



the network

ElMindA's quarterly newsletter Q1-2016

World Economic Forum Announces ElMindA as One of the World's 49 Most Promising Technology Pioneers in 2015

In August, ElMindA was named a "Technology Pioneer" by the World Economic Forum for Brain Network Activation (BNA). Considered a breakthrough in brain health, BNA was awarded for its ability to identify and evaluate the underlying activity found in brain injuries, disease onset and progression as well as treatment and recovery.



WORLD
ECONOMIC
FORUM

Technology Pioneers were selected from hundreds of applicants by a committee of 68 academics, entrepreneurs, venture capitalists and corporate executives. Notable members of the committee include Arianna Huffington (Founder, Huffington Post) and Henry Blodget (Editor-in-Chief, Business Insider). The committee based its selections on criteria including the innovation's potential impact, working prototype, viability and leadership. Google, Dropbox, and Wikipedia are past recipients of this award.

ElMindA was one of 49 recipients from ten countries around the world who were awarded. U.S. and UK-based companies make up 80% of the awardees making our recognition an outstanding accomplishment. Thanks to the selection, ElMindA has access to the most influential business and political network in the world.

In a press release announcing ElMindA's achievement, Fulvia Montesor, Head of Technology Pioneers at the World Economic Forum stated, "ElMindA is part of a group of entrepreneurs who are more aware of the crucial challenges of the world around them and who are determined to do their part to solve those challenges with their company."

As part of the award, our CEO Ronen Gadot and Founder and CTO Amir Geva met with other recipients at the "Summer Davos" event in Dalian, China. This month, Ronen traveled to Davos by invitation to represent ElMindA and BNA at the World Economic Forum Annual Meeting.

"It is an outstanding event" Ronen said. "WEF is inspiring and recognizing companies that are challenging the impossible to make it possible. I am proud that we are part of this select group of companies and individuals that make a difference in our world".

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The start of a new year is always inspiring because it allows us to reflect on all we've accomplished in the previous year, and allows us to excitingly and carefully plan for the coming year. 2015 was an extraordinary year for all of us here at EIMindA, but I'd like to take a moment to specifically highlight our scientific achievements. We were able to generate, submit and publish four studies in notable journals. Two were focused on concussion and two were focused on the use of BNA in pain management.

We also presented our data at six national and international conferences. Remarkably, we also increased and improved our data collection capabilities and data quality by accumulating additional BNA datasets which led to a milestone of over 21,000.

- Frontiers in Neurology** – Brain Network Activation as a Novel Biomarker for the Return-to-Play Pathway Following Sports-Related Brain Injury
- Journal of Pain** - Clinically Effective Treatment of Fibromyalgia Pain With High-Definition Transcranial Direct Current Stimulation: Phase II Open-Label Dose Optimization
- European Journal of Pain (United Kingdom)** - A Novel electroencephalography-based tool for objective assessment of network dynamics activated by nociceptive stimuli
- Brain Imaging and Behavior** – Preliminary evidence of reduced brain network activation in patients with post-traumatic migraine following concussion

I know that 2016 will be another monumental year for EIMindA as we continue to enhance sales and establish new markets. We will continue to develop our unmatched database and machine-learning technology which will certainly result in another great year for brain health!

I'm humbled and amazed when I think ten years back to the days when BNA was just an idea (and my son, Yahli, was just born), and I am so very thankful for each of you (and my wife for supporting our family) for making BNA a reality that will help shape the future!

To 2016 and beyond!

Media Highlights

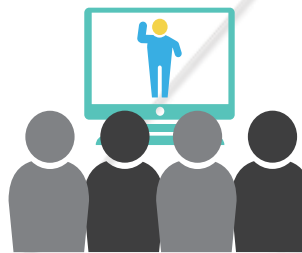
Throughout the year, EIMindA has penetrated the media landscape locally and nationally to elevate awareness of BNA and its impact on personal brain health. Over the course of 2015...



We launched 2 first ever
Social Media Ads



We were featured in
22 Print Articles



We were featured in
9 TV Spots



We were featured in
5 Radio Shows



We put out
4 Press Releases



We launched
MYBNA.com



**We reached over 84 million
that means 1 in 4 people
in the USA heard about BNA!**

Ronen's Reflections

A MESSAGE FROM OUR CEO



This past year I've felt exceptionally privileged and proud to not only lead EIMindA, but to watch the considerable steps forward our team has taken in transitioning into the commercial phase of our company - with 15 commercial BNA Labs and first "real" revenues. In addition, we doubled our BNA database from 10,000 datasets (collected over 9 years) to over 21,000 -- the largest of its kind in the industry.

