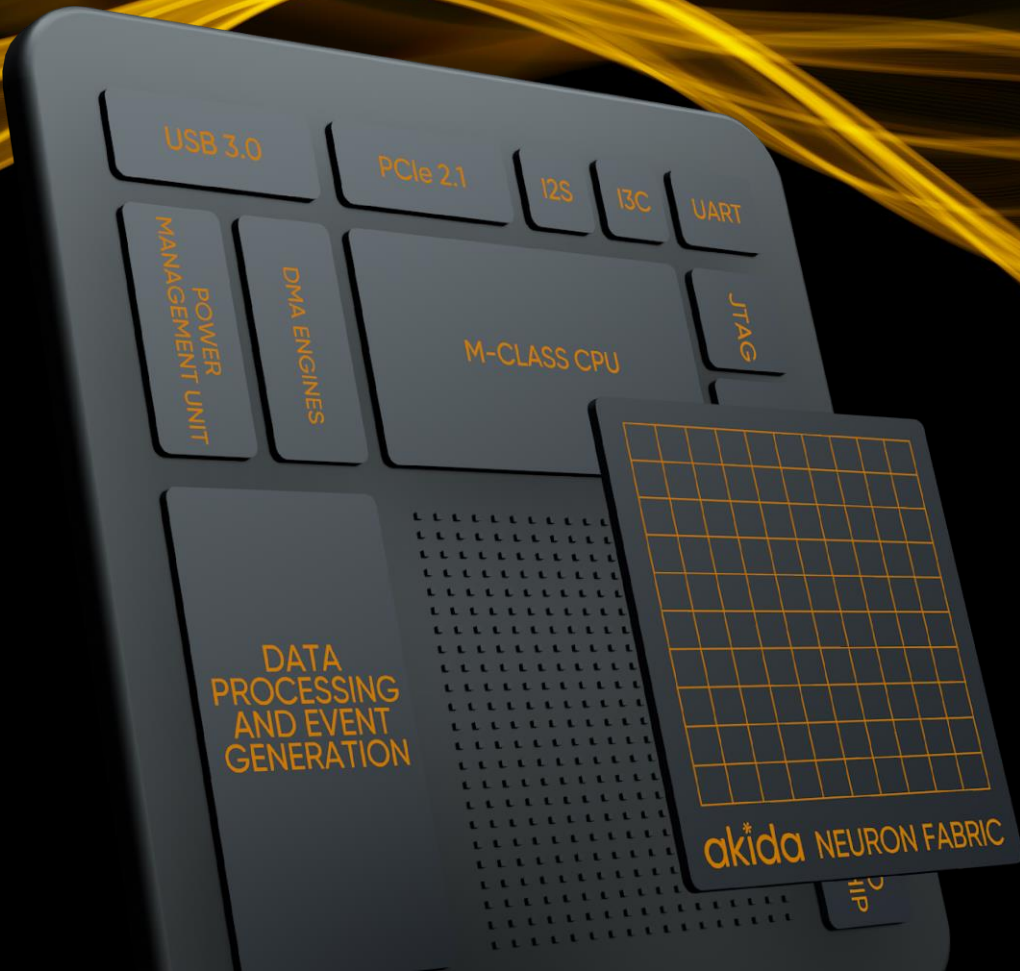


BrainChip

Efficient. Effective. Everywhere.

ersonal use only



brainchip

Essential AI

OTCQX: BCHPY ASX: BRN

Approved by Board of
Directors

Forward Looking Statements

Certain views expressed here contain information derived from third parties or publicly available sources that have not been independently verified.

This presentation includes certain statements, projections and estimates of the anticipated future financial performance of **BrainChip Holdings Ltd.** and the size, growth and nature of future markets for the company's products.

Such statements, projections and estimates reflect various assumptions made by the directors concerning anticipated results, which assumptions may or may not prove to be correct. **BrainChip Holdings Ltd.** and its subsidiaries have not sought independent verification of information in this presentation.

