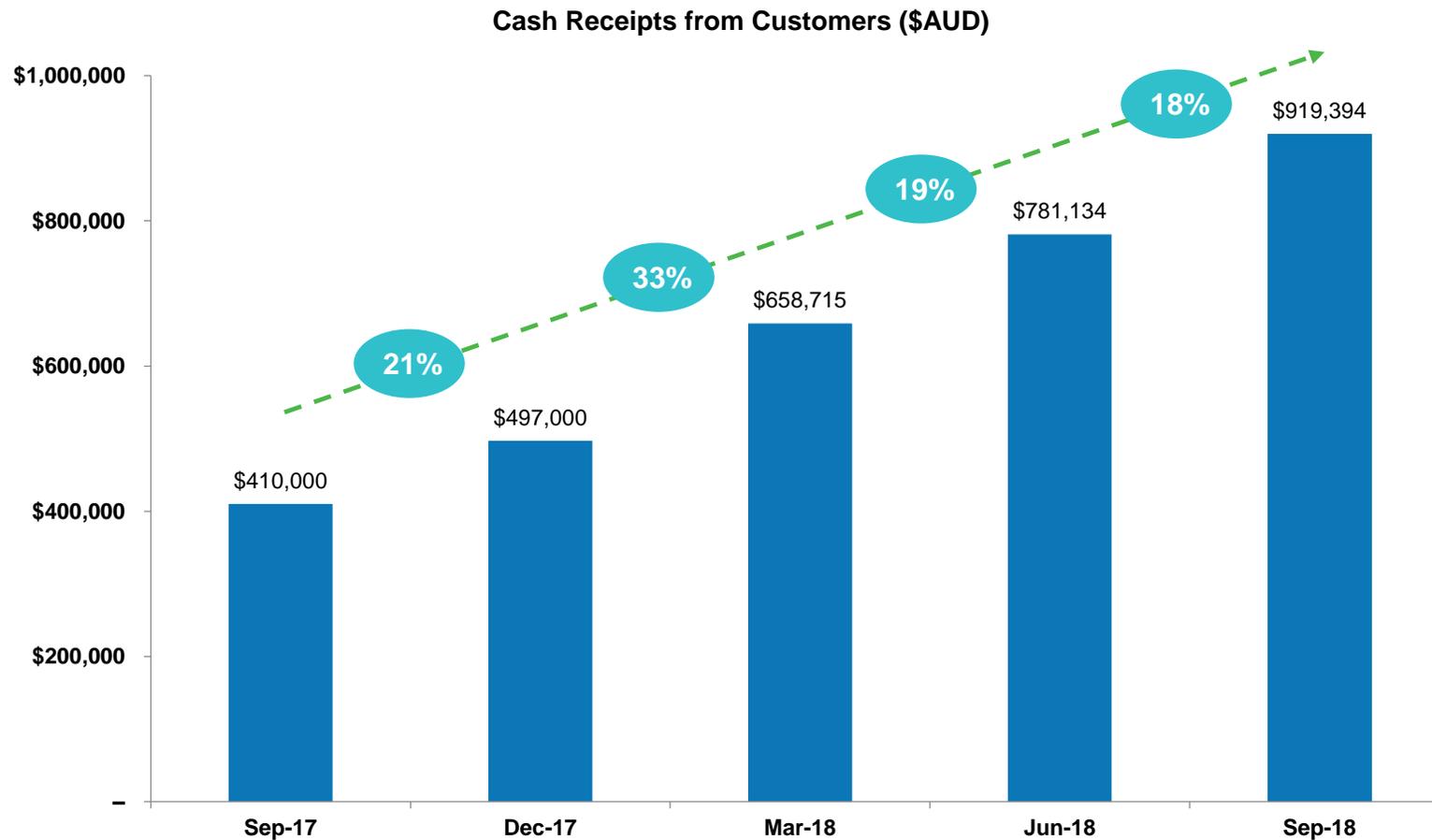
Completed. New team, systems, platform, product and brand launched on-time and on-budget

