



BEN Debuts AI Assistants for Automotive and Healthcare Markets

*Technology to Directly Engage with Professionals and Consumers Through Multiple Channels
Boosting Customer Experience and Providing Instant Personalized Assistance*

JACKSON, WY – November 22, 2023 – [Brand Engagement Network](#) (“BEN”), an emerging provider of personalized customer engagement AI, today announced that its AI Assistants are available for multiple automotive and healthcare use cases. Each AI Assistant is a multimodal conversational AI tailored for a specific intended purpose. The AI Assistants are designed to assist customers, patients, and professionals and to provide improved customer service and patient interaction through human-like AI experiences. The AI Assistants are available in app, on the web and can be deployed through life-size kiosks in both automotive and healthcare settings, to provide a seamless experience from the web to the floor.

Automotive Assistants include:

- **Customer Service Assistant:** BEN is seeking to transform the automotive dealership industry in partnership with Automotive Financial Group, Inc. (“AFG”) and integrating its AI Assistants into automotive call centers to streamline processes and delivering tailored customer experiences seeking to ensure both customer satisfaction and retention with every interaction. BEN’s focus is enabling its AI Assistants to complete tasks and do more than traditional phone system automation technologies do today.
- **Website Sales Assistant:** BEN’s human-like AI web assistant is designed to elevate the digital car buying experience by seamlessly guiding potential customers from initial inquiry to final sale. With the power to understand and adapt to customer preferences and complete tasks, we believe BEN’s AI Assistants are an invaluable tool for dealerships aiming to sell more cars and drive revenue growth in the competitive automotive marketplace.

Healthcare Assistants include:

- **Adherence Assistant:** The technology will offer educational assistance to pharmacy customers regarding newly prescribed or existing medications on relevant considerations, such as methods of administration, among other things. BEN’s AI Assistants aim to help consumers understand key information about the medications they are prescribed by providing an opportunity to have a personal, private conversation.
- **Medical Professional Assistant:** The solution will serve as a healthcare professional assistant that can deliver insights reflective of the latest research and medical system specific protocols for medical professionals. The technology will engage directly with medical professionals through various devices to provide insights based on an ingested dataset that BEN believes will be able to help medical professionals achieve their patient care goals.

Michael Zacharski, Chief Executive Officer of BEN, said:

“There’s a growing interest in both the automotive and healthcare sector to deliver an outstanding customer experience and new advancements in conversational AI empower us to provide what we believe is a unique resource for a private human-like interaction that consumers value. The BEN AI Assistant goes beyond customer experience, serving as a direct resource to front-line teams and assists them with their day-to-day tasks. We’re excited to have our AI Assistants engaging with customers and employees in-market and look forward to continuing to capitalize on the momentum we’re seeing.”



Wright Brewer, Chief Executive Officer, President and Founder of Automotive Financial Group, Inc said:

“AFG has been enabling automotive manufacturers and dealerships through technology since its inception and we understand the challenges that manufacturers and dealerships face maintaining margins amidst increasing operational costs and rising numbers of service requests. We knew that AI would be a huge opportunity for this market ahead and BEN was the right partner to help us overcome those mounting challenges. AI Assistants can increase revenues and increase customer satisfaction by ensuring a consistent road to both sales and service. Together, we’re ensuring that customers receive unparalleled service and support along their entire journey – with customized, data-driven servicing to end customers and dealership staff. We’re proud to be a BEN partner and look forward to what’s ahead.”

For more information about BEN and how the company is helping automotive and healthcare organizations with its multimodal AI Assistant, please visit: <https://beninc.ai/>

About BEN

BEN 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 focused on partnering with an innovative technology company. DHC’s mission is to invest in companies which are charting the future of how humans and business 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 which bring goods, people or information to its 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 over 25 years as Chief Executive Officers of public companies, 8 companies founded, 13 companies acquired and over 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 U.S. Securities Exchange Commission ("SEC"), which will serve as a preliminary proxy statement of DHC. DHC will mail a definitive proxy statement and other relevant documents to its shareholders. DHC's shareholders and other interested persons are advised to read, when available, 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 will contain important information about DHC, BEN and the Business Combination. When available, the definitive proxy statement and other relevant materials for the Business Combination will be mailed to shareholders of DHC as of a 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 WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION ABOUT DHC, BEN AND THE BUSINESS COMBINATION. Shareholders will also be able to 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, once available, 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 are 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.

BEN Contacts

Investors:

Ryan Flanagan, ICR

ryan.flanagan@icrinc.com

Media:

Dan Brennan, ICR

dan.brennan@icrinc.com