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Before we begin... Brainchip Exhibits at CES 2024

Here's a glimpse into our first CES:

- **Dozens of New Prospects:** We connected with dozens of new prospects.
- **Ecosystem Partner Collaborations:** We connected with many existing and initiated conversations with several ecosystem partners.
- **Industry Analyst Conversations:** Our innovative solutions caught the eye of leading industry analysts, setting the stage for in-depth conversations about the future of technology and Brainchip's role in it.
- **Strategic Awareness Campaign:** At CES 2024, we launched a series of 12 captivating podcasts, paired with insightful newsletters, offering a deep dive into the AI solutions that are changing the world.

brainchip
Essential AI



CES 2024 Social Stats:

150K Views

12K Engagement

Across Brainchip's profiles on LinkedIn and X during CES 2024



Leading the Generational Shift to **Edge AI**

Real-time AI inference needs Edge Compute. The cloud is no longer the only environment for AI.

First to commercialize neuromorphic technology.

Targeting robust and flexible business model.

Growing ecosystem, partnerships, and commercial momentum.

World-class board & executive team.

Strong patent protections.

Beliefs

1 AI will be the great economic driver over the next decades

2 Significant inference outside of the data center, on the edge

3 Edge AI market is fragmented and rapidly growing

4 A novel compute approach will prevail

Strategy

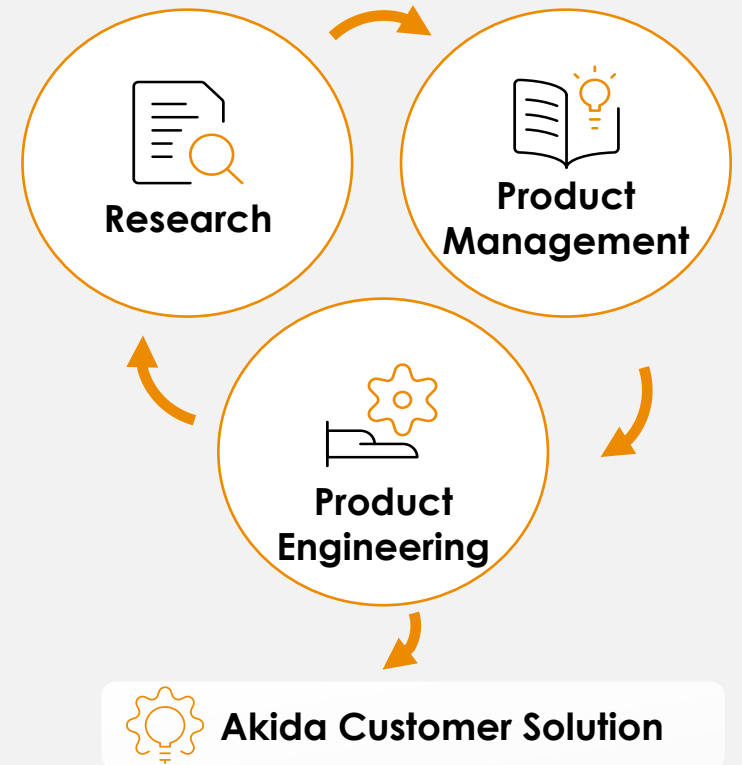
Enable the entire edge

Rich customer experience

Hire the best talent

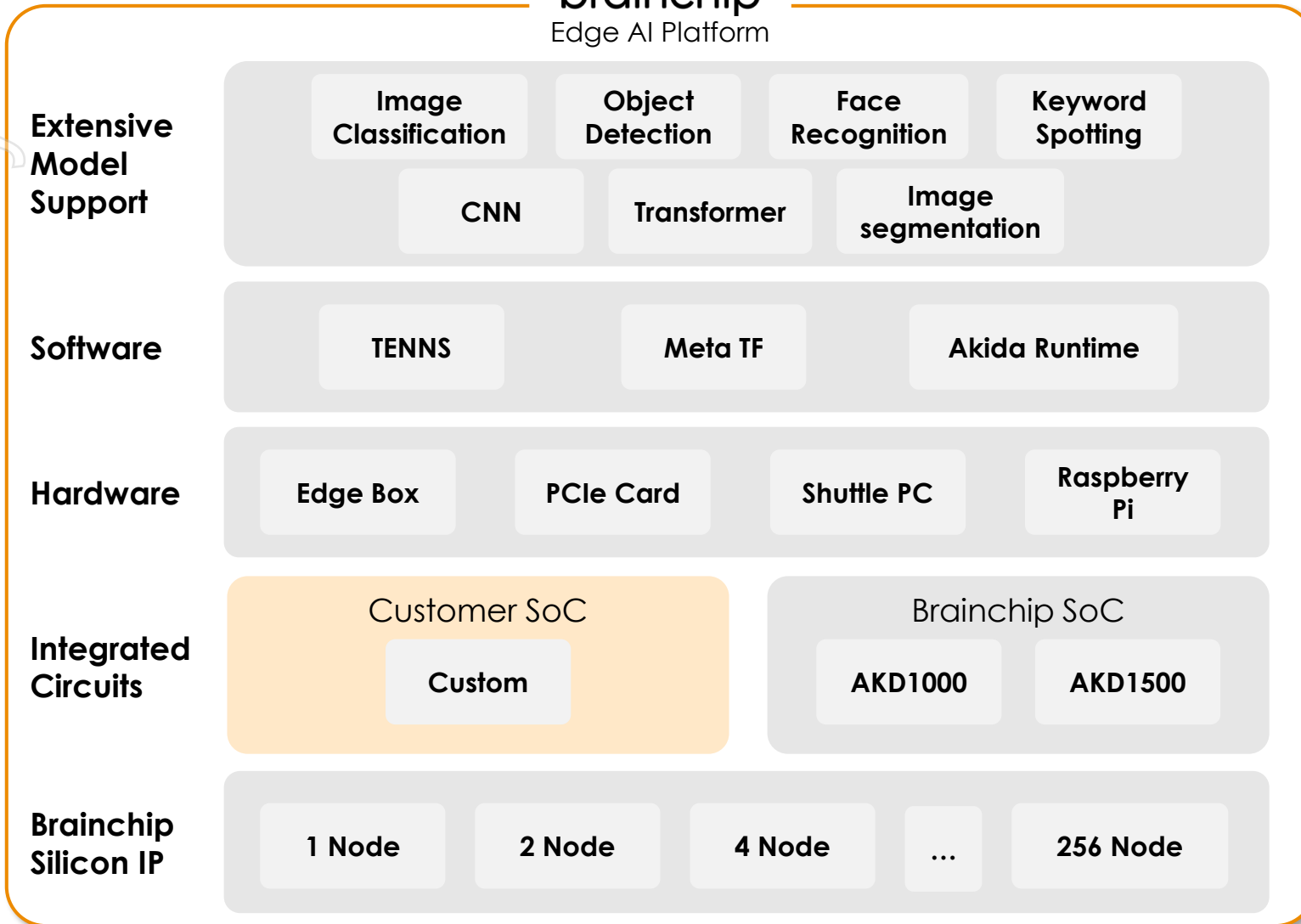
Neuromorphic matters

Execution



Brainchip's Edge AI Platform

brainchip
Edge AI Platform



Brainchip's Edge AI platform redefines intelligence at the edge, combining innovative IP, software, and ML models to accelerate customer use cases.

This integrated and powerful solution ensures immediate data analysis and decision-making on-device, improving efficiency, reducing latency, and ensuring privacy.

Unlocking real-time, ML and AI without the cloud.

