

BrainChip Announces Organizational Realignment

Roger Levison, Chief Operating Officer to Head Sales and Marketing

- **Primary Focus on Akida™ Product Development and Marketing**
 - Consolidation of Management to Enhance Market Penetration and Constrain Costs
 - **Acceleration of Engagements with Early Access Akida Customers**
 - Focus on AI Edge Requirements in North America, Europe and China
 - **Enhance Communication in Public and Investor Relations**
 - Reallocation of Resources for Akida Digital Marketing Campaign and Investor Relations in North America, Europe, Australia and China
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San Francisco, California – 25 April 2019: BrainChip Holdings Ltd (ASX: BRN), the leading neuromorphic computing company, today announced a reorganization that further dedicates resources to the Akida product development and commercial introduction.

All Sales, Marketing and Business Development functions will now report to Chief Operating Officer, Roger Levinson. Robert Beachler, SVP Marketing and Business Development, will leave the Company on 3 May 2019 to pursue other interests.

BrainChip CEO Louis DiNardo commented “The consolidation of all sales, marketing and business development functions within our operations team is expected to advance the development of a strong product marketing, marketing communication and sales organization under Roger’s leadership. This also will have the added advantage of providing additional cost containment”.

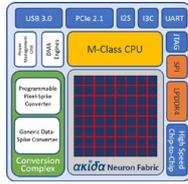
Mr DiNardo added, “We would like to thank Bob for his contribution in furthering the Akida development. Bob has been an integral part of the BrainChip team and we can now build upon the sound foundation of the Akida product definition and the inputs derived from customers.”

As an industry-first Neuromorphic System-on-Chip (NSoC), Akida addresses requirements in high-volume, high-growth Artificial Intelligence Edge applications. BrainChip has made great strides in the Akida design, creating a device that is very compact, flexible, provides low-latency and is low-power for AI Edge applications. The device can be





user-configured for both convolutional and fully-connected networks and is applicable to a broad range of visual, data, and other sensor applications.



Akida can deliver up to 1.2 million neurons and 10 billion synapses in a low-power chip, expandable to a far greater capacity by utilizing off-chip memory or chip-to-chip interconnect. The device addresses the requirements of vision systems for high-throughput, low-latency and high-accuracy at low-power. The Akida device is also well-suited for application in the industrial Internet-of-Things (IoT); with exceptional pattern recognition and correlation capability. While the details of the design are proprietary and are described in the Company's currently pending provisional patent, early access customers, who have agreed to non-disclosure terms have provided valuable input to the design.

BrainChip has signed a Memorandum of Understanding (MoU) with Socionext to provide physical design, assembly and test operations and intends to fabricate Akida in a standard 28nm digital logic process at Taiwan Semiconductor Manufacturing Corporation (TSMC).

About BrainChip Holdings Ltd (ASX: BRN)

BrainChip Holdings Ltd is a leading provider of neuromorphic computing solutions, a type of artificial intelligence that is inspired by the biology of the human neuron. The Company's revolutionary new spiking neural network technology can learn autonomously, evolve and associate information just like the human brain. The proprietary technology is fast, completely digital and consumes very low power. The Company provides hardware focused solutions that address high-performance requirements in civil surveillance, gaming, financial technology, cybersecurity, ADAS, autonomous vehicles, and other advanced vision systems.

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