

Key Appointment of Sasha Grant as Head of Growth for PainChek Infant App

- Highly regarded consumer App marketing and growth specialist, Sasha Grant, has been appointed to lead the planned scale up and roll out of PainChek Infant
- Former product leader for the hugely successful WikiCamps, Australia’s number 1 paid app in the Apple app store with a community of over 1.5m users
- PainChek’s Infant App is regulatory cleared as a pain assessment tool for infants in multiple markets
- Total Addressable Market (TAM) for the PainChek Infant App of circa A\$15 Billion per annum (400m pre-verbal children and 150m born each year to first time parents)
- PainChek Infant App is now available on both the Apple and Google Play stores

Sydney, Australia, 17 October 2025 – PainChek Ltd (ASX: PCK) (“PainChek” or “the Company”), developer of the world’s first AI-powered pain assessment and monitoring application, is pleased to announce the appointment of Sasha Grant as Head of Growth for the PainChek Infant App.

Based in Sydney, Sasha is an experienced business leader in Direct-to-Consumer Apps and online technology having worked with significant global brands including Expedia Group, WikiCamps App (GDAY Group) and EBAY, with tenures in both Australia and the UK.

Sasha has managed product commercialisation for these global brands and startups translating diverse customer needs to create tailored user experiences. In her previous role as product leader for the hugely successful WikiCamps, Australia’s number 1 paid app in the Apple app store, Sasha commercialized and re-platformed the App that now has a community of over 1.5m users.

PainChek CEO Phillip Daffas said: “We are delighted Sasha is joining us to bring this outstanding experience and capability to our Infant product as we continue to execute on and accelerate the PainChek Infant scale up plans.”

The PainChek® Infant App has been approved by the Australian and European regulatory authorities as a pain assessment tool for infants aged 1 month to 12 months. In October 2021, the clinical work validating the Infant App was published in the world leading journal *Lancet Digital Health*.

PainChek® Infant is the world’s first **automated procedural pain assessment tool** for infants, it uses the camera on a smart phone to assess and document an infant’s pain intensity through facial feature analysis. The assessment is completed in just 3 seconds and is quick and easy to use. Designed for use by both healthcare professionals and laypersons, such as parents, it provides important information about an infant’s pain status quickly and reliably to those caring for the child.

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There are 400 million preverbal children globally¹ and 150 million babies are born each year² and to date PainChek Infant is the only validated and regulated pain assessment tool for this vulnerable group. **The Infant market alone has a potential indicative value of up to \$15Bn AUD per annum³.**

Infant App progress:

In the past months the Company has completed technical and logistic issues that were required to successfully launch the Infant App on both the Apple Store and Google Play store in Australia as part of the initial direct-to-consumer market strategy and prior to scale up locally and overseas. In parallel the Company has been reviewing consumer feedback and refining the product pricing and promotional campaign to optimise the marketing strategy and consumer value proposition.

The following baseline Australian consumer market data up to 30 September 2025.

- **261 total downloads**, including **152 first-time downloads**, giving a clearer view of true new adoption versus people re-installing the app.
- Out of that group, **102 users went on to create an account and select one of the existing three current subscription options.**
- This represents a conversion rate of **67%**.
- Revenues are relatively small to date as the **payments are based on the subscription** and free of charge period selected.

PainChek projects the conversion rates to further improve once the **new self-registration designs** go live in October 2025, streamlining the top of download funnel. In addition, with the existing **NSW CPR Kids partnership and education programme driving trusted organic traffic**, PainChek anticipates stronger momentum in downloads, registrations and revenues as it moves towards earlier payment subscriptions.

Current developments being completed this quarter to finalise the product to market fit and market scale up include:

- **Website redesign:** Refining the direct-to-consumer message now progressing through final homepage design.
- **Self-registration flow:** New designs developed to improve top-of-funnel conversions; scheduled to go live next week.
- **Free Trial change:** Changing the free trial period from 30 days to 14 days.
- **Social media and advertising:** New content posted daily, new ads went live on Instagram, Facebook and Apple Search ads.
- **Partnership with CPR NSW Kids and other advocates:** Leverage relationship and training materials to broaden parental awareness and drive healthcare professional recommendation.

