



NEWAVE[®]
Sensor Solutions

For Immediate Release

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NeWave[®] Sensor Solutions Adds Rob Hollin to its Advisory Board

Plain City, Ohio – January 15, 2018 – NeWave Sensor Solutions, LLC today announced a new addition to its Advisory Board (AB). The AB provides informed guidance, advice on corporate matters, and business development for NeWave's Board of Directors.

NeWave is very pleased to announce that Rob Hollin has joined the AB effective immediately. Rob has a proven career of highly successful, international executive business experience for 35 years, including 22 years internationally. Most recently he has completed 16 years operating in a global leadership role as International President leading all business outside of the USA for a \$3bn subsidiary of Johnson & Johnson. Prior to J&J Rob held senior executive positions in Sales and General Management with Bristol-Myers Squibb Consumer Products. With a total of 19 years in FMCG and 16 years in Healthcare, inclusive of General Management business leadership at country, region and Global board level for Fortune 100 companies, Rob offers a diversified wealth of experience and contacts.

Rob is now about to complete a Masters Degree in Executive Coaching in Professional Business Management at Ashridge International Business School, UK. Rob resides in Oxford, England with his family. Rob provides significant expertise to the development of NeWave's global business and to the acceleration of our growth. We welcome Rob aboard and look forward to a long and mutually rewarding relationship.

Dr. Den Burnside Chairman and CTO for NeWave stated that, "we are very excited to have Rob join NeWave's Advisory Board. Rob brings not only extensive international business experience and outstanding people skills but since he is based in the UK he provides NeWave with local knowledge and contacts within the EU which is a prime target area for expansion for NeWave. We welcome Rob aboard and are very fortunate to have him as a part of our growing team".

About NeWave[®] Sensor Solutions

NeWave[®] Sensor Solutions is a leading provider of optimized solutions for today's most challenging item-level Radio Frequency Identification (RFID) problems. The company develops industry-standard RFID technology based on the patented Wave[®] Antenna that sets a new standard for accuracy, versatility and efficiency. The Wave is the first and only antenna specifically designed to be used only for item-level RFID solutions. NeWave's core technology was developed by the world-class ElectroScience Laboratory (ESL) of The Ohio State University, a pioneer in RF research and development under the direction of NeWave's Chief Technical Officer (CTO), and is produced in partnership with Wistron NeWeb Corporation (WNC), the Taiwan-based global leader in antenna

manufacturing. NeWave's management team leverages a strong technical and international business heritage in a variety of industries for accomplishing its mission of providing optimized solutions to today's greatest RFID challenges.

For more information, please visit us at www.newaverfid.com.

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