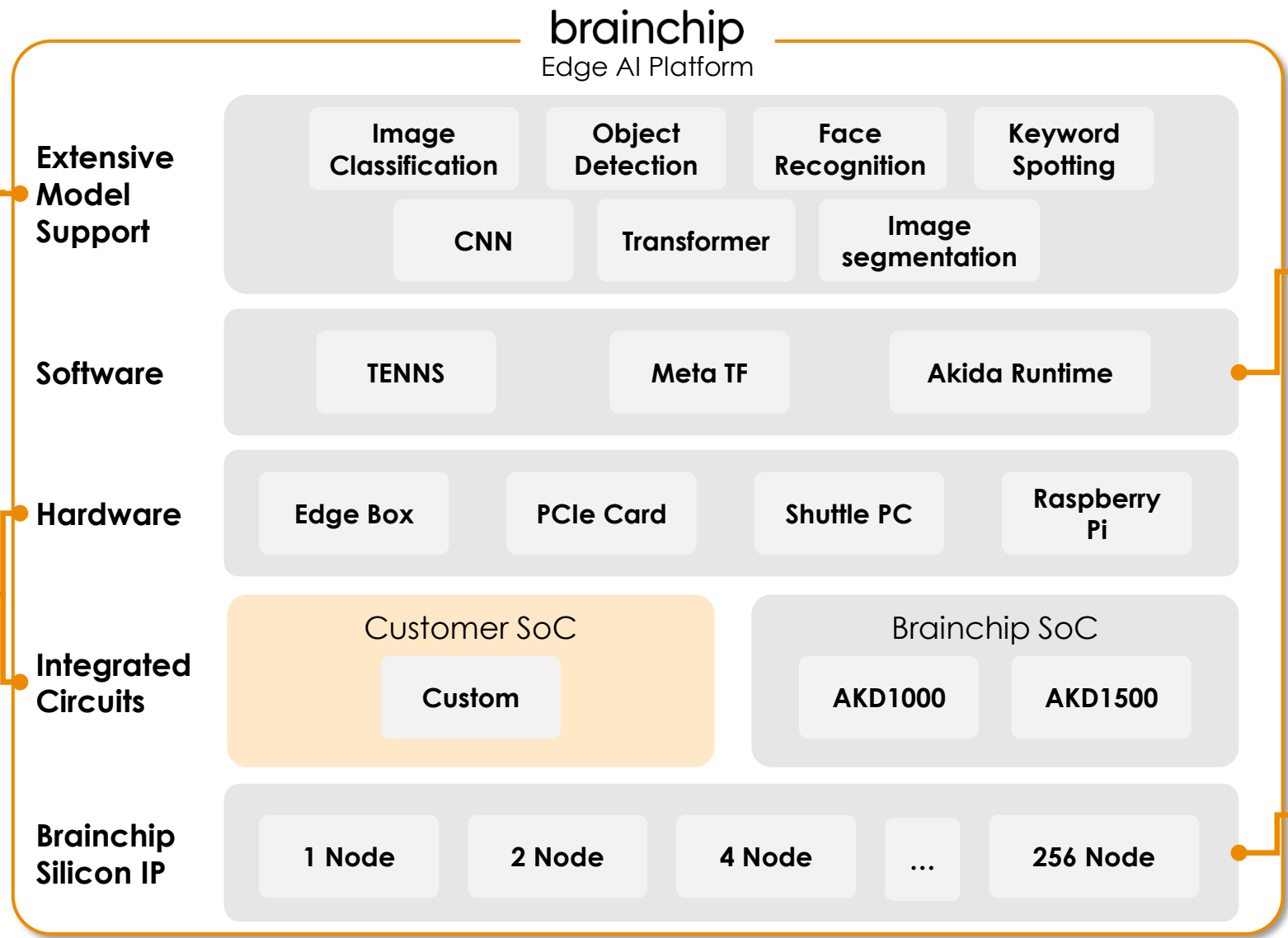
Brainchip's Edge AI Platform

Extensive Model Support: Enables wide variety of workloads.

Hardware & Integrated Circuits: Proven, flexible platform for development.

Software: easy to emulate, size, and implement.

Silicon IP: addresses entire edge market.



