

NEWS RELEASE

New research underscores the effects of Cognitive Stimulation Therapy, supporting its role for UK care homes to comply with care quality statements

Copenhagen, Denmark, 6 June 2025 – Brain+ A/S (Nasdaq First North: BRAINP)

Recently published results from two peer-reviewed studies highlight the significant effects of Cognitive Stimulation Therapy (CST), including its impact on the emotional wellbeing and functional ability of people with dementia. This new evidence further underscores how implementation of CST into dementia care aligns with the new Quality Statements of the UK Care Quality Commission, placing increasing weight on meaningful engagement, staff training and empowerment, and outcomes over inputs. Delivery of CST, supported by digital tools like Ayla, is no longer a ‘nice to have’ but a practical route to delivering and evidencing outstanding dementia care.

Brain+ will invite for an Investor Webinar on Tuesday, 10 June at 13:00 CEST, featuring Antony Hall, former CQC lead inspector and new Brain+ advisor.

Background

Two recently published studies provide strong new evidence for the positive impact and effect of Cognitive Stimulation Therapy (CST). CST is an evidenced non-pharmaceutical interventional dementia therapy for people with mild to moderate dementia. The implementation of CST is currently limited by an ineffective and non-scalable delivery model.

A randomized controlled trial, published in May 2025 in *Aging & Mental Health*, found that CST significantly reduced apathy, anxiety, and loneliness, while improving activities of daily living for people with Alzheimer’s disease. Alzheimer’s disease is the leading cause of dementia. Link to the [publication](#).

Also in May 2025, a systematic review reinforced the value of non-pharmacological interventions like CST in enhancing quality of life in people with dementia. Link to the [publication](#).

Effective CST implementation supports CQC quality statements and evidence categories

The new research demonstrates that CST implementation can directly support several key Care Quality Commission quality statements forming the regulatory assessment framework for care homes, including:

- “People are supported to maintain relationships, engage in activities, and participate in the community.”
- “Staff have the right skills and support to provide high-quality care.”
- “Care is personalised to support people's needs and strengths.”

Cognitive Stimulation Therapy when delivered using Ayla – your CST Assistant supports care providers to meet the CQC’s expectations under the Single Assessment Framework. Ayla enhances both the quality and consistency of CST delivery, aligning with the CQC’s six evidence categories: people’s experience of care, feedback from staff, observations of care, processes, outcomes, and feedback from partners. Providers using Ayla can:

- Ensure consistent, high-quality delivery of CST aligned with NICE guidance
- Capture and respond to feedback from staff and participants, supporting continuous improvement
- Support observations of meaningful engagement and person-centred care in practice
- Demonstrate impact through structured delivery, improved uptake, and positive partner feedback.

. Antony Hall, Advisor at brain+ and former lead inspector for CQC, London, commented:

"These findings arrive at a critical moment as Ayla – your CST Assistant is being introduced into UK care homes. Ayla enables staff to deliver high-quality CST consistently and with minimal preparation time, supporting better outcomes for residents while also helping providers evidence care quality in line with CQC expectations."

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Brian+ hosts Investor Webinar on Tuesday, 10 June 2025 at 13:00 CEST

To further explore the role of Ayla in supporting care quality and regulatory alignment, Brain+ will host a live investor webinar featuring Antony Hall, former CQC lead inspector and current advisor to Brain+. Antony will share insights on the importance of structured, scalable interventions like CST in meeting care quality expectations.

CEO Devika Wood and SVP of Partnerships Fiona Costello will also provide a commercial update and outline the next phase of UK market activity.

Brain+ will issue an Investor News with link to the event later today.

About the Care Quality Commission

The Care Quality Commission (CQC) is the independent regulator of health and adult social care in England. It ensures that care services are delivering safe, effective, compassionate, and high-quality care, and works to drive improvement across the sector. Under its Single Assessment Framework, launched in 2023 and being rolled out since the start of 2024, the CQC monitors, inspects, and regulates providers, publishing clear, evidence-based evaluations to inform the public and support continuous development in care delivery.

About Brain+

Brain+ A/S is a digital health company listed on Nasdaq First North Growth Market Denmark, building the world's first scalable dementia care platform. Its flagship product, Ayla- your CST Assistant, is a digital tool designed to support the consistent delivery of Cognitive Stimulation Therapy (CST), a non-pharmacological, NICE-recommended intervention for people with mild to moderate dementia.



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