

15 January 2019

Strategic Hires Strengthen R&D Capabilities

Highlights

- SMX strengthens its Research and Development (R&D) teams with the addition of a Chief Technology Officer and two highly experienced Chemical Engineers, PhD.
 - These three new appointments support the growth and commercialisation strategy of SMX's brand protection technology and the development of its innovative chemical IP
- New Chief Technology Officer (CTO), Mr Gal Shmueli brings 26+ years of cyber research and development experience and will be leading the development of SMX's blockchain and cyber applications
- Dr. Tehila Nahum, newly appointed Head of Polymeric Solutions, together with Dr. Hagit Sade, Head of Physical Chemistry Applications, join the leadership team with strong expertise in commercialisation of chemical products

Security Matters Limited (ASX:SMX) ('Security Matters' or the 'Company'), a brand protection, supply chain integrity and blockchain technology company focussed on becoming the global record of physical goods, is pleased to announce it has strengthened its R&D team with the appointment of a Chief Technology Officer and two highly experienced PhD Chemical Engineers.

Mr Gal Shmueli has been appointed as Chief Technology Officer effective today and will be focussed on leading SMX's blockchain applications to support the commercialisation of its brand protection technology. With over 26 years of technology, software engineering, cyber innovation and system engineering experience, Mr Shmueli brings a wealth of experience in this growing sector and is well positioned to lead SMX's technology innovation team.

During his career, Mr Shmueli held Head of Department and CRO (Chief Research Officer) roles within the cyber and software development departments of the IDF. Mr Shmueli led several cyber and machine learning initiatives and supervised large USA projects at the World Bank and the Inter-American Development Bank. During this time, he was responsible for leading R&D projects and conducting break-through research highlighting his experience working with global partners on complex products. His appointment supports the Company's strategy of protecting supply chains by becoming the global record of physical goods using blockchain technology.

In addition to this, the Company has appointed Dr. Tehila Nahum as Head of Polymeric Solutions, responsible for the development of chemical markers for polymeric solutions who brings a wealth of industry research experience and an extensive network of experts from years of working at the University of Massachusetts, USA.

Furthermore, the Company has appointed Dr. Hagit Sade as Head of Physical Chemistry Applications, responsible for analysis of physical data for internal and external R&D projects. Both are highly skilled PhD with a wealth of knowledge in project management, research, technology and science integration, polymers and sector regulation.

These three appointments ensure SMX's long commitment to excellence and will enable the Company to further accelerate its pledge to be at the edge of innovation, and cements its place at the forefront of brand protection and authentication. This enables expedited commercialisation of the Company and the ability to leverage its position when securing additional material commercial agreements.

The Company currently has a number of live R&D projects that are expected to be considerably advanced, streamlined and strengthened, utilising the expertise acquired by the appointment of Mr Shmueli, Dr. Nahum and Dr. Sade.

"Mr Gal Shmueli, Dr. Tehila Nahum and Dr. Hagit Sade are a strong addition to our executive team of researchers and developers," said Haggai Alon, founder and CEO of Security Matters.

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About Security Matters Limited

Security Matters has commenced the commercialisation of its unique, patented technology that uses a hidden chemical-based 'barcode' to permanently and irrevocably 'mark' any object, be it solid, liquid or gas. The barcode is read using the company's unique 'reader' to access the corresponding stored data, recorded and protected using blockchain technology.