CORPORATE

Completed

FINANCIAL UPDATE

QUARTERLY CASH RECEIPTS



23% AVG. QUARTERLY GROWTH IN CASH RECEIPTS DURING PAST 12 MONTHS TO 5-YEAR HIGH OF A\$919K

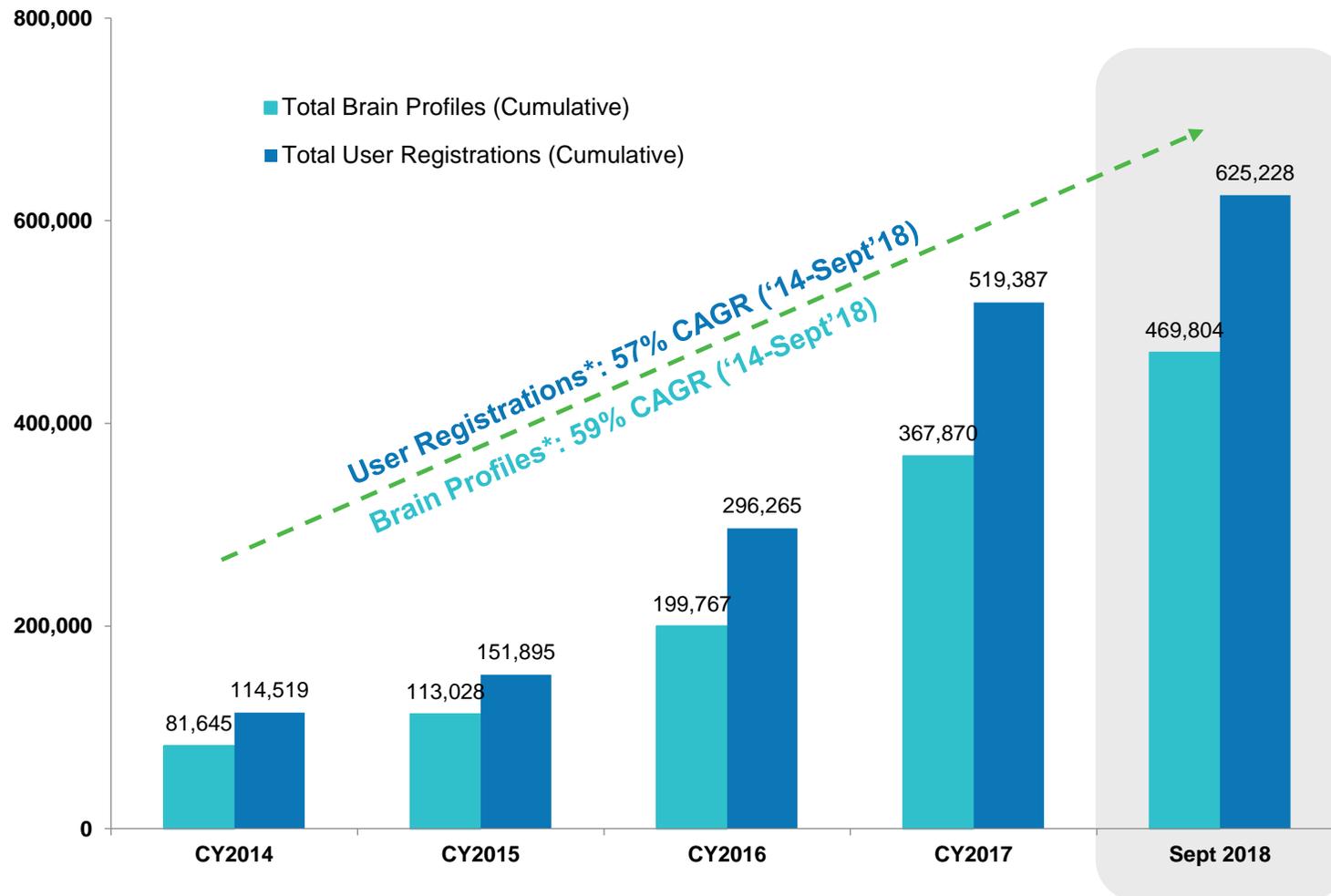
2.25x INCREASE YEAR-ON-YEAR
Focus on cash growth amidst significant operational changes

SAAS REVENUE MODEL ENABLING RECURRING REVENUE INCREASE

New Total Brain platform and Screening product to drive additional run-rate growth in the coming quarters

FINANCIAL UPDATE

USER KPIs



Note: Table represents cumulative actual figures through the quarter ended 30 September 2018. User Registrations defined as total individuals who create a registration in Brain Resource system. Brain Profiles defined as number of total assessments captured. User Registration figures exclude employer-pre-registered users. Brain Profiles figures include multiple assessments taken by same user.

