

## Get Started Today

Ask your healthcare provider how you can begin monitoring your brain health today.

Receive a comprehensive, yet simple and easy-to-read cognitive assessment report in minutes.

**See where you stand** relative to others in your age and gender groups. Your healthcare professional will use this information to help determine your strengths and highest areas of need to help inform your treatment or wellness plan.



**Monitor your cognition over time** to objectively measure your progress. Your healthcare professional may use this information to validate that treatment plans are having the desired effects, or simply to monitor your brain health longitudinally in order to get ahead of any potential areas of concern.



## About Creyos

Creyos (formerly Cambridge Brain Sciences) is a brain health assessment tool that accurately quantifies brain function and brain health. Our cognitive assessments and health questionnaires—all delivered and scored online—are used by healthcare practitioners around the world to aid in diagnosis, treatment, and proactive health monitoring of their patients.

Over the last decade, there have been many significant advancements within the healthcare industry. Yet, even with the onslaught of innovative healthcare technologies, general knowledge about how the brain functions is still very limited. Today, cognitive degenerative conditions—like Alzheimer's and other sources of dementia—continue to affect millions of people globally, with no real cure in sight.

At the same time, awareness around brain health is growing. People are concerned about their brain health deteriorating, but they're also looking to stay sharp in order to maintain good relationships, careers, and other aspects of their lives.

Since 2009, hundreds of thousands of people have used Creyos to gain a deeper understanding of their brain health. As the leading online platform for cognitive assessment with one of the largest secure cognitive databases, we are in the unique position to push the boundaries of our understanding of the brain.



**12 million+ tasks completed globally and counting**



**Backed by 25+ years of scientific research**



**Tasks used in 300+ peer-reviewed studies of cognition**

## The First Step To Managing Your Brain Health Is To Measure It

Quantify core aspects of your brain health using a set of fun, gamified, and scientifically-validated cognitive tasks



# Why Measuring Your Cognition Matters



Physical health measurements like blood pressure, heart rate variability, and blood sugar levels are vital in determining the state of our physical well-being. When our health changes, these measures become even more important, enabling us to:

- detect early signs of health decline, and...
- begin the plan and actions required to return us to a good bill of health.

Surprisingly, until now, there has not been a standardized method for quickly measuring core brain functions, such as memory, reasoning, verbal ability and concentration.

Creyos helps solve this problem by giving healthcare providers a simple and scientifically-validated cognitive assessment platform that can be used to objectively measure and monitor a patient's brain health.

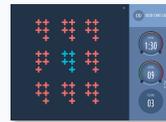
**Cognitive assessments are for everyone** – whether you're recovering from a brain injury, have been diagnosed with a mental health condition, or are simply seeking ways to maintain or optimize your brain's performance. Measuring your cognition will give you and your healthcare provider insights that enable you to take the steps you need to improve your quality of life.

# How It Works

Using common everyday devices (tablets and desktop or laptop computers), you'll complete a series of scientifically-validated, yet highly gamified and engaging cognitive tasks that take 1.5 - 3 minutes each. As soon as you've completed the assessment, a report will be instantly generated and available for your healthcare professional to review with you.

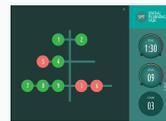
## What Do These Tasks Measure?

Your cognitive function is made up of at least four distinct domains that contribute to your quality of life: short-term memory, reasoning, concentration and verbal ability. Review the tasks below to see which specific brain functions are measured with Creyos, and which everyday activities are affected by that brain function.



### DEDUCTIVE REASONING

Deductive reasoning is the ability to apply rules to information in order to arrive at a logical conclusion. This ability is often used in scenarios such as evaluating a complex argument and deciding if you agree, or solving everyday math problems, such as splitting the bill at a restaurant.



### PLANNING

Planning is the ability to sequence behaviour in an orderly fashion to reach specific goals. This ability is often used in scenarios such as deciding the order of items to pack in the trunk of a car, or organizing your schedule to effectively balance work, chores, and social life.



### VISUOSPATIAL PROCESSING

Visuospatial processing is the ability to effectively process and interpret visual information, such as complex visual stimuli and relationships between objects. This ability is often used in scenarios that require precise assessment and reasoning about objects, such as constructing models.



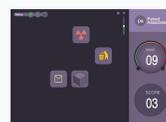
### MENTAL ROTATION

Mental rotation is the ability to manipulate mental representations of objects in order to make valid conclusions about what objects are and where they belong. This ability is often used in scenarios involving assembly, such as building a deck, putting or planning a new layout for a room.



### WORKING MEMORY

Working memory is the ability to temporarily hold information in memory and manipulate or update it based on changing circumstances. This ability is often used in scenarios such as systematically searching for a lost item in your home, and keeping in memory places you've already searched, so that you do not search in that same place again.



### EPISODIC MEMORY

Episodic memory is the ability to remember and recall specific events, paired with the context in which they occurred. This ability is often used in scenarios such as remembering which cupboard you put your groceries in, learning what each button does in a new app or device, or remembering who you talked to yesterday, and at what time.



### SPATIAL SHORT-TERM MEMORY

Spatial short-term memory is the ability to temporarily store spatial information in memory. This ability is often used in scenarios such as following a set of dance moves, or giving directions to someone for a route you just took.



### VISUOSPATIAL WORKING MEMORY

Visuospatial working memory is the ability to temporarily hold information in memory, and manipulate it based on changing circumstances or demands. This task involves reproducing a set of relationships between objects in space. This ability is often used in scenarios such as planning your day and the errands you need to run, then carrying out those errands in the correct order by memory.



### ATTENTION

Attention is the ability to focus on relevant details or differences. This ability is often used in scenarios such as staying focused on a task when it counts (like driving), identifying similarities and differences when comparing two things, or noticing small interpersonal details, like a partner's haircut.



### RESPONSE INHIBITION

Response Inhibition is the ability to concentrate on relevant information in order to make a correct response despite interference. This ability is often used in scenarios such as keeping your eyes on the road when driving despite passing distracting signs or people, or inhibiting your emotional gut reaction to a social media post to formulate a more rational answer.



### VERBAL SHORT-TERM MEMORY

Verbal short-term memory is the ability to hold information in mind and verbally rehearse it for as long as necessary. This ability is often used in scenarios such as understanding long sentences by remembering the beginning of the sentence by the time you get to the end, or writing down a phone number or entering in credit card information from memory.



### VERBAL REASONING

Verbal reasoning is the ability to quickly understand and make valid conclusions about concepts expressed in words. This ability is often used in scenarios such as understanding complex every speech - e.g., "I didn't know that he wasn't going to show up.", or giving clear verbal or written instructions to people who report to you at work.