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For ASX Release

BrainChip Retains MZ Group as its Investor Relations Advisor

ALISO VIEJO, CA - 24 November, 2015 - BrainChip Holdings Limited (ASX: BRN), developer of a revolutionary new Spiking Neuron Adaptive Processor (SNAP) technology that has the ability to learn autonomously, evolve and associate information just like the human brain, today announced the Company has retained MZ Group as its investor relations advisor.

MZ will assist BrainChip with communicating its corporate, financial and investor developments to shareholders and investors, while building a strong public brand and investor base. Ted Haberfield, President for MZ North America, and the MZ Group team will be advising the Company in all facets of corporate and financial communications.

"We chose to partner with MZ Group to expand and strengthen our investor relations efforts," said Peter van der Made, CTO & Interim CEO of BrainChip. "We are accelerating our core growth strategy to develop and license our SNAP technology for a range of technology applications around the world. MZ Group provides the reach and established track record we need to develop relationships with a broad spectrum of investors who understand the potential of our innovative technology."

"BrainChip has developed a unique technology that is fast, completely digital, and consumes very low power, making it feasible to integrate large networks into portable battery-operated products, something that has never been possible before," said Matthew Hayden, Chairman of MZ Group North America. "Applications for SNAP technology are far reaching, with a strategic focus in smartphones and Internet of Things (IoT) products. Other applications include robotics and autonomous learning machines used in exploration and unmanned vehicles, speech recognition, extraction of speech and sound from a noisy background and visual image recognition. The Company is at an advanced stage of commercial development with discussions with multiple potential partners, and the business model will focus around licensing, engineering fees and royalty streams. We look forward to helping the experienced innovators at BrainChip with all aspects of their corporate communications and investor relations needs."



About BrainChip Holdings Limited

BrainChip Holdings Limited (ASX: BRN), located in Aliso Viejo, CA, has developed a revolutionary new Spiking Neuron Adaptive Processor (SNAP) technology that has the ability to learn autonomously, evolve and associate information just like the human brain. The technology is fast, completely digital, and consumes very low power, making it feasible to integrate large networks into Smart phones and devices, something that has never been possible before. Additional information is available by visiting www.brainchipinc.com.

About MZ Group

MZ, founded in 1999, combines capital markets intelligence, global investor targeting, IR technology, corporate governance, media and corporate communication and IR consulting, providing comprehensive programs that successfully build and manage shareholder value. With a team of highly experienced senior professionals and an integrated service portfolio, MZ ensures that companies are provided with the right tools and strategies to interact effectively with the investment community and the media, successfully conveying the investment message. MZ's market intelligence, advisory and tactical support activities for investor relations and corporate communications programs are underpinned by a comprehensive IT infrastructure, allowing companies to rapidly achieve global standards of best practices. For more information, please visit www.mzgroup.us.

Forward Looking Statements

This press release may contain certain forward-looking statements and information, as defined within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and is subject to the Safe Harbor created by those sections. This material contains statements about expected future events and/or financial results that are forward-looking in nature and subject to risks and uncertainties. Such forward-looking statements by definition involve risks, uncertainties and other factors, which may cause the actual results, performance or achievements of BrainChip Holdings Limited to be materially different from the statements made herein.

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Investor Relations

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