



12 August 2025

Cambridge Cognition Holdings plc
("Cambridge Cognition", the "Company" or the "Group")

Cambridge Cognition launches Speaker Identification Solution to Safeguard Clinical Trial Integrity

Cambridge Cognition Holdings plc (AIM:COG), the brain health software group specialising in digital health products that advance brain health research and treatment, is pleased to announce the commercial launch of a proprietary speaker identification solution developed to tackle duplicate participant enrolment in clinical trials. This development continues to build on the Company's suite of AI voice enabled data quality management tools. The solution has already secured initial commercial deals and is scheduled to be deployed by a large pharmaceutical customer in Q4 2025.

Duplicate enrolment, where participants enrol in multiple concurrent trials, presents a growing challenge in clinical research, affecting data integrity, study validity and cost efficiency. Published data reports that up to 22% of participants may engage in overlapping trials¹.

Developed on Cambridge Cognition's proven AI-enabled voice technology platform, the solution compares recorded voice samples collected during trial visits with a database of enrolled participants and addresses the risk of duplicate enrolments by using advanced voice biometrics to verify participants' identity across trial enrolment databases. The system operates during the screening phase to flag potential duplicates before data contamination occurs, ensuring reliable and non-duplicated data collection. The solution is GDPR and HIPAA compliant, scalable across languages, with potential application to a wide range of therapeutic areas, and has demonstrated over 97% accuracy². The Company believes there is significant demand for this solution and strong prospects for adoption wherever participant verification and cognitive data integrity are critical.

This launch further strengthens the Group's growing suite of quality assurance tools, including the Automated Quality Assurance (AQUA) offering and reflects the Company's strategic commitment to enhancing reliability and efficiency for pharmaceutical and biotech companies conducting clinical research.

Rob Baker, Joint Managing Director and Chief Operating Officer, commented:

"With our new speaker identification solution, sponsors can proactively address one of the most under-recognised risks in clinical trials, duplicate enrolments. This launch demonstrates the power, flexibility and growing commercial potential of our leading voice analytics platform and underscores our commitment to data quality in global clinical research."

1. Lee, C. P., Holmes, T., Neri, E., & Kushida, C. A. (2018). Deception in clinical trials and its impact on recruitment and adherence of study participants. *Contemporary clinical trials*, 72, 146-157. <https://doi.org/10.1016/j.cct.2018.08.002>
2. Akram, A., Stanojevic, M., Bhaghgi, M., & Novikova, J. (2024). Zero-shot multi-lingual speaker verification in clinical trials. *arXiv preprint arXiv:2404.01981*.

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Notes to Editors

About Cambridge Cognition

Cambridge Cognition is a brain health software group specialising in digital health products that advance brain health research and treatment.

Built on rich, curated data and deep technical expertise we are building a strong global brand with scalable technology that will support the rising world demand for diagnosing and treating brain health. The Company creates shareholder value through organic sales growth, strategic partnerships, joint ventures, and spinouts. The Company has identified four market sectors:

- **Clinical Studies** for new pharmaceuticals;
- **Academic Research** for scientists to understand CNS disorders;
- **Healthcare** to provide physicians with cognitive assessments to allow them to diagnose and treat patients; and,

- **Consumer Health & Wellness** provides individuals access to accurate, reliable, and meaningful data to assess their cognitive health.

For further information, visit: www.cambridgecognition.com

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