CONTINUED GROWTH IN USER KPIs CY2018 YTD

32% (151k) INCREASE IN USER REGISTRATIONS YEAR-ON-YEAR
 Achieved without the full benefit of the new Total Brain product (launched in September 2018) or new AARP contract (to be launched in Q4)

45% (145k) INCREASE IN BRAIN PROFILES YEAR-ON-YEAR
 Simplified registration funnel has enabled more rapid user conversion and engagement in CY2018

BIG DATA PLAY
 Reinforces the value of the neuroscientific database, underpins customer engagement and product development

Q3 FINANCIAL UPDATE

REVENUE GROWTH - Q3 YTD CY2016-CY2018

\$A in 000s	Calendar Year To Date		
	Q3 2016	Q3 2017	Q3 2018
Total Revenue	\$2,250	\$1,525	\$2,121
Y/Y Growth - %		-32%	39%
MBS/TB Revenue	\$1,248	\$1,086	\$1,801
Y/Y Growth - %		-13%	66%
Recurring Revenue - %	55%	71%	85%

Contract Won	Description	Value (\$)
	2-yr. Direct contract	\$1,528
	Expand to union workers (47k)	\$230
	4-yr. EEG software/data license	\$150
	New Screening product sale	\$25
Total Contracted Revenue		\$1,933

CONTINUED GROWTH IN PUBLIC KPIs DURING CY2018

39% Y/Y GROWTH IN TOTAL REVENUE

YTD growth reverses negative trajectory from prior period and achieved without the redesigned MBS/TB platform or new screening product sales

66% Y/Y GROWTH IN MBS/TB REVENUE

Fueling strategic shift in mix towards recurring SaaS revenue (85% of total)

PRE-TOTAL BRAIN LAUNCH MARKET VALIDATION

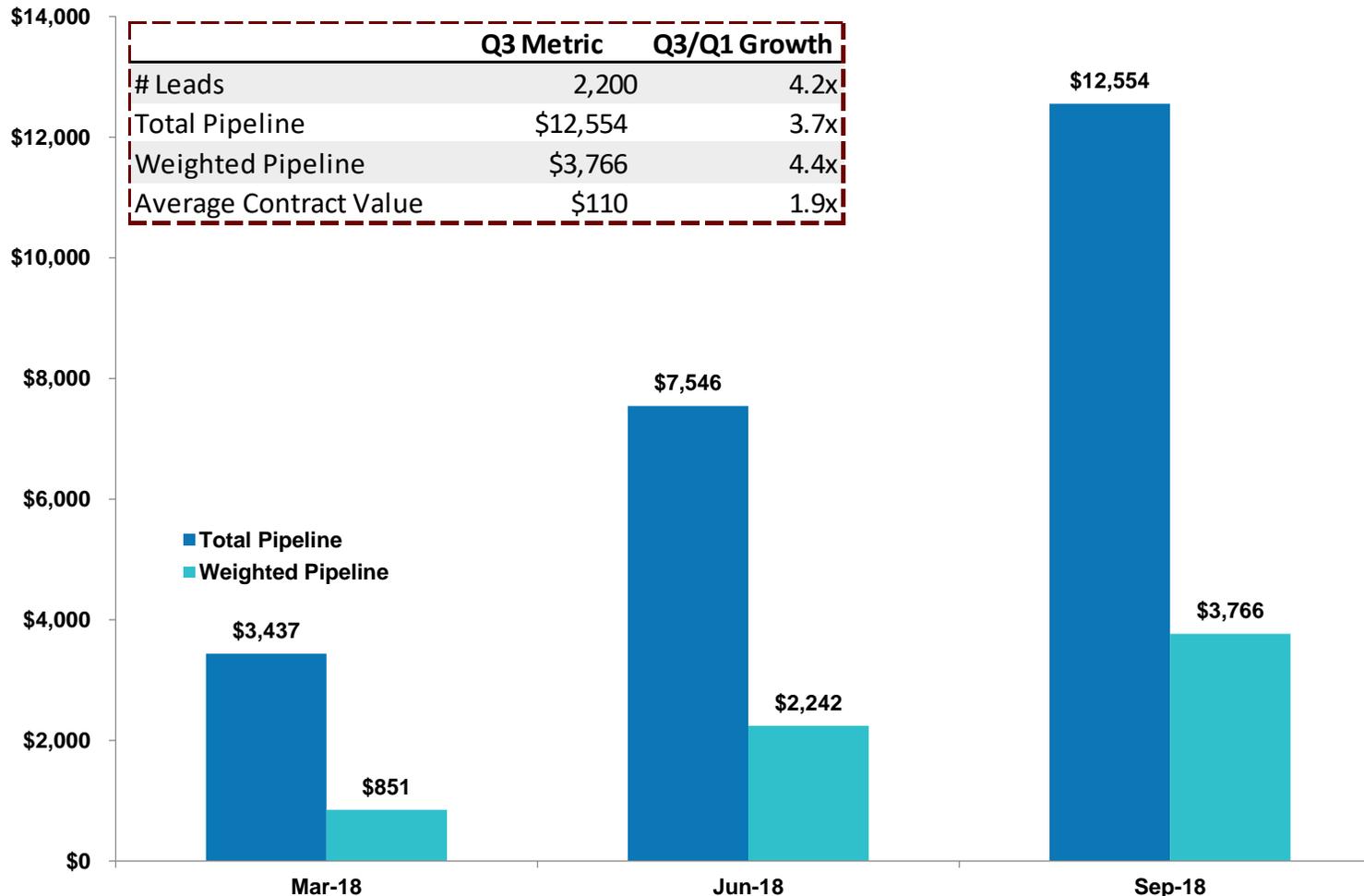
4 major contracts won ahead of company and product revamp