Beginning this new year, I am excited to announce and initiate the distribution of the EIMindA Newsletter. The quarterly publication will allow our shareholders, partners, friends and family to get a glimpse into the work and achievements of the bright minds behind BNA.

Brain health continues to be of broad and expanding interest. There is not one area of our personal and professional lives that cannot benefit from a better understanding of how our brain functions. Over the past few years, two of the most funded research programs in the world are in brain sciences – the European Human Brain project and President Obama BRAIN initiative. The need to develop better diagnostics and treatment tools for the two billion people who suffer from brain-related disorders is on the rise as the current standard of care remains insufficient.

With this, we have an enormous opportunity to disrupt and progress the practice of medicine that have for too long been remained unchanged. Changing practices, particularly in medicine, is a huge challenge requiring significant market education and perseverance, but once successful it is highly rewarding. We are now at that golden moment that we can seize this opportunity by finding the right trade-off between laying a solid foundation of infrastructure and science and scaling up adoption and growth. Continuing to be inspired by this great dream of doing well by simply doing good.

I hope you enjoy our first newsletter and we welcome any feedback or suggestions on including content that matters most to you.

Here's to a happy, healthy and successful 2016!

Sincerely,

Ronen

Dr. Jeffrey Kutcher and NFL Hall of Famer Curtis Martin Talk "Concussion"

In December, Sony Pictures released the film Concussion starring Will Smith as Dr. Bennet Omalu, a neuropathologist who was the first to find chronic traumatic encephalopathy (CTE) in the brains of American football players. The film has received mixed reviews from various audiences – players, coaches and medical professionals, yet there is one thing that all parties have agreed on; this story brings to light the need to better understand brain injuries and brain health overall.



Dr. Jeffrey Kutcher, head of the NBA Concussion protocol, and Curtis Martin, NFL Hall of Famer, entered the discussion on December 16th when they conducted a satellite media tour leveraging the film's topic. Martin truthfully spoke to his experience and perspective with concussion as a leading NFL running back, and on the importance of being proactive about brain health. From the medical perspective, Dr. Kutcher highlighted BNA as a resource to better manage brain injuries like concussion. In a half-day, 16 interviews were conducted with various regional and national radio shows, morning shows, and news broadcasts. To date, interviews have reached over 8 Million viewers.



Reached
8,000,000+
Interviews Aired
256 Times

POTUS'S (President of the US) POV (Point of View)



If you're reading this, then you're an integral part of the amazing adventure BNA has bestowed on all of us. In 2015, we've hit some major milestones that I'm honored to highlight.

First, our commercial and research activity has increased significantly! I'd like to commend our technical operations specialists (TOS) for their hard work in setting up 22 labs across the U.S.

Next, we've increased our communications efforts to raise awareness and education of BNA and its impact for providers and consumers. In 2015, we presented BNA research at some of the most notable medical conferences and excitedly have partnered with NFL Hall of Famer, Curtis Martin.

To support our fast growth, we've added seasoned talent to our commercial team by hiring various industry leaders in clinical and medical affairs, technical operations, business operations and public relations and communications. Each of these esteemed individuals will undoubtedly help drive and optimize clinical utility of BNA across the U.S. and internationally.

Further, we've found ourselves a new home base in Glenview, Illinois. A thriving medical community with various biotech and pharmaceutical operations nearby. The new office is equipped with a BNA lab and training facility. We welcome each and every one of you to stop in and visit us! We look forward to fruitful 2016!

Sincerely,

Fred Cohen

ElMindA Raises \$28 Million to Accelerate BNA™ Adoption

In November, ElMindA closed a series C financing round of \$28 million. Funds from series C will be used to advance commercialization, accelerate adoption, and advance research and development of BNA. This round, which ended up in a meaningful oversubscription, includes high level investors, such as the Shanda Group, The Kraft Group, Wexford Capital, WR Hambrecht & Co, Palisade Capital Management, OurCrowd, and Healthcrest AG, to name a few. Additional high level private investors added to our "family" and are enhancing our network and possibilities.

ElMindA's vision to transform the brain health market by fusing innovative neuroscience and algorithmic-based technology for everyday clinical practice would not be possible without the support of our partners and friends.



Israeli startup nabs \$28M Series C to back brain function tracking tech



ElMindA raises \$28 million in funding round



Breaking: Israeli brain-tech startup ElMindA reels in \$28M

what's up next?

SUPER BOWL 50

Curtis Martin will be conducting interviews at Super Bowl 50 on the importance of brain health and BNA.



WORLD CONGRESS ON BRAIN INJURY

Podium presentation on BNA and Sport-Related Concussion at the World Congress on Brain Injury.



WORLD CONGRESS ON BRAIN INJURY

ElMindA will leverage this week by communicating the significance of BNA.



BRAIN AWARENESS WEEK