

Executive Summary

Neeuro has years of development and collaboration with educational institutions and professionals, creating modern and fun learning solutions to give children head starts for a sharper mind.

This month, Neeuro, together with its partners in India, are inviting schools and students to take advantage of its revolutionary solutions via 2 launches:

- 1st Brainiest Kid India Online Competition
- The opening of the 1st NeeuroLab In South India

To find out more about these events, we have packaged this Media Kit:

- 1) Press Release
- 2) 1 General Poster on the Brainiest Kid Competition
- 3) Media Kit Brochures
- 4) Neeuro White Papers
 - a. A Brain-Computer Interface Brain Training Game “CogoLand” for Children with Attention Deficit Hyperactivity Disorder (Randomised Controlled Trial)
 - b. Neeuro Memorie Whitepaper: Improving Cognitive Well-Being with Gamification and EEG
- 5) FAQs

If you need access to our media kit online, you would be able to find what you need here <https://www.neeuro.com/media-kit>.

It is also our pleasure to give the media 2 complimentary Premium User Accounts to the Memorie app worth INR 5,000 to give our technology a try. To claim, please write Neeuro at contact@neeuro.com and indicate your name, organization and the code: **ERNAKULAM PRESS DEMO**.



Chief Marketing Officer and Co-Founder
Kelly Choo (Mr)



BATTLE OF THE BRAINIEST

Neeuro Launches Its 1st 'Neeuro Brainiest Kid Competition' in India

October 3, 2019 — Neeuro, a leading global Digital Mental Health and Brain Fitness platform headquartered in Singapore, is launching its first-ever Cognitive Skills Online Competition - Neeuro Brainiest Kid in India. The company has been a catalyst in developing cognitive and brain training solutions across the globe, not only in academics but also in digital therapeutics.

Focusing on the Brain

Neeuro believes that the brain's potential is not maximized most of the time. As such, Neeuro is breaking the barrier in utilising the human brain's capacity and is advocating a better way of doing things by executing tasks with high attention and focus.

The company established its vision of making brain training solutions accessible and uncomplicated for everyone through continuous efforts in



collaborating with different institutions and professionals¹. These efforts resulted in the launch of different brain training products, and solutions that help increase the cognitive performance of students, professionals, and seniors, who are continuously experiencing cognitive challenges. Neeuro is striving to make 21st-century human cognition better and sees it as the utmost importance.

Developing Cognitive Skills in the 21st Century

Due to technological advancements, study habits of children² have started to decline due to many online and offline distractions. Additionally, the high increase of dementia and other brain degenerative diseases³ in seniors continue to destroy precious memories and damage the beauty of aging.

Neeuro is refining human cognition and this has been supported by many organisations, including schools, domain experts and the Singapore government, which is known for investing heavily in education and citizen's welfare. The government showed substantial support in further research efforts involving cognitive solutions development.



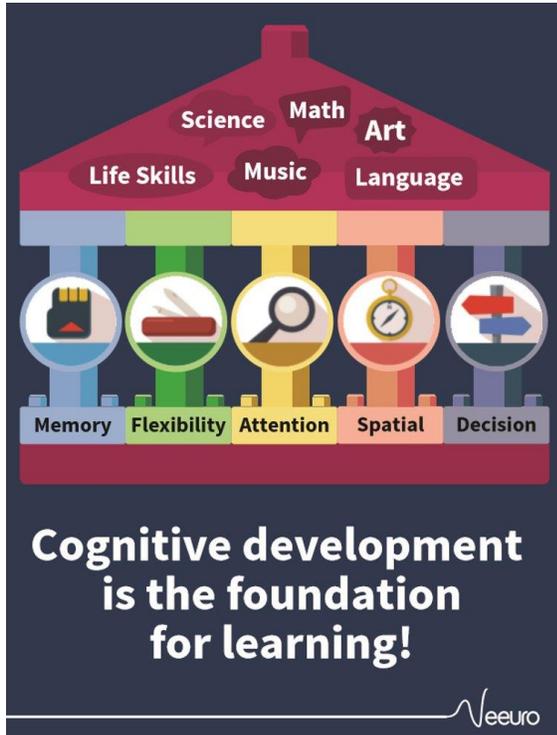
¹ <https://www.neeuro.com/partners-collaborate-neeuro/>

