



## **ENVISICS ACCELERATES GLOBAL GROWTH STRATEGY WITH NEW COMPANY LOCATIONS NOW OPEN IN GERMANY AND JAPAN**

- Envisics, whose global headquarters is in the UK, is a deep technology company and global leader in dynamic holographic technology delivering advanced product solutions to the world's automakers.
- The Company recently announced it had received over \$50M in funding and a \$500M post-money valuation, attracting new investments from Hyundai Mobis, GM Ventures, Stellantis and Jaguar Land Rover's InMotion Ventures.

Milton Keynes, UK, June 21, 2023 - - Envisics, the leader in dynamic holographic technology today announced the next phase in its global growth strategy with the opening of a new office in Germany and a satellite presence in Japan. Established to better support the European market, the Germany office is located in Neu Isenburg in the region of Frankfurt RheinMain. In Japan, the company's satellite location is in Tokyo.

Both locations, combined with the company's existing facility in Michigan, will enable the company to partner more closely with automakers and suppliers located in North America, Europe, and Asia as it develops and delivers Augmented Reality Heads-Up Display (AR HUD) technologies to the world's leading vehicle brands.

Commenting on the opening of the company's global expansion, Envisics founder and CEO, Dr. Jamieson Christmas said: "As we bring our next generation of AR HUD to market this year, we are investing to support our current and future customers worldwide. Building our global team and improving access to key markets are important building blocks in our growth strategy."

Fabien Roth, Chief Revenue Officer for Envisics and Managing Director, Envisics GmbH continued: "We are seeing a marked shift in the interest from global automakers towards AR HUD and how it will unlock a completely new driving experience for customers. Our presence in Germany and Japan will play a significant role in helping us grow our business in those regions."

"Of course, it is a great success for Neu-Isenburg that a successful and innovative company like Envisics has decided to open a new facility its European headquarters in our city. In addition, this settlement is also clear evidence of the quality and international appeal of Frankfurt RheinMain as an automotive location," said Dirk Gene Hagelstein, Mayor of the City of Neu-Isenburg, and member of the Supervisory Board of FRM GmbH.

AR HUD is an advanced display technology that is fast becoming a must-have feature for auto makers and consumers alike. AR HUD systems enable useful information related to vehicle performance and the road ahead to be projected to the driver through dynamic holography.

The AR HUD market is entering a growth phase fueled by the introduction of new technologies, such as those being developed by Envisics. Based upon global market research, the addressable AR HUD market is forecast to deliver a compound annual growth rate of 28%, growing from 1.6 million units in 2022 to 19.1 million in 2032.

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**About Envisics**

Envisics is a globally renowned dynamic holography pioneer, focused on developing holographic technologies for augmented reality head-up displays (AR-HUDs) and automotive sensor systems. ENVISICS branded technology harnesses the power of holography and laser-based light sources to provide the highest possible image quality. The advancement of ENVISICS branded technology has the opportunity to transform automotive displays and revolutionize the in-car experience. In partnership with the world's leading automakers and tier-one suppliers, Envisics is making the future of holographic technology a reality for smarter and safer vehicles. Envisics Ltd is the proprietor of registered trademark rights worldwide in respect of the ENVISICS® mark and logo. For more information: [www.envisics.com](http://www.envisics.com)