

1. YNVISIBLE

Ynvisible is a printed e-paper product company and a market leader in printed electrochromic display (ECD) technology. The company commands end-to-end expertise and a strong intellectual property position in the design, development and high-volume manufacturing of printed e-paper display products. Ynvisible displays are engineered for seamless integration into a broad range of applications, such as retail signage, supply chain labels and medical diagnostic devices.

2. EXPERTISE

Ynvisible offers a range of standard and customized ultra-low power and easy-to-use printed e-paper displays for everyday smart objects, Internet of Things (IoT) and industrial products. Ynvisible displays (printed on flexible substrates) are thin, flexible, ultra-low power, easily customizable and are easier to integrate and more cost effective than traditional liquid crystal displays (LCDs) and electrophoretic displays. The company also provides contracted research, development, prototyping, and manufacturing services for printed electronics.

With a unique blend of expertise in materials science, process technology, and display electronics, Ynvisible is poised to differentiate itself as a leader in the emerging printed and flexible electronics sector. Moreover, Ynvisible's brand is increasingly well recognized among brand owners developing IoT products and smart objects and devices, which positions the company as a key player in this rapidly evolving market.

3. POSITIONING

Ynvisible's ambition is to become a leading player in the rapidly growing e-paper market, by creating new applications with innovative and eco-friendly products.

Ynvisible has successfully transitioned from research and development to an e-paper product company with a robust pipeline of new e-paper products set for launch in 2025 and 2026. In the past 2 years, Ynvisible made significant strides in expanding its market presence and engaging with customers across various sectors, such as Retail, Medical & Pharma, Logistics & Supply Chain, and Industrial. By introducing innovative products and forming strategic partnerships in these markets, the company has demonstrated its commitment to providing customizable solutions that meet the market needs for cost-effective and sustainable digital displays.

To achieve its goals, Ynvisible focuses on product performance, technology refinement, and breakthrough innovation, along with its commitment to sustainability, fostering an inclusive and entrepreneurial workplace culture, which underlines its dedication to customer satisfaction, employee well-being and the environment.

4. COMMERCIALIZATION STRATEGY

Ynvisible's growth strategy is based on three fundamental pillars:

- a. Accelerate Sales & Marketing to expand customer base
- b. Scale Operations to meet growing demand
- c. Invest in Product Innovation to optimize and diversify product offering

Ynvisible's e-paper displays can be used in various product formats. Ynvisible's primary product strategy is to streamline the product launch process, by offering printed e-paper displays in three different product categories, namely:

- Indicators
- Digital Signs
- Electronic Labels

Ynvisible's short to medium term goal is to gain market share by offering products in the indicators and digital signs categories, while, in the labels markets, Ynvisible will collaborate with chosen industry leaders to create innovative products tailored for emerging markets.

Ynvisible has a two-fold strategy to commercialize its e-paper display products:

- Existing applications: Ynvisible's e-paper products as an attractive, reliable, and cost-effective option to existing display applications; indicators and digital signs are the main products within the existing applications space.
- Emerging applications: Ynvisible's e-paper products to enable new e-paper display applications, thanks to their unique features and the advancements of printed and sustainable electronics; electronic labels is the main product within the emerging applications space.

Ynvisible's product categories are tailored to meet the specific requirements of different segments within the e-paper market. These segments exhibit unmet market needs and require mass producible displays with ultra-low power consumption. Ynvisible's target market segments include:

- Retail
- Medical & Pharma
- Logistics & Supply Chain
- Industrial
- Banking

5. INNOVATION AND R&D

Ynvisible invests in research and development to continuously improve its base technology, diversify its product offering and explore the integration of its e-paper displays into new applications. This innovation-driven approach helps the company stay ahead in the rapidly evolving field of printed electronics. Ynvisible collaborates with other companies and research institutions to integrate its display technology into a wide range of products. These partnerships help the company extend its reach into various industries and foster innovation. Innovation at Ynvisible is guided by two fundamental principles:

Customer Focus: The company is dedicated to meeting and exceeding customer expectations. This involves focusing on delivering value and satisfaction to customers, to build strong, long-term relationships that yield sustainable, recurring revenue. By understanding the unique challenges and needs of the market and specific customers within each market, Ynvisible aims to deliver tailored solutions that add real value to customer products and services. This principle is crucial in aligning innovation efforts with market expectations and needs.

