

# ASX Announcement

## 30 November 2021

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## Business Update

### Cogstate technology to be installed on Japanese smartphone targeting senior population

Cogstate (ASX:CGS), via its global commercial partner Eisai Co., Ltd, is pleased to announce that Cogstate technology will be marketed in Japan as a pre-installed application on a smartphone used widely by the senior population.

From February 2022, the Raku-Raku smartphone will be shipped with a version of Cogstate's computerised assessment of cognition, called NouKNOW, pre-installed on the device. The Raku-Raku smartphone is marketed to the senior population in Japan and has shipped more than 7 million units.

NouKNOW (pronounced noh-noh) is a digital tool for self-assessment of brain health based upon technology created by Cogstate, which utilises a selection of cognitive assessments known collectively as the "Cogstate Brief Battery". The Japanese product launch of NouKNOW occurred on 31 March 2020. <https://nouknow.jp/>

A copy of the press release is attached below.

This announcement was authorised for release by a sub-committee of the Board of Directors of Cogstate Ltd.

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#### Eisai – Cogstate Japan Agreement

On 28 August 2019, Cogstate announced that it had entered into an agreement with pharmaceutical company, Eisai Co., Ltd., to distribute Cogstate technology in Japan. Under the exclusive licensing agreement, Eisai is marketing Cogstate technology as a digital cognitive assessment tool for cognition in Japanese markets. The agreement specifically excludes clinical trials, where Cogstate will continue to market its offering independently.

#### About Cogstate

Cogstate Ltd (ASX:CGS) is the neuroscience technology company optimising brain health assessments to advance the development of new medicines and to enable earlier clinical insights in healthcare. Cogstate technologies provide rapid, reliable and highly sensitive computerised cognitive tests across a growing list of domains and support electronic clinical outcome assessment (eCOA) solutions to replace costly and error-prone paper assessments with real-time data capture. The company's clinical trials solutions include quality assurance services for study endpoints that combine innovative operational approaches, advanced analytics and scientific consulting. For 20 years, Cogstate has proudly supported the leading-edge research needs of biopharmaceutical companies and academic institutions and the clinical care needs of physicians and patients around the world. In the Healthcare market, in August 2019 Cogstate entered into an exclusive licensing agreement with the pharmaceutical company Eisai, under which Eisai will market Cogstate technologies as digital cognitive assessment tools in Japanese markets. In October 2020, Cogstate extended its agreement with Eisai to the Rest of the World. The product, branded as NouKNOW, launched in Japan on 31 March 2020 ([nouknow.jp](https://nouknow.jp/)). For more information, please visit [www.cogstate.com](http://www.cogstate.com).

#### For further information contact:

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**FOR IMMEDIATE RELEASE**

November 30, 2021

Eisai Co., Ltd.  
FCNT LIMITED

**EISAI AND FCNT ENTER INTO BUSINESS ALLIANCE AIMING TO SUPPORT PEOPLE  
LIVING WITH DEMENTIA AND TO PREVENT DEMENTIA**

*Developing solutions such as smartphones equipped with the brain health check tool "NouKNOW®"*

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, "Eisai") and FCNT LIMITED (Headquarters: Kanagawa, CEO: Katsumi Takata, "FCNT") announced today that both companies have entered into a business alliance agreement aiming to support people living with dementia and to prevent dementia, through developing solutions for maintaining brain performance.

Both companies will construct an ecosystem with the aim of supporting people living with and preventing dementia ("Dementia Ecosystem"), with integrating Eisai's wealth of experience and knowledge including drug creation and disease awareness activities as well as Eisai's solution measures such as digital technology, in the area of dementia, and FCNT's products such as smartphones designed to offer outstanding usability for the elderly as well as FCNT's services including "Raku Raku Community" on SNS targeting such smartphone users. With constructing a "Dementia Ecosystem", both companies aim to contribute to the solution of dementia, which is one of the important social issues in an aging society.

The initiatives planned under the alliance are as follows.

1. The "NouKNOW®" will be installed on the "Raku Raku Smartphone"

The "Raku Raku Smartphone F-52B" developed and manufactured by FCNT will be equipped with the digital tool for self-assessment of brain performance (brain health) "NouKNOW" (pronounced "NOH-NOH", non-medical equipment) distributed by Eisai. It is scheduled to be released by NTT DOCOMO, INC. (Headquarters: Tokyo, "NTT DOCOMO") in or after February 2022. This will be the first time that "NouKNOW" is deployed as a function that can be operated on a smartphone. F-52B users will be provided with brain performance checks at no cost by "NouKNOW" up to 4 times a year.

