

NEWS RELEASE

Clinical pilot of Ayla based dementia therapy (CST) improves cognitive outcome by nearly 50% in care home residents

Copenhagen, Denmark, 4 September 2025 – Brain+ A/S (Nasdaq First North: BRAINP)

Brain+ A/S (“Brain+” or the “Company”), provider of Ayla for digitally supported dementia care, has unveiled results from a pilot conducted as a Post Market Clinical Follow-up Study (PMCF) of Ayla – your CST Assistant in two UK care homes. The results were very strong, showing that seven weeks of twice-weekly Cognitive Stimulation Therapy (CST) sessions delivered with [Ayla](#) improved cognitive outcomes by 47.8% in residents with mild to moderate dementia. The study was conducted by Southcare Homes Group (Southcare) under the first paid partnership contract signed for deployment of Ayla – your CST Assistant earlier this year.

In the UK, up to 75% of residents in care homes live with dementia or other form of cognitive impairment, and effective and scalable treatments and care support are urgently needed. The outcome of the pilot study is a strong validation of the relevance and positive impact of Ayla for better dementia care and treatment in care homes, expected to spur extended care market awareness and accelerate conversion of Brain+ sales pipeline value into signed contracts.

Background

In the first pilot of its kind with Brain+’ Ayla dementia care platform, two groups of Southcare home residents with mild to moderate dementia took part in twice-weekly sessions of Cognitive Stimulation Therapy (CST) delivered via Ayla – your CST Assistant. As communicated by Brain+ earlier this week (see Brain+ news release: [Expanded agreement with Southcare to deploy Ayla across the group](#)), after the success of the pilot, Southcare Homes has contracted for roll-out of Ayla across the rest of its care home group.

CST is the leading non-drug dementia therapy recommended by NICE and the World Health Organisation (WHO) for use in people with mild to moderate dementia. It is clinically proven to improve cognitive function effectively, delaying cognitive decline while improving quality of life, mood, and communication. Delivered via a structured group or one-to-one therapy, it involves themed activities that stimulate different parts of the brain to encourage thinking, memory, and conversation – all without the side effects common with drug-based dementia treatments.

While CST is highly effective, it is challenging to deliver at scale due to the 50+ hours of preparation time, specialist staff training, and scheduling demands. Ayla supports care homes to deliver CST by cutting preparation time in half, integrating into daily routines, and enabling consistent, personalised therapy at scale.

Ayla based CST markedly improves resident well-being and cognitive outcomes

For people with mild to moderate dementia, rapid cognitive decline is expected and can impact wellbeing, quality of life and mood. Results, measured before and after the seven-week pilot of Ayla, were overwhelmingly positive:

Improved cognitive outcomes*:

- Overall cognitive outcomes improved by **47.8%**
- Recognition and memory outcomes increased **56.5%**
- Communication and understanding outcomes improved by **42.3%**
- Outcomes reflective of planning actions in advance improved by **66.3%**
- Task switching measure improved by **48.3%**

Improved mood, emotional well-being and quality of life:

- Residents were asked to score their mood across four measures of mood, resilience, and well-being before and after CST. Average mood scores improved from **3.7 to 4.2 (out of 5)**
- Participants' quality of life scores improved across all measured domains: energy, mood, memory, and self-perception. Average scores improved from **1.98 to 2.65 (out of 5)**.

Participant feedback:

- Care home residents who participated in the pilot rated their CST experience **9.6 out of 10**, with **80%** indicating they would recommend CST to others – demonstrating a strong acceptance of the digitally enabled approach.
- Care home facilitators also reported unanimous positive responses. **100%** agreed that residents' response to Ayla was **"extremely positive"** and that the technology made them feel more confident in delivering CST sessions.

Reflecting on the study, **Antony Noad, Activity Coordinator at Southcare Homes, said:** *"Some of the participants had real barriers around certain memories, which they could no longer access. One particular person, for example, couldn't talk about their childhood. There was a wonderful moment when a memory was triggered and the whole atmosphere changed: all the pretence and defensiveness went out of their voice, and you could see them connect emotionally to their past experience."*

Vicky Miller, daughter of Southcare resident Tom Miller, who took part in the pilot, said: *"Dad's short term memory is slightly better, and he remembers my son's name. He's also more sociable, less easily triggered, and his interactions with other residents are a lot more positive. I'm really pleased to see the progress he's made!"*

Karim Nanji, proprietor of Southcare Homes, said: *"Working with the Brain+ team in introducing Ayla to our team and residents has been groundbreaking. We were thrilled to be the first UK based care home group to partner with this exceptional team, whose dedication and passion matches ours. Through step by step training, both in person and virtual, our team has been able to learn how best to deliver the Ayla initiative in an effective, caring and person-centred manner."*

*"We have piloted at two of our homes, with a view to now roll this out to the rest of the Group. All our participating residents & their loved ones have been thoroughly enthused by the results and outcome. **This needs to be rolled out nationwide, yesterday!"***

Devika Wood, CEO at Brain+, said: *"This report doesn't just represent numbers, it represents people, progress, and the tangible difference that innovative dementia care can make every single day. It has been a true privilege to work alongside the Southcare Homes team. The insights we've gathered highlight the real value of our product offering: empowering care teams, enhancing the quality of life for residents, and transforming the way dementia care is delivered. The results of this pilot are a testament not only to Southcare Homes' openness to innovation, but also to the heart and excellence that underpin their work every single day."*

About dementia prevalence in UK care homes

An [estimated 982,000 people](#) live with dementia in the UK – a figure projected to rise to [1.4 million by 2040](#). With up to 75% of residents in care homes living with dementia or a form of cognitive impairment, effective and scalable treatments are urgently needed. Technology, like Ayla, plays a vital role in meeting this need by enabling access to clinically proven digital therapies consistently at a lower cost.



Contact Information

Devika Wood, CEO: + 44 7429 280366, devika@brain-plus.com

Hanne Vissing Leth, CFO: +45 53 88 99 02, hanne@brain-plus.com

Brain+ vision: Building the world's first scalable dementia care platform to help people affected by dementia, live better lives.