Note: American Association of Retired Persons ("AARP") contract with minimum of A\$675k and maximum of A\$6M over 2 years. Contractual maximum based on usage tiers and assumes full penetration of AARP's 38mm member base. A\$1.5M base case assumes BRC attains 500k users over 2 years. For reference, there were 200k new users from AARP during 2017 via their legacy product and with less marketing support for BRC's solution.

B2B PIPELINE GROWTH

STRONG SALES LEAD GENERATION CY2018 YTD

A\$, 000s



	Q3 Metric	Q3/Q1 Growth
# Leads	2,200	4.2x
Total Pipeline	\$12,554	3.7x
Weighted Pipeline	\$3,766	4.4x
Average Contract Value	\$110	1.9x

SIGNIFICANT GROWTH IN SALES PIPELINE CY2018 YTD

3.7x TOTAL SALES PIPELINE Q3/Q1 AND 4.4x WEIGHTED

Driven by a steady q/q increase in marketing leads to 2,200+ currently, and featuring an average % probability weighting of 30% across the pipeline

2x AVERAGE CONTRACT VALUE (ACV) VS. CURRENT TO A\$110K+

Driven by the combination of (i.) strategic targeting of larger B2B SaaS contracts, (ii.) increased pricing, and (iii.) screening product offering

SCREENING PRODUCT DEMAND DRIVING SHORT-TERM PIPELINE TO HIT CY2018 TARGETS

A\$200K+ ACV pricing and upfront delivery and recognition under AASB15

Note: Figures demonstrate the growing size of the B2B sales opportunity set throughout CY2018. Pipeline represents an annualised amount for the clients that have been qualified as prospective leads by marketing and sales. The 30% weighted conversion rates are an assumption based on where a lead is in the sales cycle. Actual revenue is subject to conversion of pipeline to invoiced sales.

POTENTIAL OF NEW B2C PARTNERSHIPS

TESTING OPPORTUNITIES FOR THE B2C AFFINITY MARKET

Initial Target Partner Opportunities

Partner	Monthly Visits ¹
Focus@Will (<i>executing now</i>)	1M
Top Healthcare Portal 1 (<i>pilot planning in process</i>)	126M
Top Healthcare Portal 2 (<i>pilot planning in process</i>)	110M
Total Addressable Opportunity (Initial 3 Partners)	237M

Current targets in stages of partnership and testing.

Market opportunity is large. Multiple significant groups to target beyond initial targets.