² <https://www.neeuro.com/study-tips-students-below-8-years-old/>

³ <https://www.neeuro.com/health-professionals-fight-dementia/>



Building the Nation by Improving Children Cognition



Cognitive ability is key to achieving career goals.⁴ A highly focused and cognitively performing individual can identify issues, view situations more broadly, and provide solutions when faced with challenges in the workplace.

As children are the future, Neeuro believes that developing their cognitive skills at a young age provides them not only with strong foundations for learning but also helps build essential life skills. Skills, which translate to a more competitive workforce⁵.

Attention, memory, decision making, spatial ability, and cognitive flexibility are all part of the 5 cognitive skills that Neeuro's solution focuses on. Neeuro has seen good results in

RESULTS

STUDENTS NAME	ATTENTION	MEMORY	DECISION	SPATIAL	FLEXIBILITY
 STEVEN Age 9	400% ↑ ATTENTION Steven can maintain his focus 4 times longer than he could before	130% ↑ MEMORY Steven can remember closely twice than he could before	150% ↑ DECISION Steven is now closely twice as likely to make a rational decision	200% ↑ SPATIAL Steven has increased his visualization twice than before	130% ↑ FLEXIBILITY Steven is now close to 2 times more proficient in managing more tasks
 VIMAL Age 11	150% ↑ ATTENTION Vimal can maintain his focus close to 2 times longer than he could before	130% ↑ MEMORY Vimal can remember closely twice than he could before	200% ↑ DECISION Vimal is now twice as likely to make a rational decision	200% ↑ SPATIAL Vimal has increased his visualization twice than before	230% ↑ FLEXIBILITY Vimal is now close to 3 times more proficient in managing more tasks
 AKSHITA Age 6	300% ↑ ATTENTION Akshitha can maintain her focus 3 times longer than she could before	130% ↑ MEMORY Akshitha can remember closely twice than she could before	Remains Same	200% ↑ SPATIAL Akshitha has increased her visualization twice than before	150% ↑ FLEXIBILITY Akshitha is now close to 2 times more proficient in managing more tasks
 YASHIKA Age 6	400% ↑ ATTENTION Yashika can maintain her focus 4 times than she	150% ↑ MEMORY Yashika can remember closely twice than she could before	Remains Same	250% ↑ SPATIAL Yashika has increased her visualization twice than	150% ↑ FLEXIBILITY Yashika is now close to 2 times more proficient in

Sample results from children that have seen improvements after training

⁴ <https://www.indeed.com/career-advice/career-development/cognitive-ability>

⁵ <https://www.neeuro.com/cognitive-flexibility-kids-more-productive/>

India while running the brain training curriculum.

“In the 21st Century, we can easily search for information/facts via searching online, so regurgitating facts is less important in life. We need to train our children to be able to “Solve New Problems” which is tightly linked to good Working Memory and also to make less careless mistakes.

Children who have trouble with their Working Memory skills will often have difficulty remembering their teachers’ instructions, recalling formulas and steps, or completing other tasks that involve actively calling up important information and processing them.”

- Dr. Alvin Chan, CEO and Co-Founder of Neeuro

Cognitive Skills Help Manage Childhood Stress

Extreme stress during childhood can hurt social learning for years to come⁶. The school is designed for children as an ideal place to grow and be prepared for life’s challenges. Better attention, logical reasoning, mental flexibility, and analysis can help students keep pace and learn faster.

Instead of being stressed, students with developed cognitive skills can better focus on the solution. Neeuro advocates stress management for all ages. When kids grow up, stress management will help them address and monitor public health issues in the professional workplace.

“A nationwide survey commissioned by the American Psychological Association, Stress in America: Missing the Health Care Connection, (APA, 2013), reported that 1 in 5 adults reported stress levels of 8, 9, or 10 (on a 10-point scale), frequently accompanied by physical and psychological symptoms. More than half reported they did not receive needed support around stress management from their health care provider.”

