



12 July 2019
Australian Securities Exchange Announcement

Total Brain Update on Extensive Brand Evangelisation Strategy

- Total Brain to speak at more than 15 events in 2019
- 3x YOY increase in event exhibition and speaking opportunities
- Significant exposure to core buying audience and industry influencers

Total Brain (ASX: TTB), a neuroscience-based mental health and fitness platform, is pleased to provide an update on its extensive brand evangelisation strategy being executed throughout 2019. The strategy involves a more than 3x increase in event exhibition and speaking opportunities over the previous year.

In an effort to bolster its presence in the market and win over the hearts and minds of buyers and influencers, Total Brain has secured exhibition and speaking opportunities at key wellness and benefits industry conferences, targeted healthcare conferences, and select other partner and influencer events. To date, the company has attended nine events, with an additional seven planned for the remainder of the year.

Kicking off on April 8, Total Brain CEO, Louis Gagnon spoke at the ASU/GSV Summit in San Diego, CA. ASU/GSV is the world's leading education and workforce innovation summit and brought together thought leaders from both fields to share insights and new ideas.

On May 1, Louis hosted a breakout session titled "Addressing the Mental Health Crisis in Corporate America" at the World Health Care Congress event in Washington, DC. The event was attended by over one thousand Fortune 500 HR leaders and executives.

Louis also delivered a keynote on June 12 at the 5th Annual Service Academies Global Summit in Annapolis, MD on the topic of "Peak Performance for Leaders: How to Maximize Our Brain's Fitness & Functioning".

Recently, Louis was invited to speak on a panel titled "Rethinking Innovation: The Executive Perspective" at the Bloomberg Breakaway CEO Summit. A video of the panel session can be found here: <https://bloom.bg/2G7ubRH>.

In late June, Total Brain exhibited at the National Alliance of Healthcare Purchasers Coalition Leadership Summit, where Louis also presented. This event is followed by national events in Denver, CO (National Summit for Mental Health and Fitness) and Boston, MA (National Employee Health and Well-Being Summit).

This aggressive brand evangelisation strategy complements Total Brain's account-based marketing (ABM) program, which commenced in Q1 CY2019. Together, these efforts are increasing Total Brain connections with senior decision makers at large organizations, creating new opportunities to drive demand for its platform.

About Total Brain Limited (ASX: TTB)

Total Brain Limited (TTB) is a San Francisco and Sydney based company that has developed and sells Total Brain, a mental health and fitness platform powered by the largest standardized brain database, with over 600,000 registered users. Its SaaS platform helps people scientifically measure and optimize their brain capacities while managing the risk of common mental conditions. Benefits for employers and payers across the United States include productivity improvement and healthcare cost reduction. For more information, please visit www.totalbrain.com and follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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