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Forward looking activities: Scaling up from Q1 Calendar 2026 onwards

The goal is to replicate the success of the PainChek Adult App and commercialise the PainChek Infant technology globally – both for the direct to parent and healthcare professional segments. The core forward looking strategies include:

- Continue to broaden the direct to parent marketing and expand subscriptions across Australia where ~300,000 babies are born each year⁴
- Expand direct to consumer access via App Store and Google Play store to new international markets including:
 - UK, where ~700,000 babies are born each year⁵ and where PainChek UK has a market presence.
 - Canada, where ~350,000 babies are born each year⁶ and where PainChek has a market presence.
- Assess market entry opportunities within the broader European market and where the Company has CE mark regulatory clearance including Germany and France.
- Follow up with FDA to commence the PainChek Infant App for US market regulatory clearance process – building on the recent De Novo clearance received for the PainChek Adult App.
- Build healthcare professional recommendations and consumer advocacy support in each local market to help enable the direct-to-consumer marketing campaigns.

The Company is unable to provide an estimate for the additional revenue to be derived from these direct sales and partnership initiatives. The actual revenues will be disclosed in future quarterly cash flow reports.

^{1,2} <https://www.theworldcounts.com/populations/world/births>

³ Estimated at \$100AUD per annum

⁴ <https://www.abs.gov.au/statistics/people/population/births-australia/latest-release>

⁵ <https://www.england.nhs.uk/long-read/maternity-and-neonatal-infrastructure-review-findings/>

⁶ <https://www.statista.com/statistics/443051/number-of-births-in-canada/>

This announcement has been approved for release by the Board.

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About PainChek

[PainChek](#)[®] is the world's first regulatory-cleared medical device for the assessment of pain, enabling best-practice pain management for people living with pain in any environment, from those who cannot reliably self-report their pain, those who can, and for those whose ability to self-report their pain fluctuates.

The PainChek® Adult app is available on smartphones and tablets and combines PainChek's AI pain assessment tool, which intelligently automates the multidimensional pain assessment process, with the Numerical Rating Scale (NRS). This hybrid functionality allows accurate, consistent pain assessment at the point of care, and for care to be considered in PainChek's detailed reporting suite, PainChek® Analytics.

Globally, PainChek® has attained regulatory clearance as a medical device in Australia, USA, Canada, the European Union, New Zealand, Singapore, Malaysia, and the United Kingdom.

PainChek® has contracts with over 1,900 aged care facilities, with more than 12,000,000 digital pain assessments conducted to date, and is trusted by thousands of nurses, carers, and clinicians.

Using PainChek®, facilities can:

- Ensure greater consistency, continuity, and diagnostic certainty in pain assessment and management by decreasing subjectivity and removing unintentional assessor bias
- Streamline the pain assessment process for time-poor carers, with access to the PainChek® tool, the NRS, pain trends, and charting in one solution
- Simplify record-keeping and documentation to demonstrate compliance and support funding claims, with all historical pain assessment data in one place
- Enhance engagement with GPs and allied healthcare professionals

Clinical studies conducted in Australian and UK residential aged care centres have been published in various peer-reviewed journals including the [Journal of Alzheimer's Disease](#). An article in [BMC Geriatrics](#) indicates that PainChek® is a valid and reliable instrument to assess the presence and severity of pain in people with moderate-to-severe dementia living in aged care. Further information on clinical studies can be found [here](#).

PainChek® has successfully supported accurate pain assessment and management for thousands of adults worldwide living with dementia, disability, or other conditions impacting their ability to self-report pain. Building on the success of this technology, the clinically validated [PainChek® Infant app](#) identifies and detects six facial action units indicative of pain in infants aged one month to 12 months.

The need for PainChek as a best-practice pain management solution also extends to older people living at home and with access to home care packages that enable long-term home living. PainChek is expanding into home care by partnering with home care and disability service providers.

For more information, visit: <https://painchek.com>