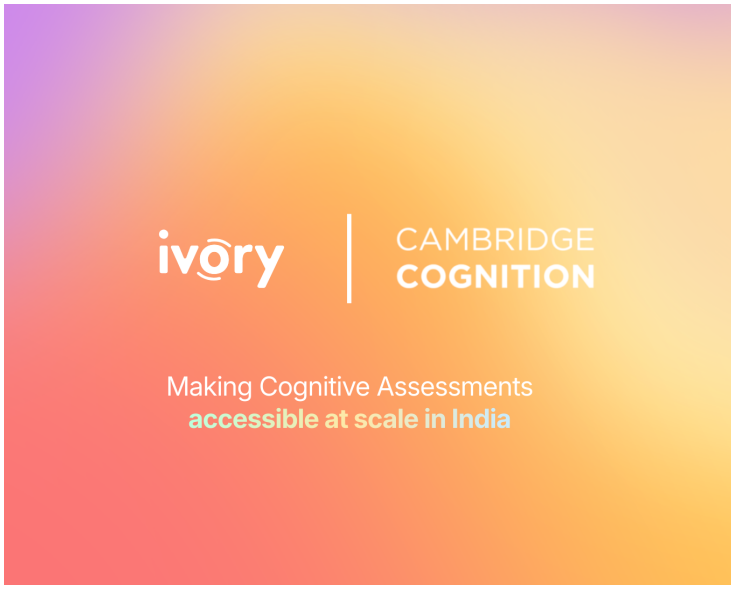
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Cambridge Cognition partners with Ivory to scale early cognitive screening with CANTAB Pathwayâ?¢ in India

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Ivory will deploy CANTAB Pathwayâ?¢ across both professional healthcare and consumer health segments in India



UK-based Cambridge Cognition Holdings plc, the neuroscience technology company specialising in digital cognitive assessments, and Ivory, a venture-backed brain health startup headquartered in Mumbai, have announced an agreement for the commercialisation of CANTAB Pathway™ across the healthcare and consumer health markets in India.

Ivory will deploy CANTAB Pathway™ across both professional healthcare and consumer health segments in India. Of India's population of approximately 1.47 billion, estimates indicate that 138 million people are aged over 60, and as many as 34 million may be living with mild or major cognitive impairment.

This partnership represents an important strategic step in Cambridge Cognition's expansion into high-growth international healthcare and consumer markets, leveraging Ivory's rapidly scaling brain health platform and distribution network.

Ivory recently published India's first-of-its-kind Brain Health Report, providing new insights into the country's cognitive wellbeing landscape. Multiple studies suggest that up to 90% of cognitive impairment remains underdiagnosed, highlighting a substantial unmet need for scalable early screening solutions.

With no definitive cure for neurodegenerative conditions like dementia, prevention and early identification are increasingly critical. Ivory's mission is to shift the focus from late-stage diagnosis to proactive brain health management through neuroscience-based digital assessments, enabling individuals to take action before symptoms escalate.

Under this agreement, Ivory intends to deploy CANTAB Pathway™ at scale across both professional healthcare and consumer health segments in India, leveraging its established and growing clinical network, consumer-facing platform, and partnerships across hospitals, clinics, and diagnostic and health-tech ecosystems to expand access to early cognitive screening. These flagship assessments are currently available in English and multiple languages including Hindi, Tamil, Telugu, Bengali and Kannada, with further language expansion planned.