



22 October 2024

GenIP Plc
("GenIP" or the "Company")

GenIP to Sponsor the XVIII National Brazilian Forum of Innovation and Technology Transfer Managers (FORTEC)

GenIP is pleased to announce its sponsorship and participation in the XVIII National FORTEC Meeting, scheduled for November 3rd to 6th, 2024, at the Pontifical Catholic University (PUC) of Campinas in São Paulo. This industry event will convene over 350 professionals from 60 Technology Transfer Offices representing Brazil's leading universities and research centers.

The FORTEC Meeting is a well-established platform for advancing knowledge in Intellectual Property, Technology Transfer, and Innovation. FORTEC plays a crucial role in fostering collaboration and knowledge-sharing among key stakeholders in the innovation ecosystem. Situated in Campinas, a recognized technological hub in Brazil, this event highlights the city's prominence as a center for research and development. With its top-tier universities and research institutions, Campinas serves as an ideal backdrop for GenIP to showcase our cutting-edge solutions, including our new GenAI-enhanced Invention Evaluator and Vortechs services.

GenIP's Commitment to Innovation

Eduardo Giacomazzi, GenIP's Sales Representative in Brazil, will be representing the Company at this event and will moderate a panel on Entrepreneurship in ICTs. He will discuss the critical role of technology transfer in driving innovation and how GenIP can assist organisations in navigating the complexities of bringing new technologies to market. GenIP's dedication to leveraging generative artificial intelligence solutions empowers clients to enhance decision-making and streamline the commercialisation process effectively.

Melissa Cruz, CEO of GenIP, commented:

"We are excited to sponsor and participate in the XVIII National FORTEC Meeting and to engage with industry leaders in technology transfer and innovation. This event presents a great opportunity for GenIP to showcase our capabilities and contribute to the positive advancements in Brazil's National Science and Technology System."

Gesil Sampaio Amarante Segundo, Ph. D., President of FORTEC, commented:

"We are honored to have GenIP plc as a co-sponsor of the upcoming XVIII National Brazilian Forum of Innovation and Technology Transfer Managers (FORTEC). GenIP's GenAI services are designed to help organizations identify and commercialize their high value discoveries. These services can play an important role in enhancing the efficiency of Brazil's rapidly developing technology ecosystem."

Newton Frateschi, Ph. D. General Coordinator of the XVIII National FORTEC event, commented:

"A central challenge for Tech Transfer Offices is to manage a broad technology portfolio within a tangible market, and provide open innovation analysis in a fast paced environment. I believe GenIP has the proper tools to help in this endeavor."

Recognition and Impact

GenIP will also present awards to acknowledge outstanding contributions to Brazil's National Science and Technology System, demonstrating our commitment to fostering innovation and supporting initiatives that have a meaningful impact on the industry. We believe GenIP's engagement in this event will bolster our brand and catalyze new business opportunities in this important market.

For further information regarding GenIP, please visit www.genip.ai, or contact:

GenIP Plc

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Definitions

FORTEC	Brazilian Forum of Innovation and Technology Transfer Managers
GenAI	Generative artificial intelligence
ICTs	Information and communication technologies

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Notes to Editors

About GenIP

GenIP provides generative artificial intelligence (GenAI) analytic services to help companies, research institutions and venture funds assess and commercialise new discoveries. GenIP combines expert human technical review with GenAI algorithms to provide insightful and verified services.

GenIP provides two complementary platform-based services:

1. Invention Evaluator: Provides bespoke research reports that assess the market potential of new technological innovations and discoveries using AI-driven proprietary software; and
2. Vortechs: which is an executive recruitment platform that through advanced machine learning algorithms and natural language processing technologies assists in matching technology organisations with experienced executives skilled in technology commercialisation.

The Company believes that its integrated GenAI service offerings will help organisations to evaluate and commercialise their technological innovations.

Company Strategy

GenIP's goal is to create a leading Generative AI analytic services company. To achieve this, the Company has established three strategic pillars:

- Organically grow InventionEvaluator and Vortechs' revenue through institutional and corporate connections as well as increase client pipeline through marketing, advertising and social media spend.
- Expand the Generative AI service offerings within InventionEvaluator and Vortechs' to reach new customers and improve margins.
- Bolt-on acquisitions of additional Generative AI services that are helpful to our clients and have demonstrated initial market traction.

Forward looking statements

Certain statements contained in this announcement constitute forward-looking statements. When used in this announcement, the words "may", "would", "could", "intend", "will", "plan", "anticipate", "believe", "seek", "propose", "estimate", "expect", and similar expressions, as they relate to the Company, are intended to identify forward-looking statements. These statements include, but are not limited to, statements regarding intentions, beliefs or current expectations concerning, among other things, the Company's results of operations, financial position, liquidity, prospects, growth, strategies and expectations of the industry in which the Company operates.

Such statements reflect the Company's current views with respect to future events and are subject to certain risks, uncertainties and assumptions. Many factors could cause the Company's actual results,

performance or achievements to materially differ from those described in this announcement. Should one or more of these risks or uncertainties materialise, or should assumptions underlying forward-looking statements prove incorrect, actual results may differ materially from those described in this announcement as "intended", "planned", "anticipated", "believed", "proposed", "estimated" or "expected".

For the avoidance of doubt, the contents of the Company's website and any hyperlinks accessible from the Company's website are not incorporated by reference into, and do not form part of, this announcement and investors should not rely on them.

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