Sustainability: A strong focus on sustainability drives Ynvisible's developments and operations. The company values environmentally friendly technologies, and its products are designed to be energy-efficient and have a low impact on the environment. This commitment is evident in Ynvisible's focus on low-power displays and eco-conscious materials and manufacturing processes.

6. MISSION

To develop and deliver intuitive and sustainable display solutions that empower individuals and industries to interact with information in new, meaningful, and efficient ways.

7. VISION

“Innovating the Way We Connect with Information”

8. VALUES

Ynvisible builds and promotes a strong Company culture, aligned with the Company's vision, values and goals. Ynvisible's team lives by a set of core values that are central to the company's culture and identity, and shape both its strategic decisions and everyday operations. The Company also nurtures a culture of continuous learning and refinement of product and services, based on lessons learned from customer interactions, coupled with careful assessment of market needs, size and future profitability of opportunities, and clear decisive execution.

The three pillars of the Company's values are:

Ethics and Integrity: At our core, we are committed to upholding the highest standards of ethics and integrity, placing the company's mission and values at the forefront of every decision. We foster a culture of trust by emphasizing honesty, transparency, and open communication, encouraging all team members to speak courageously and with respect. We strive to have a fair and inclusive work environment, valuing every voice, actively listening to diverse perspectives, and expressing gratitude for the support and contribution of others. Accountability is a cornerstone of our approach – we each take responsibility for our actions and decisions, maintaining alignment with company policies, while constructively challenging them to drive improvement. This dedication to integrity shapes everything we do and reflects our commitment to long-term success and positive impact.

Collaboration and Teamwork: We believe that open communication and collaboration are essential to achieving our goals and driving our collective success. Our team members actively share information, exchange ideas, and provide constructive feedback to foster a supportive and innovative environment. Clear expectations and timely updates ensure that everyone stays aligned, and we openly seek assistance and offer our support to overcome challenges and reach shared objectives. We value diverse perspectives, addressing disagreements respectfully, and recognize the importance of acknowledging each individual's contributions. By focusing on both effectiveness and efficiency, we ensure that our efforts are impactful, producing high-quality results while optimizing resources. Together, we are stronger and more resilient, working as one to drive the company forward.

Resilience and Agility: In a constantly evolving environment, we believe resilience and agility are critical to achieving sustainable success. Our team is driven by dedication and a proactive mindset, working hard to meet our goals while remaining adaptable in the face of challenges and change. We embrace a problem-solving approach, focusing on what can be done and learning valuable lessons from every obstacle or mistake. With patience, flexibility, and a positive outlook, we are prepared to pivot when necessary, developing new skills and fostering a culture of quick, thoughtful decision-making. Our resilience enables us to maintain momentum and thrive, no matter what comes our way.

9. STRATEGIC PILLARS

Ynvisible is committed to a strategy of continuous improvement of its processes and the services and products provided to its customers. Ynvisible's development as a business and as a company is based on the following strategic pillars:

1. **Continuously identify market and customer needs to expand and diversify sales** - Ynvisible will accelerate marketing capabilities through a boost in marketing efforts.
2. **Expand business development and sales efforts across industries and geographies**- Ynvisible will accelerate product commercialization by expanding its global distribution network and strengthening its sales. This will be achieved through a boost in business development and direct sales resources.
3. **Invest in Product Innovation** – Ynvisible will invest in innovation, to optimize and diversify product offering, in order to meet existing and new market and customer needs. This will be achieved through product development actions to enhance and optimize current products, as well as through research and development initiatives focusing on next generation technologies.
4. **Scale Operations to meet growing demand:**
 - Ynvisible will invest in strengthening its own manufacturing capabilities, by increasing capacity and production efficiency.
 - Ynvisible will establish strong partnerships with global industrial leaders that will help scale procurement, supply chain and manufacturing capabilities.
5. **Strengthen People and Culture** – Ynvisible will put strong efforts into developing and maintaining a high-performance team. Talent recruitment, development and retention, along with performance management and a strong cohesive ONE YNVISIBLE culture, have been and will continue to be a focus area for the company.
6. **Drive smart spending across the organization to optimize costs, accelerate path to profitability, and support sustainable growth.**