Illustrative Consumer Revenue Opportunity Modeling

Subscription Revenue Potential		Lead Generation (Advertising) Revenue Potential	
Annual Traffic from Partner	23.6M	Annual Traffic from Partner	23.6M
(x) Conversion to Paid Subscription ²	0.32%	(x) Conversion to Converted Lead ³	0.04%
Annual Paid Total Brain Subscribers	74K	Annual Converted Leads	8K
(x) Subscription Price	\$65	(x) Average Revenue per Lead	\$329
Annual Subscription Revenue (USD)	\$4.8M	Annual Advertising Revenue (USD)	\$3.1M

Based on estimated 0.83% monthly traffic penetration across one year; Monetizing consumers with annual subscription and lead generation (advertising)

Total Annual Revenue Potential	USD	AUD (FX 0.72)
	\$7.9M	\$11.0
Subscription Revenue	\$4.8M	\$6.3
Advertising Revenue	\$3.1M	\$8.6

(1) Traffic estimates calculated from www.similarweb.com and represent a 6 month traffic average from April 2018 – Sept 2018
(2) Conversion based on estimates of 25% conversion of traffic to registration and 2.5% conversion of registered user to subscription
(3) Conversion based on estimates of 25% conversion of traffic to registration and 0.32% conversion of registered user to converted lead

OPPORTUNITY TO LEVERAGE AFFINITY GROUPS FOR B2C

STRATEGIC PARTNERSHIP WITH FOCUS@WILL

Popular streaming service for neuro-optimized music for productivity optimization (1MM active users)

PLANNED PILOTS WITH 2 LARGEST U.S. ONLINE HEALTH PLATFORMS

Significant opportunity to test the fit and value proposition of Total Brain as a mental health offering for millions of active users

FLEXIBILITY TO MONETIZE USERS

Able to utilize both a Subscription as well as Lead Generation (Advertising) model

LARGE OPPORTUNITY TO SCALE

Multiple additional broad and specialized audience platforms to target

POTENTIAL REVENUE OPPORTUNITY

PENDING B2B PIPELINE CONVERSION AND SUCCESSFUL B2C TESTING

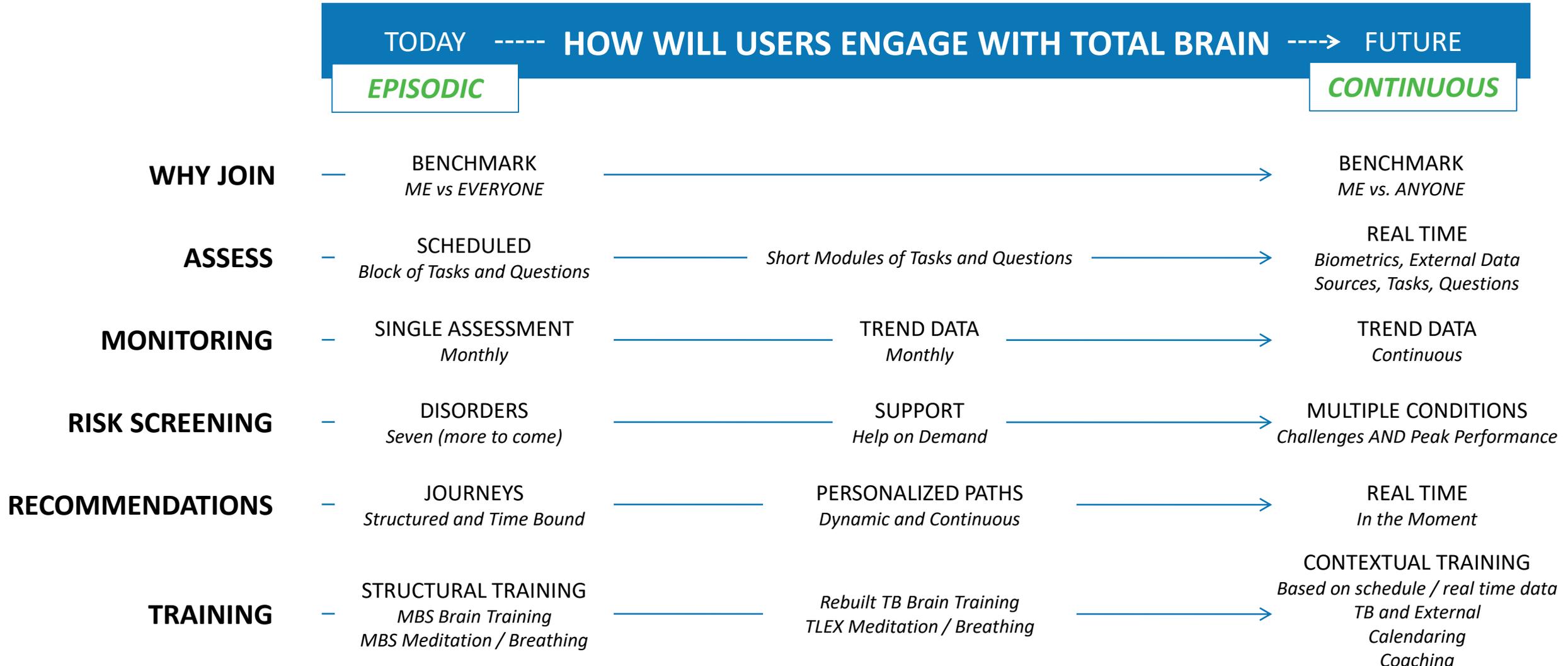
B2B PIPELINE OPPORTUNITY	(A\$, 000s)	(US\$, 000s)
CY2018 Revenue Forecast	\$4,444	\$3,200
(-) Non-recurring Portion of CY18 Revenue	(\$356)	(\$256)
(+) CY18 YTD B2B Pipeline @ 30% Conversion	\$3,766	\$2,712
(+) Future B2B Pipeline Opportunities	TBU	
B2B Recurring Annual Revenue Potential	\$7,855	\$5,656

