## Cogstate announces updated COGNIGRAM™ agreement with Merck Canada

MELBOURNE, AUSTRALIA: Cognition testing company Cogstate (ASX.CGS) has today announced it has signed an amendment to its contract with Merck Canada Inc. allowing Cogstate to assume the full rights of promotion of COGNIGRAM™ in Canada, including direct liaison with physicians.

Under the revised agreement, until March 1st, 2015, Merck Canada will continue to provide support with respect to e-marketing and reimbursement efforts for COGNIGRAM in Canada. Cogstate will retain 100% of revenue of any test sold and also take on all costs associated with the marketing and sales of the product.

Cogstate CEO Brad O'Connor said the Company would use the updated agreement terms to drive new business opportunities and partnerships aimed to increase the use of COGNIGRAM by primary care physicians and other healthcare professionals.

These new business to business opportunities include partnering with allied health care professionals already offering services in medical clinics; delivering COGNIGRAM testing directly onsite; licensing COGNIGRAM to hospitals and other institutions; offering COGNIGRAM to professional "brain worker" associations; and introducing COGNIGRAM to the wellness industry.

COGNIGRAM is a scientifically validated computerised tool used by doctors at the point of care to accurately and sensitively detect early stages of cognitive decline associated with neurodegenerative diseases such as Alzheimer's disease.

"In working with physicians, private health care providers, health service organizations and patients over the past 12 months, we have shown that COGNIGRAM fills an important unmet medical need. The feedback from both physicians and patients has also reinforced our belief that COGNIGRAM represents a significant, global business opportunity for Cogstate.

"The revised agreement with Merck Canada allows us the opportunity to evolve the COGNIGRAM business model in Canada, which remains an important pilot market," Mr O'Connor said.

COGNIGRAM™ is a trademark of COGSTATE LTD.

Cogstate has appointed Christian Sauvageau, who was formerly Vice-president, Customer Innovations at Merck Canada, on a short term contract to assess the opportunities to raise awareness, establish new partnerships and drive uptake of COGNIGRAM in Canada.

Cogstate and Merck Canada will continue the current e-marketing initiatives and will continue to pursue private reimbursement for COGNIGRAM, which currently costs patients C$125 (A$124) per test session.

Mr O'Connor said the Company's partnership with Merck Canada remained critical to the success of COGNIGRAM.

"We are proud of our partnership with Merck Canada and appreciate their commitment to the field of dementia care," he said.

The updated agreement is effective July 1, 2014.

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**About Cogstate**

Cogstate Ltd (ASX: CGS) is a multi-faceted cognitive assessment and training company, focused on the development and commercialisation of rapid, computerised tests of cognition (brain function). It has three distinct business units:

**Clinical Trials:** In the clinical drug trial market, Cogstate technology and associated services are used by pharmaceutical and biotechnology companies to quantify the effect of drugs or other interventions on human subjects participating in clinical trials.

**Concussion:** In the area of sports related concussion, Cogstate's technology has been used by a number of highly regarded institutions and sporting organisations around the world for almost 10 years.

**Healthcare:** In the primary care or general practice setting, COGNIGRAM™ assesses cognition in patients and the reports generated on the basis of this assessment can allow physicians to identify subtle changes that could be indicative of the early stage of a neurodegenerative disease, such as Alzheimer's disease.