

## Purpose of This IR Brief

This first IR Brief introduces our IR Briefs program—a new, ongoing initiative designed to improve transparency, consistency, and understanding of our business, our markets, and the technology landscape in which we operate.

This program is educational in nature. It is intended to help shareholders better understand how we think about our strategy, technology, and industry trends, rather than to announce or signal new developments.

## Why We Are Launching IR Briefs

We operate in a technically complex and rapidly evolving market. Many of the topics that matter most to long-term investors—such as shifts in AI architectures, edge computing challenges, or customer evaluation cycles—are not well suited to formal market announcements.

At the same time, we recognize that shareholders want **more frequent, clearer communication** that helps contextualize our progress and strategy throughout the year, not just reporting milestones.

**The IR Briefs program is designed to bridge that gap by providing:**

- ✳ Regular, structured investor education
- ✳ Greater insight into our markets and technology
- ✳ Clear separation between education and market sensitive disclosure

## What IR Briefs Are

**IR Briefs are short, plain-English educational updates** that may cover topics such as:

- ✳ Industry and market trends relevant to our business
- ✳ Explanations of our technology, products, or architecture
- ✳ Commentary on publicly available conference themes or trade media coverage
- ✳ Background context for previously disclosed strategies or milestones
- ✳ High-level discussions of how customers typically evaluate or adopt technologies like ours

They are intended to help investors interpret information that is already public or structural in nature.

## What IR Briefs Are Not

To be clear, IR Briefs:

- ✳ Do not contain price sensitive information
- ✳ Do not introduce new financial guidance
- ✳ Do not disclose new customer contracts, revenues, or material commercial outcomes
- ✳ Do not replace ASX announcements, financial reports, or formal disclosures

Any information that is considered market sensitive under continuous disclosure obligations will continue to be released only via formal ASX announcements. To better understand the BrainChip policies on ASX Announcements, please see the guidance on "Ramping Announcements" addressed in the ASX Compliance Update 19 August 2019, Update no. 07/19 below or using this link:

<https://www.asx.com.au/content/dam/asx/documents/listings/compliance-updates/2019/listed-compliance-update-20190819.pdf>

## How IR Briefs Fit Within Our Disclosure Framework

We maintain a strict separation between:

- ✳ **Market-sensitive disclosures**, which are released via the ASX in accordance with the Listing Rules and
- ✳ **Educational investor communications**, such as IR Briefs, which are designed to improve understanding without influencing trading decisions.
- ✳ **IR Briefs are meant to be complementary** to existing shareholder communications such as:
  - ASX regulatory and price sensitive announcements as required by the Continuous Disclosure Obligations per the Listing Rules (including the Quarterly Activities Report and Appendix 4C etc.)
  - Monthly newsletter which shareholders can subscribe to via our website
  - Investor Podcast Series (typically released post the Appendix 4c)
  - Detailed information and news on the BRN website
  - Q&A on the BRN website
  - Press Releases which can be viewed on the BRN website

## Updates on Social Media at the Following Locations:

 [LinkedIn](#) at [BrainChip: Posts | LinkedIn](#)

 [Instagram](#) at [BrainChip – Neuromorphic AI \(@brainchip\\_official\) • Instagram photos and videos](#)

 [Discord](#) at [Discord](#)

 [YouTube](#) at [BrainChip Official - YouTube](#)

 X (formerly Twitter) at [BrainChip \(@BrainChip\\_inc\) / X](#)

 [Blue Sky](#) at [BrainChip \(@brainchip-inc.bsky.social\) — Bluesky](#)

Each IR Brief is reviewed internally to confirm it is nonprice sensitive before publication.

## Frequency and Format

IR Briefs are expected to be published periodically throughout the year, with increased cadence around key strategic periods such as:

- ✳ **Major industry events**
- ✳ **Reporting cycles**
- ✳ **Supplemental information following previously announced events**

They will be made available on our website, so all investors have equal access to the same information at the same time.

## What to Expect Going Forward

Future IR Briefs may explore topics such as:

- ✳ Updates on internal strategic initiatives and projects
- ✳ Q&A on commonly asked questions from our shareholders
- ✳ Non-price sensitive updates on customer engagements
- ✳ Trends in edge AI and neuromorphic computing and how our products address these trends
- ✳ How customers evaluate edge AI solutions
- ✳ Public industry developments that shape our long-term opportunities

Through this program, our goal is to foster a more informed, engaged shareholder base, while maintaining the highest standards of disclosure discipline and governance.

## Compliance Update 19 August 2019

Update no 07/19

### **"Ramping" announcements**

ASX has recently seen a number of examples of listed entities making market announcements that look to ASX to be designed to "ramp" the price of their securities rather than to inform the market. ASX has observed that in some cases, these announcements are made just before a capital raising where they appear to be directed to supporting the price of the entity's securities ahead of the raising. In other instances, they are made just after a capital raising, where they appear to be directed to facilitating a profitable exit for some investors who have acquired securities in the capital raising.

Often these announcements focus on customer developments, such as signing up a new customer or customer trial, successfully completing a trial with a customer, or achieving a "milestone" under a customer contract. Alternatively, they are expressed as "business updates". Typically, these announcements are expressed in exuberant terms, but on closer examination include little in the way of substance.

Whenever ASX detects what it suspects to be a "ramping" announcement, it will not hesitate to suspend the entity and issue a query letter asking the entity:

- (\*) to explain its basis for lodging the announcement with ASX (i.e. was it lodged to meet the entity's continuous disclosure obligations under listing rule 3.1 or for some other purpose); and
- (\*) to identify what information in the announcement is market sensitive and explain why it is market sensitive.

In a number of cases, the lodgement of a "ramping" announcement has resulted in the entity having to publish a corrective announcement highlighting that the information in the announcement was not material.