B2C PARTNERSHIPS POTENTIAL	(A\$, 000s)	(US\$, 000s)
Illustrative B2C Affinity Subscription Revenue	\$6,667	\$4,800
Illustrative B2C Affinity Lead Gen Revenue	\$4,306	\$3,100
(+) Future B2C Affinity Opportunities	TBU	
B2C Partnerships Opportunity (Illustrative)	\$10,972	\$7,900

Note: Figures demonstrate the potential size of the B2B and the illustrative B2C opportunity set and do not represent a revenue forecast. Existing B2B Pipeline represents an annualised amount for the clients that have been qualified as prospective leads by marketing and sales. The 30% weighted conversion rates are an assumption based on where a B2B lead is in the sales cycle. The Illustrative B2C Affinity Subscription Revenue is an example of the size of the opportunity pending successful initial testing. Actual revenue is subject to conversion of the B2B pipeline and B2C opportunities to invoiced sales.

PRODUCT UPDATE

PLATFORM STRATEGY: BRAIN PERFORMANCE MONITORING, SCREENING AND TRAINING



PRODUCT ROADMAP PRIORITIZATION



CURRENT GTM FOCUS



Q4 Roadmap Focus:

- Expand Value of **Training** (*impact / ROI*)
- Drive Valuable **Engagement** (*notifications*)
- **B2C Affinity** (*users / brain profiles / \$\$\$*)

TBD

Clinical Workflows

Consumer Monetization

Core Total Brain Platform (*Assessment, Training, Screening*)



	NOW	NOW	~ 6+ Months	~ 6 - 12 Months +
Scale	10s of Millions of Employees	10s of Millions of Users	10s of Millions of Employees	100s of Millions of Users
Revenue	\$10s of Millions	\$10s of Millions	\$10s of Millions	\$100s of Millions

