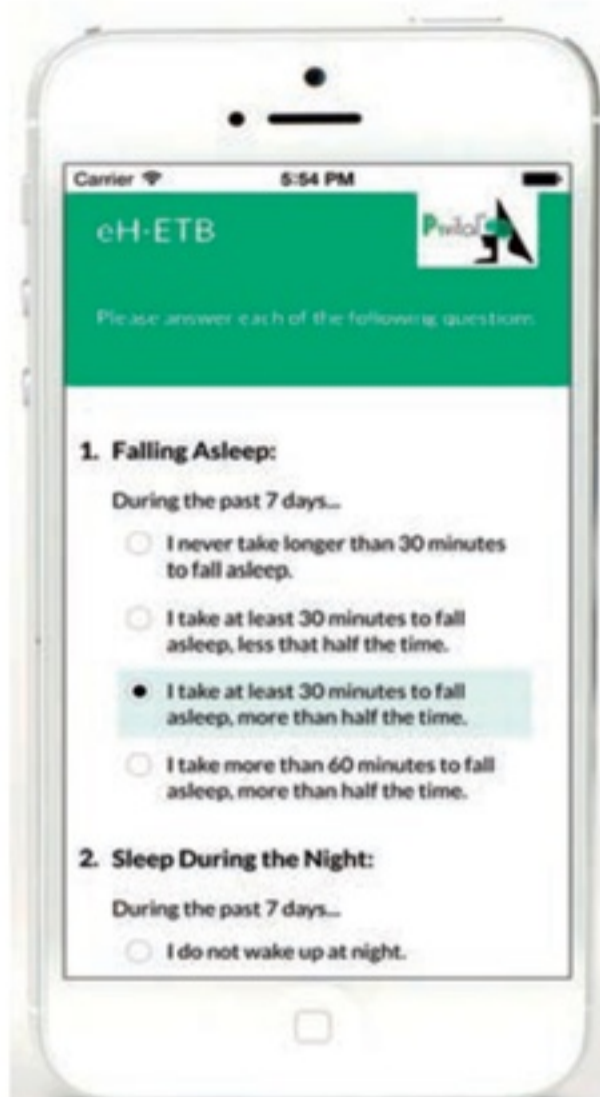


BREAKTHROUGH HEALTHCARE INNOVATION FOR IMPROVING THE TREATMENT OF DEPRESSION



The World Health Organisation and World Economic Forum estimate that depression currently affects 350 million people worldwide and accounts for 4.3% of the global burden of disease.

It is estimated that the population of the European Union is 508 million people and with the annual prevalence of depression in the EU at 8.3%, it is estimated that there are over 42 million people suffering from depression in Europe.

The sheer scale of this suffering led the UK-based healthcare company, P1vital, to make it their

mission to play a crucial role in accelerating a patient's recovery from depression. In achieving this mission P1vital will reduce the burden of depression on patients, their families, employers and the wider economy.

Having successfully developed clinical trial technology that has been validated and used extensively within the pharmaceutical industry, in the development of antidepressant drugs, P1vital has adapted the technology for use in the healthcare setting. P1vital has now created the e-Health Emotional Test Battery (eH-ETB), a ground-breaking medical device which has the potential to significantly reduce the time taken for depressed patients to return to good mental health.

