

July 10, 2018



# BrainChip Names James Roe Director of North American Sales

## Extensive experience extends BrainChip Studio's reach into law enforcement, government agencies and public safety

SAN FRANCISCO, July 10, 2018 (GLOBE NEWSWIRE) -- BrainChip Holdings Ltd. ("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 the appointment of James Roe as the Director of North American End User Sales. In this newly created position, Mr. Roe will report to Robert Beachler, BrainChip's SVP of Marketing and Business Development.

The market for video surveillance in law enforcement, homeland security and school safety in North America is large and it is anticipated that North America can provide significant growth and become a multi-million dollar market for BrainChip. Mr. Roe brings more than 14 years of experience selling advanced technology to law enforcement and government agencies. He will extend the Company's customer reach and the adoption of BrainChip studio and BrainChip Accelerator. The technology has been successfully deployed by law enforcement and government agencies in Europe and is currently in evaluation in Europe, Australia and North America.

Prior to joining BrainChip, Mr. Roe was Regional Sales Manager for Kustom Signals, where he was responsible for law enforcement sales of radar/lidar, video and body cameras, and facial recognition technology. He also brings extensive experience in IT sales, focusing on large government and military agencies. In addition, Mr. Roe served in the United States Navy for ten years, as a combat search and rescue pilot and in other command and control roles.

Robert Beachler commented, "The depth of James' experience with law enforcement and government agencies is hard to match. We're confident he will be instrumental in expanding adoption of BrainChip Studio and Brainchip Accelerator into those sectors."

As a Police Officer Standards and Training (POST) instructor for the Department of Justice, Mr. Roe trained law enforcement officers, deepening his understand of the unique needs of law enforcement professionals and solidifying close professional relationships within that community. In addition, Mr. Roe was a Government Services Administration contracts officer, affording him a deep understanding of the process surrounding government contracts and executing them to both parties' satisfaction.

"I'm thrilled to be joining BrainChip, whose AI-driven technology will provide tremendous value to the men and women in law enforcement and government agencies with whom I've had the pleasure of working for most of my career," said James Roe.

### 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](http://www.brainchipinc.com).

### Company Contact

Robert Beachler  
[bbeachler@brainchipinc.com](mailto:bbeachler@brainchipinc.com)  
+1 (949) 330-6750

### Investor Relations (US):

Ryan Benton  
[rbenton@brainchipinc.com](mailto:rbenton@brainchipinc.com)  
+1 (949) 330-6750

**Investor Relations (Australia):**

Rod Hinchcliffe  
Media and Capital Partners  
[ir@brainchipinc.com](mailto:ir@brainchipinc.com)  
+61 412 277 377

**Media Contact (US):**

Kerry McClenahan  
Publitek North America  
[kerry.mcclenahan@publitek.com](mailto:kerry.mcclenahan@publitek.com)  
+1 (503) 546-1002

**Media Contact (Europe):**

Nayl D'Souza  
Publitek  
[nayl.dsouza@publitek.com](mailto:nayl.dsouza@publitek.com)  
+44 20 3813 6423

**Media Contact(Australia):**

Daniel Paproth  
Media and Capital Partners  
[daniel.paproth@mcpartners.com.au](mailto:daniel.paproth@mcpartners.com.au)  
+61 421 858 982

Source: BrainChip Holdings Ltd.