iSPOT UPDATE

BACKGROUND & CURRENT STATUS

- **iSPOT-D (International Study To Predict Optimized Treatment in Depression) was a clinical trial to identify objective predictors of treatment response to 3 of the most-commonly used anti-depressants: Escitalopram (Lexapro), Sertraline (Zoloft), and Venlafaxine-XR (Effexor)**
 - 660 genetic variants or “SNPs” from 1,008 patients’ bloods were analyzed (cognitive, brain imaging and genetics data)
- **While the current business plan has been focused on the development of MBS (Total Brain), BRC has engaged in a low-energy/high-potential-return project to complete genetics data acquisition**
 - The initial scientific analysis with 850k SNPs from a Genome-Wide Association Study was completed according to plan
 - The initial findings suggest positive results for the predictive ability of the iSPOT algorithms for the 3 iSPOT drugs together (i.e. based on the iSPOT test, a patient can find out if any 1 of the 3 drugs will work for them or not)
 - The next step, currently in process, is validating if the same is true for each of the 3 drugs individually (i.e. if the iSPOT test can help a patient find out if which one of the 3 drugs, specifically, will be effective for them)
- **The healthcare investment bank hired to assist with evaluating the strategic alternatives for iSPOT, including licensing, commercialization, and M&A, has continued outreach to potential partners within 4 main verticals: (i.) diagnostics, (ii.) genomics, (iii.) pharmaceuticals, and (iv.) drug development**
 - 11 have expressed initial interest to-date and next steps are largely dependent on the findings of the subsequent phase of scientific analysis

LOOKING AHEAD

CY2018/CY2019 OUTLOOK

- **The business is tracking against the corporate objectives, which remain unchanged**
 - 39% year-on-year growth in total revenue and 66% in MBS/Total Brain revenue as of Q3 CY2018YTD
 - Priority remains to deliver a doubling of user registrations and revenue (to US\$3.2m in CY2018). Focused on closing pipeline of immediate Q4 screening opportunities with ACVs of A\$200k+ (3.5x+ the current ACV)
- **Execution of Q4 product roadmap is in progress, including engagement tools (e.g. in-app user notifications) and enhanced mind-body training content**
 - The Total Brain launch is the first step towards a vision of a continuous user engagement with the product
- **Execution of the Company's B2B go-to-market approach**
 - Solidified relationship with channel partners throughout CY2018. New product has been a pre-requisite for validation and increased traction by them (missed Q3 peak season). Just acquired Gold Partner status with Castlight. New partners soon to be announced
 - Company continues to believe that it has a robust solution for EAPs and HRAs. Discussions underway (long cycle)
- **Expansion of the Company's B2C go-to-market approach via affiliates such as AARP and Focus@Will**
 - Looking to maximize the size of the recurring revenue opportunity for BRC

KEY CONTACTS

Louis Gagnon
CEO, Managing Director
Brain Resource Limited
louis@brainresource.us

Matthew Morgan
Non-Executive Director
Brain Resource Limited
mmorgan@millerspointco.com

Nigel Kassulke
Director
Cannings Communications
Nkassulke@cannings.net.au

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[brainresource.com](https://www.brainresource.com)

3. APPENDIX

RESULTS AND CASE STUDIES
SCIENCE
TEAM

RESULTS FOR COMPANIES / PAYERS

BRAIN PERFORMANCE, RISK MANAGEMENT AND PRODUCTIVITY

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
- Screened risk conditions section is illustrative only given the Screening product was launched in September 2018

ALL EMPLOYEES				
BRAIN CAPACITY				
<i>n = 25,260 (assessed 1 or more)</i>	Percentile Rank	vs. Last Period		
Overall	56	+0		
<i>Emotion</i>	54	-4		
<i>Feeling</i>	57	-3		
<i>Thinking</i>	46	-7		
<i>Self Regulation</i>	66	+11		
AT RISK POPULATION				
Reported Stress and Productivity	% of Initial Assessment	# of Emp.	vs. Last Period	
<i>Highly Stressed</i>	7.8%	1,470	+2.5%	
<i>< 100% Productive</i>	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%
<i>Depression</i>	12.1%	3056	1,678	+2.5%
<i>Anxiety</i>	8.9%	2240	1,887	-1.3%
<i>Addiction</i>	7.3%	1841	998	+1.5%
<i>ADHD</i>	8.9%	2239	1,765	+2.1%
<i>PTSD</i>	2.1%	543	223	+1.3%
<i>Social Anxiety</i>	4.4%	1120	760	-1.9%
<i>Sleep Apnea</i>	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	
<i>Emotion</i>	55	+4	
<i>Feeling</i>	63	+7	
<i>Thinking</i>	47	+4	
<i>Self Regulation</i>	72	+7	
Average In-Period Training Time: 3 hrs. 			
<i>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.</i>			
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		3) Productivity = Physical Presence + Mental Presence	
2) Mental Presence = Employee's self-reported relative performance rating in %			

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

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

THE TEAM:

EXECUTIVE LEADERSHIP



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:

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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)