2. Developing solutions for retaining good health and the disease prevention

Eisai and FCNT will develop highly convenient solutions for the prevention of dementia, such as identifying future health concerns and predicting risks, with utilizing FCNT's healthcare information infrastructure to accumulate data available among users, including step count, step speed and heart rate, as well as its management capacity to develop membership services such as "Raku-Raku Community" (2.4 million members as of August 2021. Based on available information by FCNT), an SNS service for seniors with a membership system, in addition to Eisai's know-how based on various data in the area of dementia. Furthermore, the both companies aim to deploy the new solutions developed based on this alliance for corporate customer, including businesses and regional governments, as a packaged solution that combines products and services owned by not only Eisai and FCNT but also other industries and organizations.

Eisai and FCNT will address and resolve the social issue related to dementia, and promote co-creation of value toward realizing a healthy and long-lived society through contributing to the construction of a “Dementia Ecosystem” by combining the strengths of the both companies.

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#### <Notes to editors>

##### 1. About “NouKNOW”

“NouKNOW” (non-medical equipment) is a self-checking tool of brain performance (brain health) developed by Eisai based on the algorithm created by Cogstate, Ltd. (Headquarters: Australia) for which Eisai holds the rights for exclusive development and commercialization worldwide. It is not a tool for the prevention and diagnosis of diseases, but therefore for the purpose of self-checking brain performance in order to raise health awareness. It is conducted through a simple card test using a PC, tablet or smartphone device to quantitatively measure brain performance in four tests evaluating psychomotor function, attention, learning and memory, and working memory. This digital tool allows users to self-assess independently and in a short time frame (approx.15 minutes), enabling regular assessments in instances such as daily life and health checkups. On the results screen, a score (brain performance index (BPI)) - as a measurement of quantified brain performance aspects such as memorization, cognition, and decision - appears along with lifestyle advice for maintaining brain performance.

For more information about “NouKNOW”, please visit <https://nouknow.jp/> (Japanese only)



## 2. About “Raku-Raku Smartphone”

“Raku-Raku Smartphone” is designed for “easy to see,” “easy to hear,” “easy to use,” featuring extra-large size fonts and easy-to-press touch panel. Until today, FCNT has shipped more than seven million units in total (As of the end of April 2021. Based on available information by NTT DOCOMO), and it is currently used by the number of users.

FCNT is working on the development of health technologies to deal with major concern among older adults, and continuously introducing useful features to support user’s wellness. On the latest “Raku-Raku Smartphone” users can manage their blood pressure record easily, and furthermore, there is a feature to maintain brain health by encouraging users to walk every day. Through those features, users can maintain their health and improve their lifestyle while having fun.

## 3. About Eisai Co., Ltd.

Eisai Co., Ltd. is a leading global research and development-based pharmaceutical company headquartered in Japan. We define our corporate mission as “giving first thought to patients and their families and to increasing the benefits health care provides,” which we call our *human health care (hhc)* philosophy. With approximately 10,000 employees working across our global network of R&D facilities, manufacturing sites and marketing subsidiaries, we strive to realize our *hhc* philosophy by delivering innovative products to address unmet medical needs, with a particular focus in our strategic areas of Neurology and Oncology. Eisai has started a new medium-term business plan “EWAY Future & Beyond” in April 2021, aiming to remove the anxiety of The People, including not only patients but also society at large, with delivering not only pharmaceutical products but also solutions to The People, utilizing the latest digital technology such as AI. Eisai will achieve this goal with “*hhceco*”, which is the *hhc* philosophy combined with ecosystem. Eisai aims to remove diverse anxiety of The People by coexisting with various industries and associations, centered on the Eisai Universal Platform which delivers a packaged solutions in addition to pharmaceutical products through synergies between the technologies of various external partners and its own R&D. As a global pharmaceutical company, our mission extends to patients around the world through our investment and participation in partnership-based initiatives to improve access to medicines in developing and emerging countries.

For more information about Eisai Co., Ltd., please visit <https://www.eisai.com>

## 4. About FCNT LIMITED

As of April 1st, 2021, FCNT LIMITED is the new name of Fujitsu Connected Technologies Limited. Through 30 years of experience in mobile phone industry, FCNT has been developing various products such as “Raku-Raku PHONE,” “Raku-Raku Smartphone,” and “arrows” smartphone, covering a wide range of user generations.

“Creating New ‘Connects’” is the mission statement of FCNT. With this statement in the heart, FCNT will continue to evolve existing businesses and accelerate the move toward new opportunities in 5G IoT era. For existing businesses, FCNT will pursue further customer satisfaction on “Raku-Raku Smartphone” and “arrows” smartphone. In regard to the new challenges, FCNT is providing the next generation wireless devices, expanding its range of solutions, and making customer life experience positive through various services. FCNT will create new value for the future by connecting people, things, and services in a more comfortable way through the advanced technologies with superior ideas.

For more details, please visit <https://www.fcnt.com/> (Japanese only)