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November 13, 2023

Notice of Additional Investment in Cambrian, Inc.

Digital Media Professionals Inc. (Headquarters: Nakano-ku, Tokyo, Chairman, President & CEO: Tatsuo Yamamoto, hereinafter referred to as "DMP") has resolved at a meeting of its Board of Directors held on November 13, 2023 to make an additional investment in Cambrian Inc. (hereinafter referred to as "Cambrian"), a strategic capital and business partner, as described below.

1. Reasons for the additional investment

Cambrian, headquartered in the United States and United Kingdom with a development and operation base in Germany, develops, manufactures, and sells image recognition systems (vision systems) for collaborative and industrial robots. Collaborative robots are robots that can work together with humans without safety fences and have been applied to manufacturing sites particularly in the automotive industry and food, pharmaceuticals, and cosmetics industries against a backdrop of labor shortages caused by a declining population. In order for collaborative and industrial robots to operate (e.g., to pick up and move parts, products, goods, etc.), they need a vision system that recognizes objects with a camera. Cambrian's competitive advantages, such as recognition rate and speed even for transparent and reflective surfaces, robustness against ambient light, and short setup time, have attracted market and customer attention.

Since acquiring a portion of Cambrian's Series Seed Preferred Stock and the exclusive right to sell Cambrian vision systems in Japan in 2021, DMP has continued marketing and sales activities to expand its domestic market share and has achieved positive results such as increased adoption in the manufacturing industries centered on the automotive industry and food, pharmaceuticals, and cosmetics industries. DMP has decided to acquire a portion of Cambrian's Series Seed Plus Preferred Stock in order to financially contribute to enhancing Cambrian's development capabilities and the competitiveness of products and technologies, and to further strengthen the strategic partnership. DMP aims to further expand its business in the robotics field, an area of focus for its business, by increasing sales of Cambrian's products and services, and to solve social problems such as labor shortage due to the declining birthrate and aging population and productivity improvement.

2. Details of the additional investment

DMP has decided to acquire a portion of the Series Seed Plus Preferred Stock issued by Cambrian as follows. The acquisition price has been calculated and determined in consideration of Cambrian's business plan and other factors.

Amount to be paid: US\$480,000

Scheduled acquisition date: End of November 2023

3. Outline of Cambrian

(1) Company name	Cambrian Inc.
(2) Location	(US HQ) 251 Little Falls Drive, Wilmington, New Castle, DE 19808, USA (UK HQ) 40 Bowling Green Lane EC1R 0NE London, United Kingdom (Germany Office) Germanenstraße 2, 86343 Königsbrunn, Germany
(3) Representative	Miika Satori, CEO
(4) Description of business	Development, manufacturing, and sales of vision systems for collaborative and industrial robots
(5) Date of establishment	October 6, 2020

(Note) Since Cambrian is a privately held company, its financial information, shareholders, and shareholding ratios are not presented because they are required to be undisclosed.

4. Schedule

- (1) Resolution at a meeting of the Board of Directors: November 13, 2023
- (2) Conclusion of a definitive stock purchase agreement: November 30, 2023 (Planned)
- (3) Acquisition of the stock: November 30, 2023 (Planned)

5. Future outlook

DMP expects this transaction to have a negligible impact on its consolidated business results for the fiscal year ending March 31, 2024, but believes that it will contribute to improving its corporate value in the medium to long term. Any matters that should be publicly announced will be promptly disclosed in the future.