Leading the Generational Shift to Edge AI

Participating in high-growth markets

Competitive advantages

Robust and flexible IP business model

Strong leadership and culture

Working closely with partners

Large Opportunity for Edge AI

100 Billion IoT Devices

In 2030¹

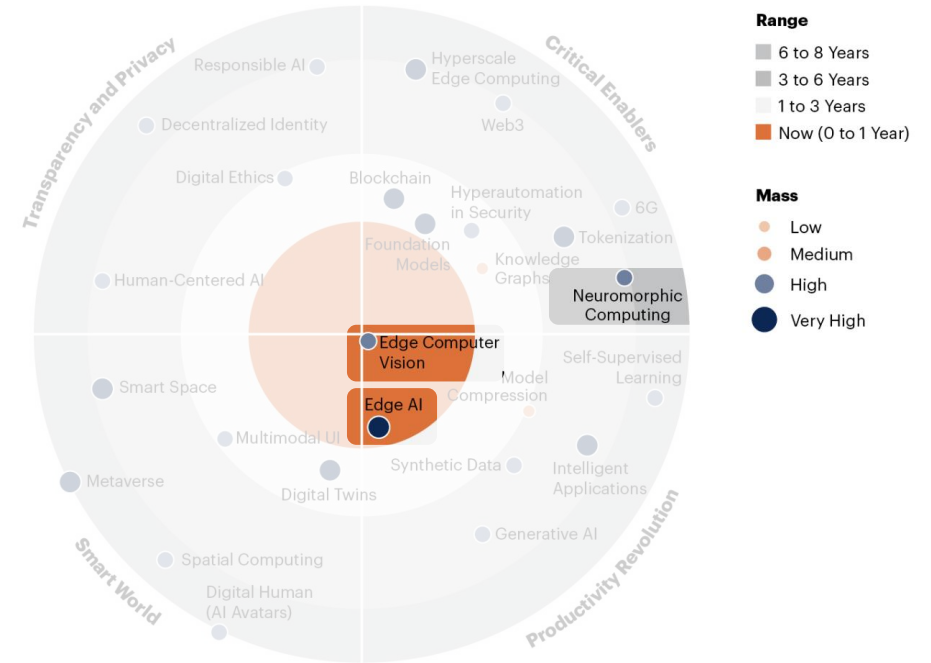
\$1.2 Trillion AIoT Revenue

In 2030²

13% CAGR Market Growth

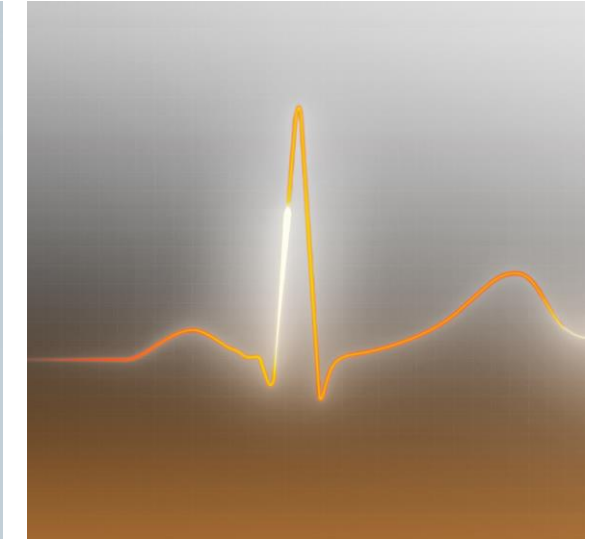
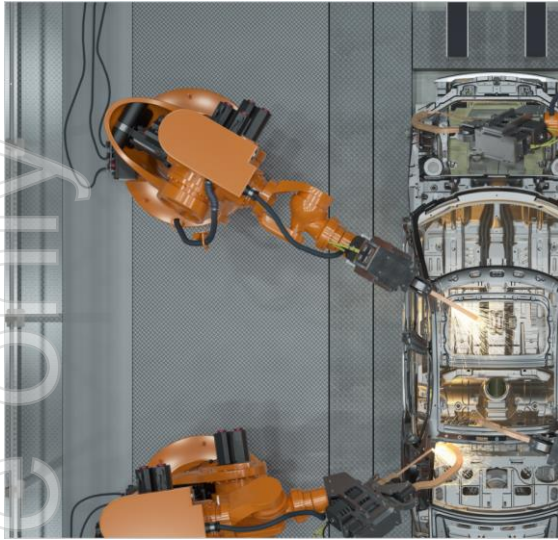
In 2024-2028³

2023 Gartner Emerging Technologies and Trends Impact Radar



Gartner Names Edge AI and Neuromorphic “Near-term” and “High Mass”

Brainchip's End Markets



Industrial

Market Size \$3.1B

Use Cases:

- Predictive Maintenance
- Manufacturing Management
- Robotics and automation
- Security Management

Automotive

Market Size \$3.8B

Use Cases:

- In-Cabin Experience
- Real-time Sensing
- ECU Control
- Intuitive HMI

Home & Consumer

Market Size \$2B

Use Cases:

- Security & surveillance
- Intelligent Home Automation
- Personalization & Privacy
- Proactive maintenance

Health & Wellness

Market Size \$0.8B

Use Cases:

- Audio denoising
- Vital-signs Prediction
- Sensory Augmentation
- Chronic Disease Monitoring

Traditional Options Don't Fit the Edge

For most common customer use case: AI Inference at Edge

Cloud



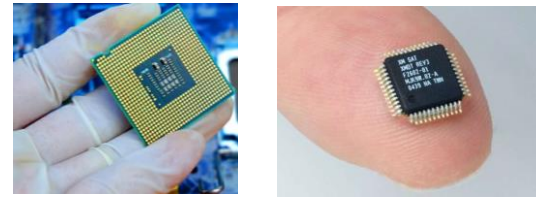
- × **Power:** Streaming data quickly drains device battery.
- × **Latency:** Unacceptable.
- × **Cost:** Adds chipset cost and cloud cost.
- × **Reliability:** Risk of lost connection.
- × **Security:** Private data sent, risk of exposure.

