

**Reach - a non-regulatory announcement**  
**AIM: FIPP**  
**11 September 2023**

**Frontier IP Group Plc**  
**("Frontier IP" or the "Group")**

**Portfolio news - Pulsiv appoints Dr Mark Gerhard as Chairman and Dr Tim Moore as Chief Product Officer**

Frontier IP, a specialist in commercialising intellectual property, today welcomes the following announcement from portfolio company Pulsiv Limited (the "Company" or "Pulsiv") of the appointments of Dr Mark Gerhard as Chairman and Dr Tim Moore as Chief Product Officer. Both will be members of the Company's Board of Directors.

Mark is a serial entrepreneur and technology pioneer with a long history of growing and exiting businesses in the video games, artificial intelligence ("AI") and cyber-security sectors. They include Jagex, the developer of the Runescape online game, which was sold for \$250 million in 2010 when Mark was Chief Executive Officer.

He is currently chairman of MarketWise, a Nasdaq-listed provider of investment research and investor services, co-founder and Chief Executive Officer of AI software and computer games developer PlayFusion, and founder of investment firm Cambridge Ventures.

Tim is joining the Company full time from his role as Chief Technology Officer for SharkNinja, a Nasdaq-listed consumer electronics group. He has extensive experience in developing innovative products, taking them from invention to launch. Tim was previously Chief Technology Officer of multinational consumer technology brand ghd.

Frontier IP holds an 18.2 per cent equity stake in Pulsiv.

**Neil Crabb, Frontier IP Chief Executive Officer, said:** *"I am delighted to welcome Mark and Tim (full time) to the Pulsiv Board of Directors. Pulsiv has now developed a global distribution network and has attracted significant industry interest, including a collaboration with Salom, a major manufacturer of power supplies. Mark and Tim's long and successful history of building businesses and products will prove invaluable as Pulsiv now enters an exciting stage of its journey to become a significant green technology business."*

**Pulsiv statement begins:**

**Appointment of Dr Mark Gerhard as Chairman and Dr Tim Moore as Chief Product Officer**

Cambridge 11 September 2023

Pulsiv, the Cambridge-based deep tech start-up set to revolutionise power conversion and renewable energy generation, is pleased to announce the appointments of Dr Mark Gerhard as Chairman and Dr Tim Moore as Chief Product Officer.

- Mark is a serial entrepreneur and technology pioneer who has successfully grown and exited businesses in the video games, artificial intelligence and cyber-security sectors.
- Previously a Pulsiv non-executive director, Tim is joining the company full-time having recently served as Chief Technology Officer for SharkNinja, a NYSE-listed consumer electronics group.

**Dr Mark Gerhard**

Mark was the Chief Technology Officer and then Chief Executive Officer of Jagex, one of the UK's largest independent games developers and publishers, which he grew from a single product company to one with multiple games running on multiple platforms. Jagex was sold for \$250 million in 2010 while Mark was CEO. He co-founded and was CEO and CTO of Beauty Labs International, a developer of AI tools for the beauty industry which was sold to US biotech Amyris Inc in 2021 for a nine-figure sum, and was CEO of Ascendant Digital Acquisition Corp, a special purpose acquisition company. Ascendant Digital merged with Beacon Street Group, a company providing investment research and other investor services, in a deal worth \$3 billion. The combined entity, called MarketWise, is listed on Nasdaq. Mark now chairs the company.

His other current roles include founder and CEO of PlayFusion and founder of investment firm Cambridge Venture Partners. PlayFusion is an independent games developer and publisher, which is creating a next-generation artificial intelligence platform and immersive game and TV show. He is Vice-chair of TIGA, the UK

trade body for video games developers and publishers and serves as a board member and director of UK games developer Build A Rocket Boy.

#### **Dr Tim Moore**

Tim has a proven record of developing and releasing innovative products from invention through to global launch. He has worked in China, Europe and the US for start-ups, private equity backed companies and major corporates. Having recently held executive roles with multinational consumer technology brands such as ghd and SharkNinja, he brings extensive industry knowledge to Pulsiv. He has driven considerable value in M&A and transactions, selling to both private equity and industry participants. While he was Chief Technology Officer of ghd, Tim was a key team member in three sales of the Jemella Group, owner of ghd, over a 10-year period.

*"I'm delighted to welcome Mark at such an important stage in our journey. His vision, experience and drive will help Pulsiv to capitalise on our progress to date and achieve global ambitions. It's also a huge vote of confidence that Tim has chosen to take a full-time role. He has been a valuable member of our Board and will heavily influence the evolution of Pulsiv's product portfolio. We have an opportunity to cut the energy consumed by billions of devices and harness more solar power than existing solutions. Company values and culture are very important to Pulsiv, so anyone who knows Mark or Tim will recognise that they're a great fit."*

#### **Pulsiv CEO Darrel Kingham**

*"Pulsiv has all the technology and talent to become a global leader in power conversion technology. With 52 fundamental granted patents and a further 31 patents pending, Pulsiv is perfectly placed to be disruptive and offer something new to the power electronics industry. Their simple business model coupled with their deep IP portfolio and an experienced management team is highly analogous to ARM computing for power conversion. I am honoured and privileged to join the team as Chairman at this very exciting time for the company."*

#### **Pulsiv Chairman Dr Mark Gerhard**

*"I have been involved with Pulsiv since 2021 and have seen the excellent progress that the company has made since then. Its technology has the potential to be highly disruptive across a very broad range of applications. Pulsiv OSMIUM can improve the efficiency of electricity conversion in a cost-effective way by using readily available electronic components. What is so exciting is that the technology is ready **now** to reduce bills for consumers and rapidly drive the much-needed decarbonisation of our economy. I am thrilled to have the chance to join full time and use my experience to drive positive impact in the green economy."*

#### **Pulsiv Chief Product Officer Dr Tim Moore**

**Pulsiv statement ends**

#### **ENQUIRIES**

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## **ABOUT PULSIV**

Based in Cambridge, UK, Pulsiv has developed and patented innovative technology to intelligently manage power wherever it is converted. Pulsiv OSMIUM products are designed to improve efficiency, optimise cost and reduce overall energy consumption in billions of electrical devices that are powered or charged from a mains supply. In addition, Pulsiv Horizon provides a unique power architecture for extracting the maximum energy from photovoltaic panels to increase the total output from future solar installations.

Pulsiv is committed to helping the world move towards 100% renewable energy and reducing the long-term environmental impact of all electronic devices. Find out more at <https://www.pulsiv.co.uk/>

## **ABOUT FRONTIER IP**

Frontier IP unites science and commerce by identifying strong intellectual property and accelerating its development through a range of commercialisation services. A critical part of the Group's work is involving relevant industry partners at an early stage of development to ensure technology meets real world demands and needs.

The Group looks to build and grow a portfolio of equity stakes and licence income by taking an active involvement in spin-out companies, including support for fund raising and collaboration with relevant industry partners at an early stage of development.

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