



Brain Resource value proposition

Three products & world's largest brain database impacting employer, growing demand for decision support, iSPOT IP



Clinical Solutions

WebNeuro reports provide clinicians with objective information about their clients, empowering better screening, diagnostic, treatment and monitoring decisions. This decision support is provided for Depression & Anxiety and ADHD.

Transformative Event:
US Health Reform, eHealth

Opportunity:

Depression affects 20m (US) with an economic cost of \$100bn. Less than 1/3 chance of correct treatment decision. Health Reform increasing coverage of mental health and 30m more insured. Significant need for increased efficiencies.

Current users:

Healthcare insurance providers, Partnership with OptumHealth, Employers, Primary Care, Specialist physicians. More than 150 users, 8,000 reports in multiple countries.

Growth:

Current users plus Government Payer groups (eg Medicaid), strategic relationships that leverage demands from Health Reform (Hitech Clinical Decision Support and Mental Health Parity).



Brain Training Solutions

MyBrainSolutions online brain training helps employees to optimise performance and workplace productivity. It includes an assessment of each employee's strengths and weaknesses, which are then matched to a program of on-line exercises and brain insights.

Transformative Event:
Consumer Empowerment

Opportunity:

Brain Fitness software market estimates of US\$295m in '08 and US\$8bn in '15 (SharpBrains). Drive productivity gains for Employers, reducing absenteeism and presenteeism.

Current users:

Leading penetration of the Employer market (for employee use) though OptumHealth, Direct to Consumer. More than 10,000 users, 250,000 solutions accessed. Recognised as leading vendor.

Growth:

Employers through partner and direct channels. Consumers through alliances and affiliates. Upsells of MyCalmBeat and Training Courses.



Research Solutions

Diverse proprietary platforms to test drugs, identify objective personalized Markers (to predict who will best respond to what drug) and to discover new drugs. Current revenues from iSPOT trial and other studies. Platforms have been used in more than 30 pharmaceutical trials.

Transformative Event:
Personalized Medicine

Opportunity:

Personalized Medicine and Markers to identify the best treatment response. Personalized medicine projected growing at 44% CAGR (PWC) and to exceed \$100bn by '15.

Current users:

Close to completing the first 1,000 patients in iSPOT, the world's largest trial to predict treatment response in Depression and ADHD, Pharma R&D, 200 research projects.

Growth:

IP, new drug R&D, Comparative Effectiveness Research.

Revenues for year to June 30 (\$m)	10	09	Δ
Clinical Solutions	3.9	2.8	42%
Brain Training (newly launched)	n/a	n/a	n/a
Research Solutions	3.7	3.5	6%
Other income (Equip, interest +EMDG)	0.5	1.1	-53%
Total Revenues	8.1	7.4	11%
EBIT before FX	2.9	1.2	131%

