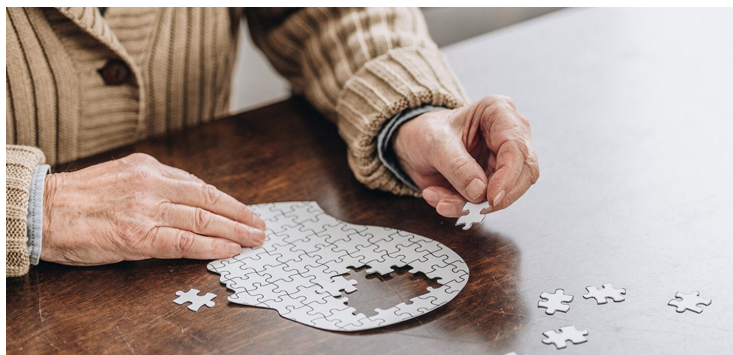


Eisai strengthens brain health assessment in Asia

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Launches digital tool 'CogMate' in Taiwan



Australian firm Cogstate, via its global commercial partner Eisai has announced that Cogstate technology will be marketed directly to consumers in Taiwan and in Hong Kong through its Taiwanese subsidiary Eisai Taiwan Inc. and Hong Kong subsidiary Eisai (Hong Kong) Co. This will be the first release of Cogstate technology in the Asian region (excluding Japan). Similar launch in additional countries, including Singapore, is expected shortly.

The initial sales efforts for the product, branded as CogMate, will initially target municipalities and corporations.

CogMate is a global multilingual version of NouKNOW®, a digital tool (non-medical device) for self-assessment of brain performance, developed and distributed by Eisai using the cognitive function test Cogstate Brief Battery™ (CBB) created by Cogstate. For the Asian region, CogMate is equipped with multilingual functions such as Chinese (Traditional Chinese) and English. CogMate can be deployed via a PC, tablet or smartphone.

CogMate is designed to enable regular assessments of brain health. CogMate provides immediate results – the Brain Performance Index (BPI) measures aspects of cognition such as memory and decision making, and the results are provided in conjunction with lifestyle advice for maintaining brain performance.

Given the rapidly aging population in Asia, the total number of those living with dementia across the region is expected to continue to increase.