



FOR IMMEDIATE RELEASE

BRAND NEW DAY HMO TO BUILD MEMBER ENROLLMENT PORTAL USING AES' (AES:BH; OAL:GR) TRUEHEALTH™ SYSTEM

Los Angeles, California, April 25, 2017 – Apollo Enterprise Solutions, Ltd. (“AES”) (AES:BH; OAL:GR) and Universal Care, Inc., doing business as Brand New Day HMO (“BND”), have announced that BND will launch the AES TrueHealth™ System for Medicare open enrollment and chronic disease enrollment. The TrueHealth™ System is powered by AES’ breakthrough Psychographic Conversion™ Artificial Intelligence system, which enhances the experience and conversion rates for users of websites, email, and other digital media. “Our AES team is delighted to partner with BND in launching their next generation website for chronic Medicare enrollees,” said Joseph Konowiecki, President and CEO of AES. He continued, “We are confident that our Psychographic Conversion™ Artificial Intelligence technology, integrating artificial intelligence, behavioral psychology, data analytics, and linguistics with the latest in software technology, will help BND improve significantly the level of service and outcomes to its members.”

Jay B. Davis, Executive Vice President of Universal Care, Inc. remarked, “BND is excited to integrate AES’ revolutionary Psychographic Conversion™ Artificial Intelligence technology into the Company’s Customer Experience. This is another proof of our team’s commitment to delivering a comprehensive, compelling, and emotionally engaging experience to our Medicare enrollees, making it easier for them to understand their Medicare open enrollment options and the special chronic treatment services available from BND.”

About AES

AES’ TrueConversion™ Artificial Intelligence Platform, powered by Psychographic Conversion™ AI Technology, enables financial institutions, healthcare organizations, banks, utilities, merchandisers, and enterprises in many other industries to enhance their member, customer and client experiences while increasing conversion rates for enrollment, services, and payments. The Psychographic Conversion™ AI technology uses advanced behavioral psychology, linguistics and data analytics to persuade consumers to take immediate action, at any time, from anywhere, using any smart device. The TrueConversion™ Artificial Intelligence platform is available on all continents through third-party Certified Systems Integrators and Consultants, supported by AES offices in Los Angeles, New York, London, and Sydney. AES owns one of the largest worldwide portfolios of customer conversion patents. More information about Apollo Enterprise Solutions, Ltd. (AES:BH; OAL:GR) is available at <http://www.aestruel.com>.

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