



BEN Adds Real Estate Leader & Technology Pioneer, Chris Heller, as Advisor to Board of Directors

February 20, 2024

President of OJO Labs and former CEO of Keller Williams to guide BEN's strategy in entering the Financial Services Vertical

JACKSON, Wyo.--(BUSINESS WIRE)--Brand Engagement Network ("BEN"), an emerging provider of personalized customer engagement AI technology and human-like AI avatars, today announced the appointment of Chris Heller as Advisor to its Board of Directors. Heller, a visionary leader in finance, real estate and technology, currently serves as President of [OJO Labs](#), a technology company that is delivering personalized and tailored home search and selling experiences for consumers.

"Throughout his career, Chris Heller has developed a reputation as a leader and innovator," said Michael Zacharski, CEO of BEN. "As we contemplate entry into the financial services vertical, we see Chris' expertise and extensive industry knowledge across finance, real estate, and technology and his broad network of connections as invaluable to successfully navigate our ongoing development of cutting-edge multi-modal AI Assistants and applications."

In his advisory role, Heller will provide expertise on the broader financial services and real estate industries, as well as how AI Assistants can be applied to empower both consumers and service providers. Heller's appointment comes at a pivotal time as the company prepares to enter public markets. In September, 2023, BEN announced that it entered into a [definitive agreement to merge with DHC Acquisition Corp.](#) (Nasdaq: DHCA) ("DHC"), a special purpose acquisition company ("SPAC") focused on technology, to become a publicly traded company on NASDAQ.

In his 35 years of experience, Heller has served in numerous advisor and chief executive roles for various companies and organizations, including as the CEO of Keller Williams, where he grew and transformed the company into the tech-focused entity it is today. Heller is also a best-selling author with his book "Dominant Thoughts: Things Grow Where Our Minds Go," and contributes insightful articles to the real estate publication *HousingWire*.

"I have dedicated my career to exploring and leading the deployment of innovative real estate ideas and technology that supports both customers and consumers across a broad range of services and operations," said Chris Heller. "I'm thrilled to have the opportunity to work with BEN to develop groundbreaking tools and applications as the industry embraces the potential of AI."

For more information about BEN and how the company is helping organizations and consumers across various industries, please visit <https://beninc.ai/> and stay tuned for more details on BEN's activities in the real estate market.

About BEN

BEN (Brand Engagement Network) is a leading provider of conversational AI technology and human-like AI avatars headquartered in Jackson, WY. BEN delivers highly personalized, multi-modal (text, voice, and vision) AI engagement, with a focus on industries where there is a massive workforce gap and an opportunity to transform how consumers engage with networks, providers, and brands. The backbone of BEN's success is a rich portfolio of conversational AI applications that drive better customer experience, increased automation and operational efficiencies. BEN seeks to partner with companies with complementary capabilities and networks to enable meaningful business outcomes.

For more information about BEN, please visit: <https://beninc.ai/>

About DHC Acquisition Corp.

DHC Acquisition Corp. (Nasdaq: DHCA) is a special purpose acquisition company (SPAC) focused on partnering with an innovative technology company. DHC's mission is to invest in companies that are charting the future of how humans and businesses interact at the last mile, spanning enterprise infrastructure, industrial IoT, automation, retail and E-commerce infrastructure, automotive, and aerospace. We endeavor to enable the applications of innovative technology and business models that bring goods, people, or information to their final destination.

DHC's approach to business is based on teamwork, integrity, and quiet professionalism, qualities we learned during our extensive training in the military. We bring our unique hybrid experience and our values into the corporate world, building high-performing teams in a range of specialized industries: technology, consumer, aviation, defense, automotive, investment banking, capital markets, and asset management. Our collective experience includes >25 years as CEOs of public companies, 8 companies founded, 13 companies acquired, and >55 years in military leadership.