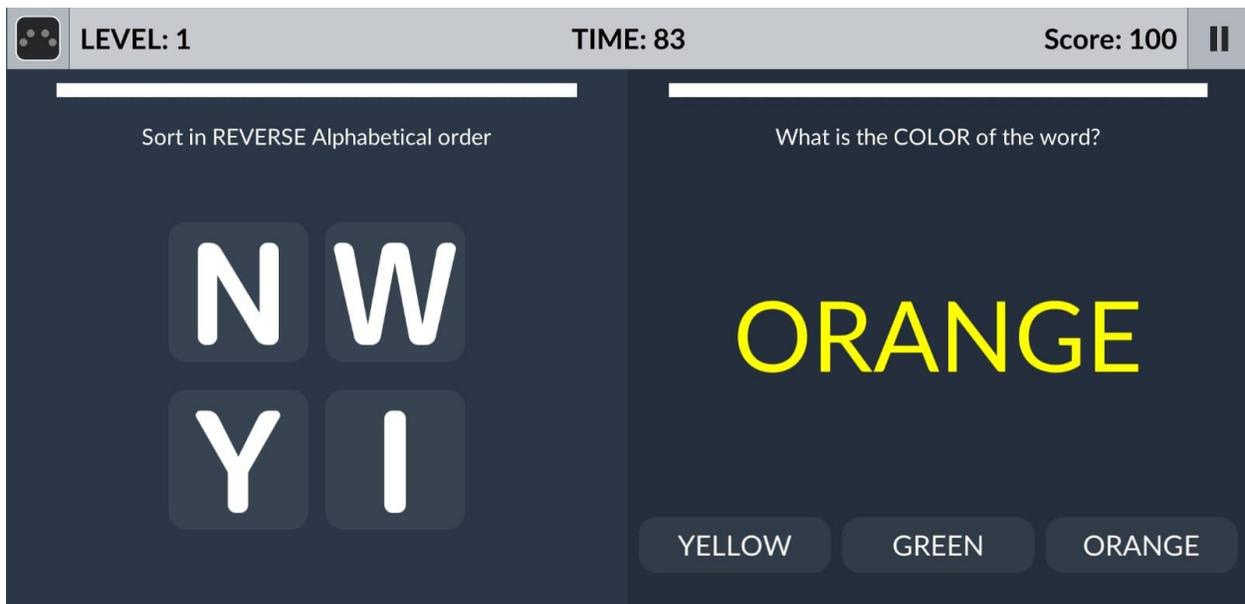
*Source: US National Library of Medicine, National Institute of Health
(www.ncbi.nlm.nih.gov)*

⁶ <https://doi.org/10.1017/S0954579415000826>

Mental health and stress pollute the home. With the right mindset and proper training, Neeuro believes that everyone can overcome stress and pressure at school, and eventually, at the workplace.

Neeuro to Crown the 1st Brainiest Kid in India

To promote the importance of cognitive skills development in India, Neeuro will be running an online competition for the Brainiest Kid. All 6 to 17-year-old primary and secondary students based in India are eligible to join. Neeuro will be testing children's abilities using Multitask Master, a game from its Memorie app.



The game Multitask Master, contrary to its name, does not train individuals on multitasking but rather on improving mental flexibility and processing speed as they must answer a battery of questions from 2 panels (left and right), successively. The goal is to prove how cognitive flexibility can make someone more productive⁷, especially among children.

The competition will run for 45 days starting from October 3rd to November 16 in 2019, with the support of its Value-Added Partners (VAPs): Pragati Brain Power, Spini, SMA Abacus, Ignite Genius Mind, and Plaudit Minds, and many more. One (1) School will Win

⁷ <https://www.neeuro.com/cognitive-flexibility-kids-more-productive/>



the 'Neeuro Brainiest School' Award, and one (1) student at each Grade Level (lower primary, upper primary and secondary) will win the 'Neeuro Brainiest Grandmaster' Award (Highest Overall Score & Points).

