

April 17, 2018



BrainChip Inks Bager Southern California as Exclusive Sales Representative for Southern California

Bager's 37-year history of advanced electronics sales and 17 sales representatives augment BrainChip's existing sales team

SAN FRANCISCO, April 17, 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 that it has signed an agreement with Bager Southern California to be its exclusive sales representative for the Southern California region.

"Southern California is a large marketplace and home to many commercial, military, and industrial original equipment manufacturers (OEMs)." Bob Beachler, BrainChip's Senior Vice President of Marketing and Business Development, said. "This agreement instantly augments our sales activities in this important marketplace and lays the sales foundation for our upcoming Akida Neuromorphic System-on-a-Chip (NSoC)."

Bager Southern California has been in business since 1980 and has increased its sales every year, including during the major downturns in the semiconductor industry. It has three sales offices, located in Los Angeles, Orange County, and San Diego. BrainChip adds to Bager's prestigious line card, which already includes premier high technology companies such as Toshiba, Delta Electronics, Epson, and Lattice Semiconductor to name just a few. Bager's unprecedented longevity equates to deep ties with all of the major OEMs in the region.

As part of the agreement, Bager Southern California will be a stocking representative for BrainChip's development kits, offering order fulfillment for North America.

"We are excited to add our first artificial intelligence product line." Tom Minasian, Managing Partner of Bager Southern California, commented. "We have been impressed with the BrainChip AI technology and foresee a strong demand for its neuromorphic computing solutions."

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 (US):

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

Investor Relations (US):

Ryan Benton
rbenton@brainchipinc.com
+1 (408) 218-3816

Investor Relations (Australia):

ir@brainchipinc.com

Media Contact (Europe):

Nayl D'Souza

Publitek

nayl.dsouza@publitek.com

+44 20 3813 6423

Media Contact (Australia):

Daniel Paproth

Media and Capital Partners

daniel.paproth@mcpartners.com.au

+61 421 858 982



Source: BrainChip Holdings Ltd.