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PRESS RELEASE

SENSSCORE DIGITAL AND HEALTHTECH CONNEX ANNOUNCE PARTNERSHIP TO IMPROVE COGNITIVE PERFORMANCE AND BRAIN HEALTH IN SPORTS

TAMPA, FL (October 30, 2024) – SensScore Digital and HealthTech Connex today announced their new partnership aimed at improving brain health and cognitive performance for competitive athletes. This groundbreaking collaboration will combine NeuroCatch®, an innovative cognitive evaluation platform by HealthTech Connex, with Athletes' Cloud, a sports performance and networking engine developed by SensScore Digital.

Athletes' Cloud is a comprehensive sports performance engine that aggregates training statistics, science-based information, and a global support network to create a single-point resource where athletes can access resources to help maintain health and improve performance throughout their sports journey.

"Our mission at SensScore Digital is to make cutting-edge science and information accessible to everyone in the sports world," said Renate Bachmann, Founder of SensScore Digital. "The NeuroCatch® Platform by HealthTech Connex will be an important asset for Athletes' Cloud users, and we are excited to bring NeuroCatch® and its incredible technology to athletes everywhere."

The NeuroCatch® Platform provides athletes with a fast, accurate, and non-invasive way to measure brain function. It uses electroencephalography (EEG) to assess key cognitive abilities like attention, anticipation, and processing speed, giving athletes valuable insights into their mental performance. The collaboration will establish NeuroCatch® as the exclusive platform for Athletes' Cloud users who want to improve cognitive function and athletic performance.

"Integrating NeuroCatch® into the Athletes' Cloud is a significant step forward in our mission to optimize brain health," said Dr. Ryan D'Arcy, President and Chief Scientific Officer of HealthTech Connex. "Our goal is to provide athletes with actionable insights that can drive meaningful improvements in their cognitive and overall performance, ensuring they can reach their full potential safely and effectively."

Cognitive function plays an important role in an athlete's game, from planning strategies to making split-second decisions during competition. By making tools like NeuroCatch® accessible through a comprehensive platform like Athletes' Cloud, athletes will have the ability to better understand their brain health, improve their athletic performance, and protect their long-term health and well-being.

"In this partnership, we see a remarkable opportunity to transform the landscape of brain health in sports," said Kirk Fisher, Chief Executive Officer of HealthTech Connex. "By providing our NeuroCatch® data to players through SensScore's Athletes' Cloud, we are empowering athletes to achieve not only peak physical performance but also exceptional cognitive well-being."

This collaboration between SensScore and HealthTech Connex will set a new standard for measuring cognitive performance in sports, helping athletes stay safe and perform at their best.

For more information, visit www.neurocatch.com and www.athletescloud.com.

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About SensScore Digital

SensScore Digital is an AI sports-tech company charting a new path in athlete development, health management and recruiting. We strive to provide players with the tools and information they need to take control of their growth and compete at their highest level by combining a holistic approach to athletic development and data analysis with a platform for players to showcase their performance and progress. Our mission at SensScore is to democratize sports data to unlock hidden talent and level the playing field for athletes, parents, and teams globally. More information: <https://www.sensscore.com/>

About HealthTech Connex

[HealthTech Connex](https://www.healthtechconnex.com/) connects science and R&D to product breakthroughs utilizing state-of-the-art brain health technology. The company is focused on delivering translational neuroscience innovations to care sectors and communities worldwide. Its flagship product, [the NeuroCatch® Platform](https://www.healthtechconnex.com/), is an advanced medical device that offers an objective assessment of cognitive function, which is delivered in minutes at the point of care. NeuroCatch® can provide value at any time in the care continuum, from initial evaluation or post-injury through ongoing assessment, with immediate results as part of the data available to the clinician in assessing brain health. More information: <https://healthtechconnex.com/> and <https://www.neurocatch.com/>