Winners will take home a brand-new Samsung Tablet, a Neeuro SenzeBand, a Trophy, and a certificate.

Neeuro, with its partners, is looking forward to launching this event:

“Personalized Brain training through Artificial Intelligence helps children improve their cognitive skills. Neeuro’s brain training programs with the help of EEG is surely a revolutionary solution. I enjoin schools to participate in Neeuro’s 1st Brainiest Kid competition to get a taste of what Neeuro can offer.”

- Santosh Setty, Founder of Ignite Genius Mind

“It has been a pleasure to witness and be part of Neeuro’s efforts in engaging children in India with a revolutionary approach to cognitive training that benefits people of all ages. Our partnership will not only improve the child’s ability to learn but also improve their quality of life as today’s world is not purely about academics but also about wit.”

- Varun Vohra, Director of Plaudit Minds Pvt Ltd.

“We are excited to be working with Neeuro in engaging schools and getting them excited not only about the first Brainiest Kid Competition but in brain training in general. We’ve worked with schools in the past with DMIT, Quantum Speed Reading and so on but Neeuro’s technology gives us a step further as parents are now able to see measurable results. So, we encourage schools to participate in this competition as they might become the first Brainiest School.”

- Akhilesh Baitule, Director of Pragati Brain Power Improvement

“This is the first time that Neeuro’s Value Added Partners across India are coming together to promote brain training. It would be interesting to see which region will produce the Brainiest Kids in India and which will have the most participation.”

- Shankar, CEO of Spinircle India Pvt. Ltd (Spini)

Today, Neeuro’s Brainiest Kid Competition 2019 is one of the most awaited events by schools in India. For more details on how to win and join the competition, visit <https://www.neeuro.com/brainiest-kid-india>.

Neeuro Leading the Way through NeeuroLab

Neeuro and its partners believe in working together to mutually benefit everyone in the education ecosystem. In 2019, Neeuro successfully announced partnership opportunities in bringing brain training solutions to India⁸. This partnership created more opportunities for Indian schools and businesses through the digital mental health platform that Neeuro is offering.

The 1st Neeuro Brainiest Kid competition will open doors to more schools to benefit from a NeeuroLab. A NeeuroLab is an experiential space that allows schools to work together and inspire stakeholders to understand more about the brain, and mental health and fitness. It is also a place where students can be assessed and trained in the latest brain training curriculum to help them build their cognitive abilities for school and for their working lives in the future.



⁸ <https://www.neeuro.com/brain-training-apps-india/>



Schools that have set up a NeeuroLab have reported receiving better feedback from parents. The collaboration opportunities of NeeuroLab range from career talks, speakers, school projects, training for brain competitions to marketing & publicity benefits.

This year, Neeuro, together with SMA Abacus⁹, will be launching the first NeeuroLab in South India.

“Over the past few months, we’ve been talking to Neeuro about how we can better help our children in India and one of the fruits of these discussions is the launching of South India’s first NeeuroLab. We see this partnership with Neeuro as a great opportunity to educate not only children but also adults, parents especially, on the importance of training the brain and unlocking potentials of young kids.”

- Suresh Babu, MD and CEO of SMA Abacus India Pvt Ltd.

About Neeuro Pte. Ltd.



Neeuro is a global Digital Mental Health platform that is backed by a portfolio of patented and clinically validated research with Singapore’s National Research Agency to empower digital therapeutics and brain fitness solutions.

Its core technology, NeeuroOS, empowers Digital Mental Health and Brain Fitness solution providers with an Artificial Intelligence (AI) platform to easily harness data from the brain and measure its different states such as attention, relaxation, fatigue, etc. Companies can then focus on their core offerings and go-to-market strategies.

The solutions include digital therapeutics for ADHD, anxiety, pain management, etc. It also powers brain fitness applications such as improving children’s, working adults’ and seniors’ cognition. For more information, please contact www.neeuro.com.

⁹ <http://www.smaabacus.com>