



BrainChip Establishes Australian Sales and Business Development Presence

Highlights:

- **BrainChip Retains Mr Gregory Ryan to lead Australian Sales and Business Development Initiative.**
- **Mr Ryan is a 30-year Technology Sales and Business Development Veteran Located in Sydney, New South Wales.**
- **Initiative will Leverage Existing Customer Engagements and Focus on New Relationships to Drive Revenue Growth.**

Sydney, New South Wales – 01 November, 2017 BrainChip Holdings Limited (“BrainChip” or the “Company”) (ASX: BRN), a leading developer of software and hardware accelerated solutions for advanced Artificial Intelligence (AI) and machine learning applications, today announced that it has established a sales and business development presence in Australia. The Company has retained Mr Gregory Ryan to serve as Director of Sales and Business Development for Australia, reporting directly to BrainChip’s President and CEO, Mr Louis DiNardo.

Mr Ryan is a 30-year technology sales executive with outstanding credentials and the necessary experience to support the Company’s strategy in both Civil Surveillance and Gaming in Australia. Mr Ryan will also support the business development requirements for the design and introduction of the Company’s Akida™ Neuromorphic Processing Unit. The local presence in Australia will build upon the Company’s successful engagements in Europe and the United States by addressing the regions’ urgent requirements in anti-terrorism and anti-crime sought by homeland security and local law enforcement.

Mr DiNardo commented, “Our current products are well-suited for the Australian market. This dedicated effort is intended to build upon our existing customer relationships and accelerate new customer engagements to drive sales growth across the region. Additionally, our Akida™ product development, which addresses the Cybersecurity and Financial Technology markets has significant market opportunities in Australia. These large and growing markets are each hallmarks of the Australian technology industry. With Greg on board we now



have a local resource to serve this market. We intend to add additional technical resources in Australia to support Greg's mission.”

Mr Ryan began his career at International Business Machines (IBM) and subsequently held various account management, business development and operational roles. In 2001 Mr Ryan joined SAP Australia, working initially on new business development. Mr Ryan was appointed to the position of Director of SAP Australia Ecosystem, which focused on Original Equipment Manufacturers (OEMs) and Channel Partner relationships. Mr Ryan holds a Bachelor of Science Degree from the University of New South Wales.

About BrainChip Holdings Ltd (ASX: BRN)

BrainChip Holdings Ltd. is a leading provider of software and hardware-accelerated solutions for Advanced Artificial Intelligence and Machine Learning applications. The Company has developed a revolutionary new spiking neural network technology that can learn autonomously, evolve and associate information just like the human brain. The technology, which is proprietary, is fast, completely digital and consumes very low power. The Company provides software and hardware solutions that address the high-performance requirements in Civil Surveillance, Gaming, Facial Recognition and Visual Inspection systems. www.brainchipinc.com.

Company Contact:

Robert Beachler
bbeachler@brainchipinc.com
+1 (949) 330-6750

Media Contact:

Harrison Polites
Media and Capital Partners
harrison.polites@mcpartners.com.au
+61 409 623 618

Investor Relations (US):

Laura Guerrant-Oiye
Principal
lguerrant@guerrantir.com
+1 (808) 960-2642

Investor Relations (Australia):

Gabriella Hold
Media and Capital Partners
gabriella.hold@mcpartners.com.au
+61 411 364 382