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PainChek™ trademark and branding supports commercialisation drive

ePAT Technologies is pleased to confirm PainChek™ as the brand name for the ePAT Dementia and Children's App. We have registered the trademark for the PainChek™ name and the uniquely designed PainChek™ fonts and app icon in Australia and international markets including UK and USA.

We believe the naming and related designs achieve the brand values we want to communicate with our pain assessment technology that includes:

- Clarity on the core value proposition to our global customer base
- Be seen as a confident and trustworthy partner
- Positioned as an intelligent solution that provides ongoing benefits to multiple customer groups
- Simple and instantly recognizable across all multi-media modes – including mobile and desktop mobile Apps

In addition, the design allows for the use of multiple colours and sub branding for future new products e.g. Children's version. We also own the domain site painchek.com.

ePAT will be launching the PainChek™ brand at the Alzheimer's conference in Melbourne on October 17th-20th along with the new marketing collateral – including promotional materials and the painchek.com website. The PainChek™ branding will be used across both the business-to-business and consumer markets.

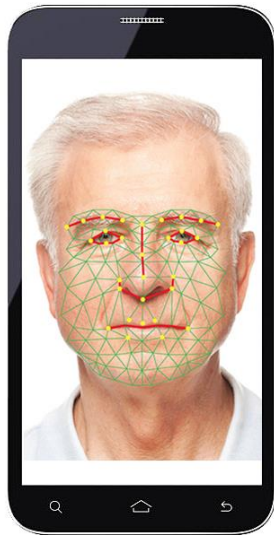
“Establishing a strong global brand was a key strategic objective to support the market entry and as we continue negotiations with potential customers. In today's global market, positive brand recognition is critical to successful commercialization and can also create significant business value in its own right” said Philip Daffas, ePAT's CEO and Managing Director.

“The PainChek™ branding is best in class and is more than a logo. To our customers, it communicates who we are, what we do and what they can expect from us. It helps us stand out in the market and generate customer loyalty and referrals. Finally, it keeps us focused on delivering on our mission – to be the world leader in intelligent pain assessment technology”. Daffas added.

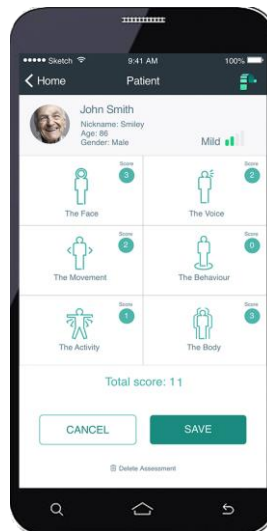
From now on it's not the ePAT App.... it's PainChek™.

The PainChek™ Technology:

PainChek™ uses cameras in smartphones and tablets to capture a brief video of the person, which is analysed in real time using facial recognition software to detect the presence of facial micro- expressions that are indicative of the presence of pain.



PainChek™ artificial intelligence assesses facial micro-expressions that are indicative of the presence of pain



PainChek™ six domains of pain assessment that calculates pain severity score

This data is then combined with other indicators of pain, such as vocalisations, behaviours and movements captured to calculate a pain severity score. Due to its speed, ease of use and its reproducibility, PainChek™ will be able to be used to detect and measure a person's pain, and then further measurements can be used to monitor the effectiveness of pain management.

PainChek™ will be rolled out globally in two phases: first, PainChek™ which is designed for adults who are unable to effectively verbalise their pain such as people with dementia, and second, PainChek™ for Children who have not yet learnt to speak.

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