



8 August 2019
Australian Securities Exchange Announcement

Total Brain Enters Affiliate Agreement with Everyday Health

- Partnership aims to provide broader access to mental health and fitness resources in the US
- Engaged audience of tens of millions of health consumers will have access to Total Brain's platform
- Total Brain will be paid for each non-duplicative registration to Everyday Health generated through Total Brain's tools and experiences

Total Brain (ASX: TTB), a neuroscience-based mental health and fitness platform has entered into a B2C affinity partner affiliate agreement with New York-based Everyday Health, one of the largest consumer health websites.

Each month, Everyday Health engages an audience of tens of millions of individuals who seek science-backed health information and expert advice.

In the first phase of this partnership, Total Brain will expose its app to a small, but growing portion of Everyday Health's audience. The goal is to engage those visitors with Total Brain content in exchange for them registering with both services.

Total Brain will be paid for each non-duplicative registration to Everyday Health.

Pending a successful phase One, deeper service integrations and business models will be contemplated by the parties.

Total Brain said it was a significant partnership as it provided an important validation of the B2C affinity strategy previously announced as a key 2019 priority for the business.

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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](#).

Investor

Matt Morgan
Director
M: +61 408 019 458
E: ir@totalbrain.com

Media

Nigel Kassulke
Canning Corporate Communications
M: +61 (0) 407 904 874
E: nkassulke@cannings.net.au