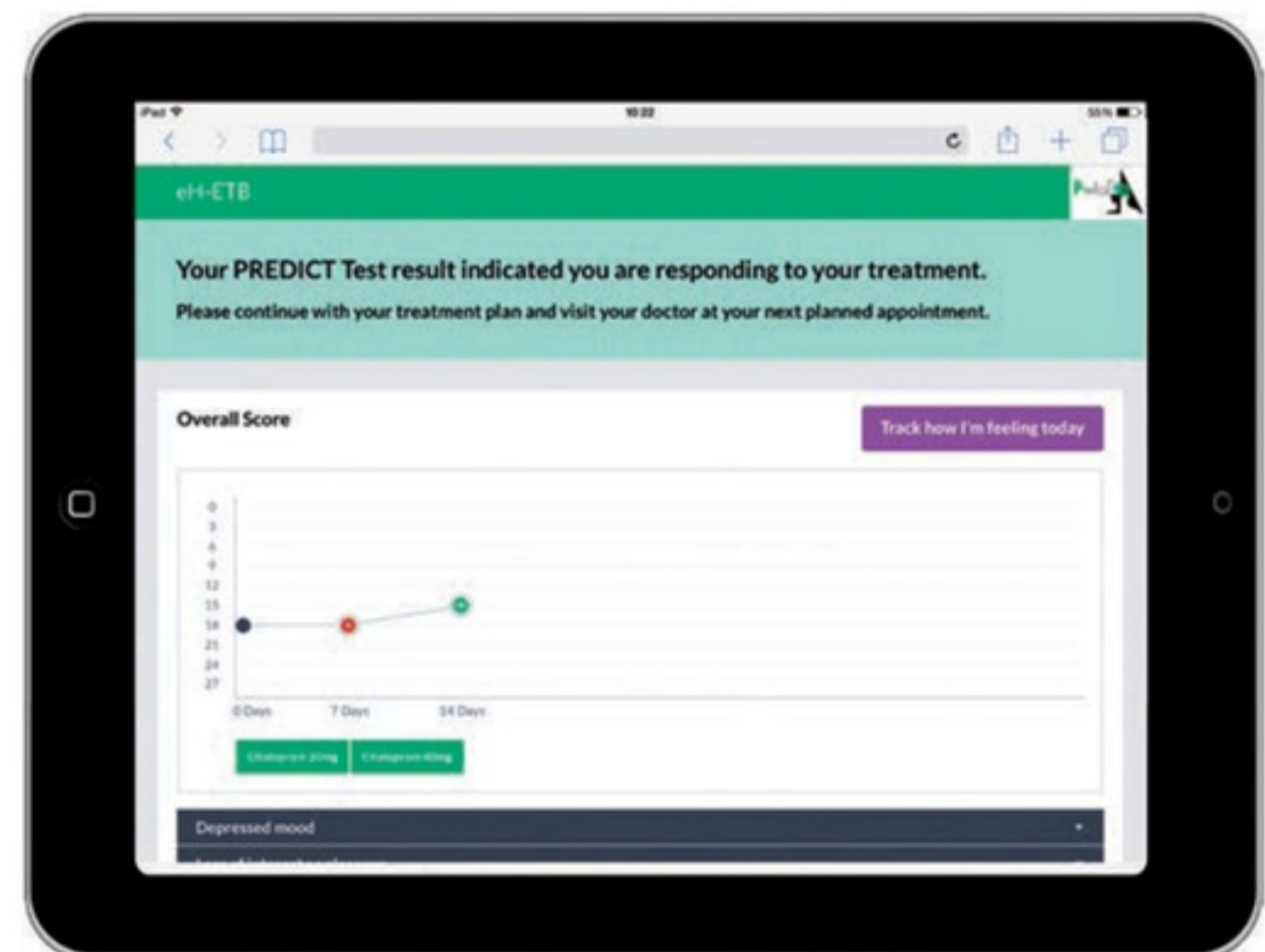
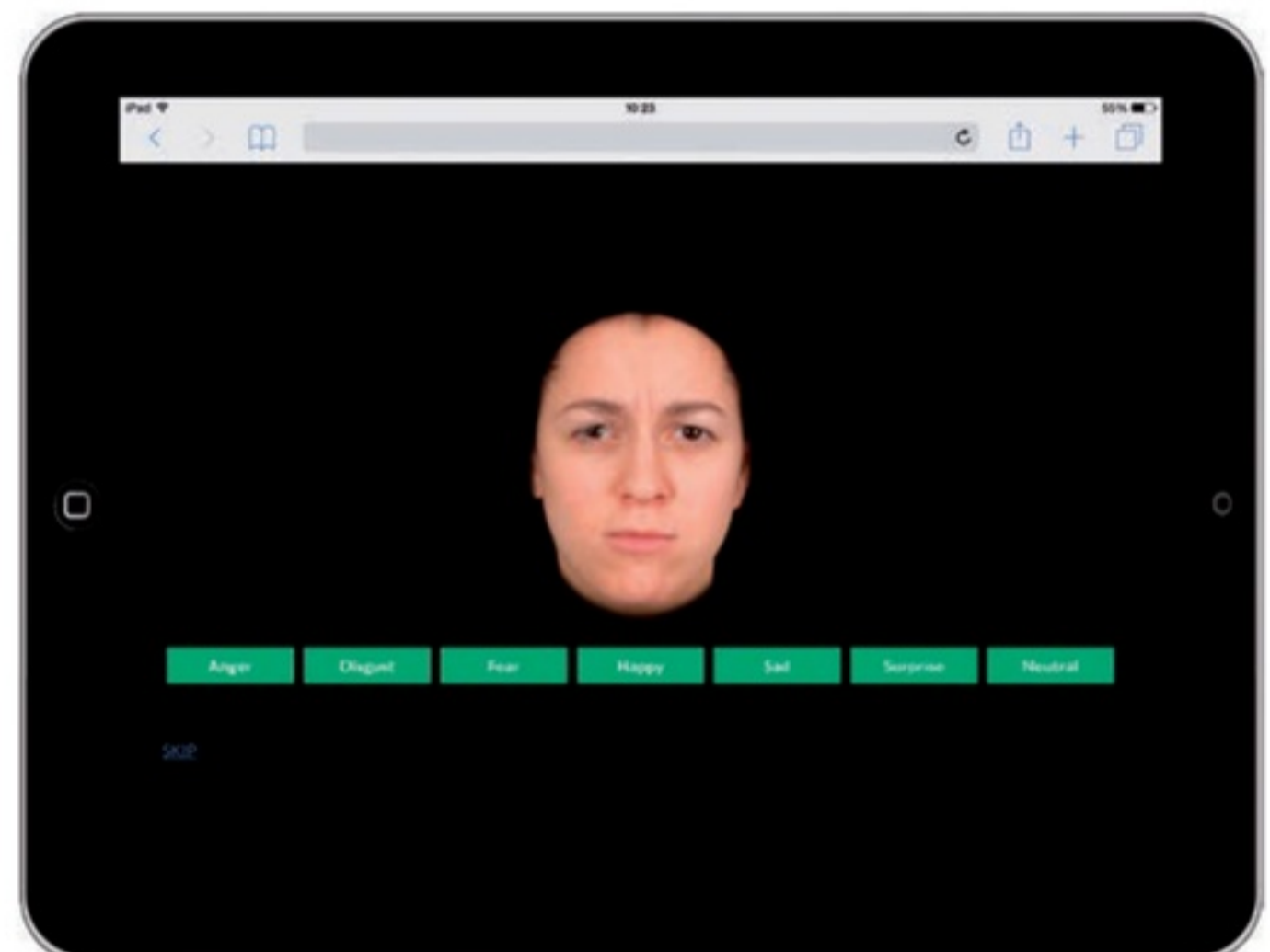
To validate their breakthrough product, the company recently conducted a UK Proof of Concept study which showed that after just 7-9 days the eH-ETB could predict with 78% certainty that a patient was not going to respond to the antidepressant prescribed. This information is invaluable in providing physicians with advanced warning that the treatment they have prescribed to their patients is unlikely to have the intended mood improving effects that would be expected to emerge after 4-6 weeks of treatment. This enables the physician to make more informed and timely decisions in the prescribing of antidepressant drugs during a particular course of treatment.

Further endorsement of the potential for the eH-ETB has recently been provided by the award to P1vital of €4 Million from the EU Commission for further research and development of the device across Europe. The PReDicT (Predicting Response to Depression Treatment) project received this Horizon 2020 SME Instrument Programme funding from 2015-2018.

The objective of the PReDicT project is to conduct clinical, health economic and commercial research to validate the

clinical performance of the eH-ETB and to complete the pre-commercial development of the device. On completion of the PReDicT project, the eH-ETB will be ready for full market launch across Europe and worldwide.

With depression predicted to become the greatest cause of disability worldwide by 2030, the potential for the P1vital eH-ETB to positively impact patient health is huge.



For more information on the P1vital eH-ETB, contact Jonathan Kingslake on 01865 522 030 or jkingslake@P1vital.com or go to www.ehealth.p1vital.com