Important Information About the Business Combination and Where to Find It

In connection with the BEN's announcement of its intent to go public via a merger with DHC Acquisition Corp. ("DHC") (the "Business Combination"), DHC has filed a registration statement on Form S-4 (the "Form S-4") with the SEC, which serves as a preliminary proxy statement of DHC. DHC has mailed a definitive proxy statement and other relevant documents to its shareholders. DHC's shareholders and other interested persons are advised to read the preliminary proxy statement and any amendments thereto and the definitive proxy statement and documents incorporated by reference therein filed in connection with the Business Combination, as these materials contain important information about DHC, BEN and the Business Combination. The definitive proxy statement and other relevant materials for the Business Combination have been mailed to shareholders of DHC as of the record date to be established for voting on the Business Combination. **INVESTORS ARE URGED TO READ THE DEFINITIVE PROXY STATEMENT AND OTHER RELEVANT MATERIALS CAREFULLY AND IN THEIR ENTIRETY BECAUSE THEY CONTAIN IMPORTANT INFORMATION ABOUT DHC, BEN AND THE BUSINESS COMBINATION.** Shareholders can also obtain copies of the preliminary proxy statement, the definitive proxy statement, and other documents filed with the SEC that will be incorporated by reference therein, without charge, at the SEC's website at www.sec.gov, or by directing a request to: DHC Acquisition Corp., 1900 West Kirkwood Blvd, Suite 1400B, Southlake, TX 76092 or by emailing chris@integrity.partners.

Participants in the Solicitation

DHC, BEN and certain of their directors and executive officers may be deemed participants in the solicitation of proxies from DHC's shareholders with respect to the Business Combination. A list of the names of those directors and executive officers and a description of their interests in the Business Combination has been set forth in the Form S-4. Certain information regarding the directors and executive officers of DHC is contained in its Annual

Report on Form 10-K for the fiscal year ended December 31, 2022. These documents can be obtained free of charge from the sources indicated above

Forward-Looking Statements

This communication contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 that are not historical facts, and involve risks and uncertainties that could cause actual results of DHC and BEN to differ materially from those expected and projected. These forward-looking statements can be identified by the use of forward-looking terminology, including the words “believes,” “estimates,” “anticipates,” “expects,” “intends,” “plans,” “may,” “will,” “potential,” “projects,” “predicts,” “continue,” or “should,” or, in each case, their negative or other variations or comparable terminology. These forward-looking statements include, without limitation, statements regarding DHC’s ability to enter into definitive agreements or consummate a transaction with BEN and the expected timing of completion of the Business Combination.

These forward-looking statements involve significant risks and uncertainties that could cause the actual results to differ materially from the expected results. Most of these factors are outside DHC’s control and are difficult to predict. Factors that may cause such differences include, but are not limited to: the inability of the Parties to successfully or timely consummate the Business Combination; the risk that the Business Combination may not be completed by DHC’s business combination deadline and the potential failure to obtain an extension of the Business Combination deadline by DHC; failure to realize the anticipated benefits of the Business Combination; risks relating to the uncertainty of the projected financial information with respect to BEN; the occurrence of any event, change or other circumstance that could give rise to the termination of the definitive transaction agreement; BEN’s history of operating losses; BEN’s need for additional capital to support its present business plan and anticipated growth; technological changes in BEN’s market; the value and enforceability of BEN’s intellectual property protections; BEN’s ability to protect its intellectual property; BEN’s material weaknesses in financial reporting; and BEN’s ability to navigate complex regulatory requirements; the ability to maintain the listing of DHC’s securities on a national securities exchange; the ability to implement business plans, forecasts, and other expectations after the completion of the Business Combination; the effects of competition on BEN’s business; the risks of operating and effectively managing growth in evolving and uncertain macroeconomic conditions, such as high inflation and recessionary environments; and continuing risks relating to the COVID 19 pandemic. The foregoing list of factors is not exhaustive.

DHC and BEN caution that the foregoing list of factors is not exclusive. DHC and BEN caution readers not to place undue reliance upon any forward-looking statements, which speak only as of the date made. None of BEN nor DHC undertakes nor accepts any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements to reflect any change in its expectations or any change in events, conditions or circumstances on which any such statement is based. Further information about factors that could materially affect DHC, including its results of operations and financial condition, is set forth under “Risk Factors” in Part I, Item 1A of DHC’s Annual Report on Form 10-K for the fiscal year ended December 31, 2022.

No Offer or Solicitation

This communication does not constitute an offer to sell or the solicitation of an offer to buy any securities of BEN or DHC or a solicitation of any vote or approval. No offer of securities shall be made except by means of a prospectus meeting the requirements of Section 10 of the Securities Act of 1933, as amended.

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