

July 14, 2025



## **BioSig & Streamex Appoint Defi Expert and Visionary, Russell Starr as Strategic Advisor**

VANCOUVER, British Columbia & LOS ANGELES--(BUSINESS WIRE)-- BioSig Technologies, Inc. ("BioSig" or the "Company"), which recently merged with Streamex Exchange Corporation ("Streamex") (Nasdaq: BSGM), is pleased to announce the appointment of Russell Starr as Strategic Advisor to Streamex. Mr. Starr brings decades of experience in capital markets, business development, and transformative deal-making across, defi, traditional finance and emerging sectors.



A former executive on Bay Street and respected entrepreneur and financier, Mr. Starr has built a reputation for navigating high-stakes financial transactions and guiding companies through complex growth trajectories. Most recently, he was Head of Capital Markets Consultant at DeFi Technologies, a publicly traded company at the forefront of decentralized finance and digital asset innovation. During his time with DeFi Technologies, it accelerated its strategic focus on Web3 infrastructure, emerging markets, and tokenized finance. Mr. Starr also helped bring Defi Technologies to be listed on the Nasdaq.

Mr. Starr's career is defined by a consistent focus on long-term value creation, particularly in the natural resource and renewable energy sectors. He is a strong advocate for Canada's emerging leadership in the global resource economy and sees the convergence of the renewable energy transition and weakening fiat currencies as powerful tailwinds for real asset investment.

Over the course of his career, Mr. Starr has held key leadership roles across public and

private companies, contributing deep expertise in M&A, venture capital, and strategic partnerships. His ability to structure high-return, high-impact deals has earned him the trust of stakeholders across sectors.

“Russell’s experience in capital markets, natural resources, and decentralized finance make him an exceptional addition to the Streamex advisory team,” said Henry McPhie, CEO of BioSig and Co-Founder of Streamex. “His visionary leadership and belief in the long-term value of real assets align perfectly with our mission to bring commodities on chain. We’re thrilled to welcome him as we scale our presence in the tokenized asset space.”

Mr. Starr commented, “Streamex is leading a powerful shift in how real-world assets are accessed, valued, and exchanged. The infrastructure they’re building is unlocking the full potential of tokenized commodities. I’m excited to contribute to a platform that combines deep market knowledge with a bold, innovative vision.”

### **Streamex’s Advisory Board**

Russell Starr joins a world-class group of strategic advisors at Streamex:

- **Frank Giustra** – Strategic Investor and Advisor on Commodities
  - Founder of Wheaton Precious Metals (\$37B)
  - Founder of GoldCorp (Acquired by Newmont for \$57B)
  - Founder of LionsGate Films (\$2B)
- **Sean Roosen** – Strategic Advisor on Mining and Asset Strategy
  - Founder, Executive Chairman, and CEO of Osisko Development Corp.
  - Founder & Former CEO of Osisko Mining
  - Founder & Former CEO of Osisko Gold Royalties (\$6.9B)
- **Mathew August** – Strategic Advisor on US Capital Markets
  - Executive Chairman of Atlas Capital Partners, a New York-based single-family office and merchant bank
  - Active venture capitalist with investments in Defense Tech, FinTech, and Aerospace
- **Russell Starr** – Strategic Advisor on DeFi & Resource Innovation
  - Former CEO of DeFi Technologies
  - Veteran Bay Street executive and capital markets expert
  - Entrepreneur specializing in high-return transactions, renewable energy, and natural resources
- **Trevor Bacon** – Strategic Advisor on DeFi Infrastructure
  - CEO and Co-Founder of Parcl
  - Former Portfolio Manager and Barclays Vice President
- **Kellan Grenier** – Strategic Advisor on Tokenized Asset Strategy and Web3 Integration
  - COO and Co-Founder of Parcl
  - Former Investment Analyst and blockchain strategist

### **About Streamex**

Streamex is a gold treasury and infrastructure company building the foundation for on-chain commodity markets. With a focus on real-world asset (RWA) tokenization, Streamex is developing a vertically integrated platform that combines token issuance, trading infrastructure, and physical gold holdings positioning the Company to become one of

Nasdaq's largest public holders of gold bullion.

This strategic approach aligns with Streamex's mission to reshape global finance by bringing the approximately \$142 trillion global commodities market on chain. By merging the security and trust of physical gold with the efficiency and transparency of blockchain, Streamex is creating scalable financial infrastructure for a new era of digital commodities.

The Company plans to hold significant quantities of physical gold, securely vaulted through a top-tier bullion bank. Streamex will denominate the majority of its balance sheet in vaulted gold rather than fiat currency, supporting a long-term, value-based financial model. Combined with Streamex's Solana-based blockchain infrastructure, this strategy enables a recurring revenue model that supports the issuance of gold-backed digital assets.

Streamex is a wholly owned subsidiary of BioSig Technologies, Inc.

### **Forward-Looking Statements**

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements may be preceded by the words "intends," "may," "will," "plans," "expects," "anticipates," "projects," "predicts," "estimates," "aims," "believes," "hopes," "potential," or similar words. Forward-looking statements are not guarantees of future performance, are based on certain assumptions, and are subject to various known and unknown risks and uncertainties, many of which are beyond our control. It is possible that our actual results and financial condition may differ, possibly materially, from the anticipated results and financial condition indicated in these forward-looking statements, depending on factors including whether we will be able to realize the benefits of the acquisition of Streamex, whether shareholder approval of the acquisition will be obtained, and whether we will be able to maintain compliance with Nasdaq's listing criteria in connection with the acquisition and otherwise. For a discussion of other risks and uncertainties, and other important factors, any of which could cause our actual results to differ from those contained in forward-looking statements, see our filings with the Securities and Exchange Commission, including the section titled "Risk Factors" in our Annual Report on Form 10-K, filed with the SEC on April 15, 2025. We assume no obligation to publicly update or revise our forward-looking statements as a result of new information, future events or otherwise, except as required by law.