Local Mini Server



- × **Power:** Requires electrical outlet.
- × **Cost:** Adds hundreds of dollars in hardware cost.
- × **Size:** Not embedded in device.
- × **Heat:** High operating temp.

Embedded CPU / MCU



- × **ML & AI Workload:** Not optimal for neural networks nor transformers.
- × **Power:** Requires a lot of power, quickly draining device battery.

Neural Accelerator



- ✓ **ML & AI Workload Optimal**
- ✓ **Power Efficient**
- ✓ **Compute Efficient**
- ✓ **Low Latency**
- ✓ **Tiny Physical Size**
- ✓ **Secure**
- ✓ **Low Cost**

Market Leader in Edge AI

	Microwatt Power	Configurable IP	On-chip learning	Standalone ¹	Minimal data movement
brainchip	✓	✓	✓	✓	✓
Competitor 1	✓	✗	✗	✓	✗
Competitor 2	✗	✗	✗	✗	✗
Competitor 3	✗	✓	✗	✗	✗
Competitor 4	✗	✗	✗	✓	✗

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Note: 1. Standalone without requiring partner processor

Market Leader in Neuromorphic

	Micro to milliwatt Power	On-Chip Learning	Standard ML Workflow	Stand-alone possible	On-chip Convolution
brainchip	✓	✓	✓	✓	✓
IBM True North ¹	✓	✗	Learn Corel	✗	✗
Intel Loihi ¹	✓	Programmable	Learn NEF	✗	✗

BrainChip is the **FIRST** commercial producer of neuromorphic AI IP solutions.

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Note: 1. Intel Loihi & IBM True North are research chips and not commercially available.

Competitive Advantages

Product Advantages



Compelling Performance



Extreme Efficiency



On-chip Learning



Broad Model Support

Company Advantages



Customer Focus



**Intense Innovation
Cycle**



**Today and Tomorrow's
Models**



**Strong IP
Protections**



Robust and flexible IP business model



**Focus on High-Margin
IP Business Model**



**Partner with
Systems Integrators**



Additional Packaging

Focus on IP Business Model



**Focus on
High-Margin IP
Business Model**

- 1 **Upfront license fee**
- 2 **Annuity streams from royalties**
- 3 **Agile development process**

Partner with Systems Integrators



**Partner with
Systems Integrators**

- 1 **Demand for workloads on Akida**
- 2 **Stimulates demand for IP purchases**
- 3 **Additional revenue streams & new business models**

Personal use only

Additional Packaging



**Additional
Packaging**

- 1 **Customer led innovation**
- 2 **Pre- and post- processing with neural accelerator**
- 3 **Open new markets**

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Strong Leadership and Culture

Seasoned Executive Team



Sean Hehir
CEO



Tony Lewis, Ph.D
CTO



Ken Scarince
CFO



Nandan Nayampally
CMO



Steve Thorne
VP of Sales



Rob Telson
VP of Ecosystems & Partnerships



Todd Vierra
VP of Customer Success



Anil Mankar
Co-Founder & CDO

80% Engineers

of BRN headcount

17 Patents

Granted

15% PhDs

From leading AI research programs

30 Patents

Pending

Prior Industry Expertise



Working Closely With Industry Leaders

Licenses

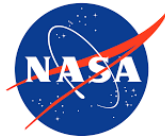
MegaChips

RENESAS

Early Adopters



Mercedes-Benz



VORAGO
TECHNOLOGIES
Opening up new possibilities

Valeo

Growing Ecosystem & Partnerships

arm



TEKSUN[®]
CULTIVATING TECHNOLOGY



EMOTION3D

NVISO



Unigen



University Partnerships



Carnegie Mellon



The UNIVERSITY of OKLAHOMA



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Thank you

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AUSTRALIAN SECURITIES EXCHANGE
ASX:BRN

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OTCQX:BCHPY

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