

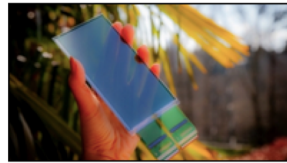
INNOVATION: MARKET AWARENESS + POSITION MESSAGING



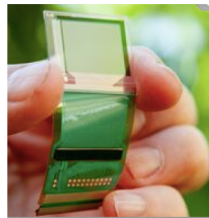
Isorg Raises €16 Million in Series C Financing

Among new investors, Isorg attracts Sumitomo Chemical Co. Ltd and Mitsubishi Corporation.

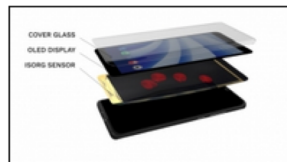
Isorg to Demo Security Features of Full-Screen Multi-Fingerprint Sensor at MWC 2021



Isorg Obtains FBI Cert for First Organic Photodiode-Based Module for Fingerprint Scanners



Isorg's Showcasing Full-screen Fingerprint-on-Display Module at CES 2020



Isorg, Sumitomo Chemical Partner to Develop Organic Photodetectors



Isorg, a pioneer in Organic Photodetectors (OPDs) and large-area image sensors, first adopted a PR strategy ten years ago at a time when its transformational technology that can convert a substrate into an optical sensing surface was still in R&D.

Long-term PR objective: Establish market leadership in OPD for security and other industry applications

Short-term PR objectives: Gain market credibility; maintain awareness and understanding of Isorg's technology and advantages, its large-volume manufacturing capabilities, as well as the benefits and reliability of its products

Media relations strategy and plan

- Engage with selected media at local, national and international levels at mainstream (print, radio and TV), and trade publications. Issue news, target messaging

Results

- Name recognition among technology media and OEMs in biometrics and consumer electronics established
- Achieved global media coverage, gaining media exposure in 140+ articles, as well as TV and radio coverage between 2020/2021. Garnered major US and media coverage, such as: **The WSJ (US)**, **Associated Press (US)** and **Euro Tech News (EU)** in France: **Le Figaro**, **AFP**, **La Tribune**, **Capital Finance**, **France 3**, **BFM Business** and among trade publications: **EE Times Europe**, **Biometric Update**, **Organic & Printed Electronics Journal**, **Protection Sécurité Magazine**, **Electroniques**, **l'Usine Nouvelle**, **Find Biometrics**, **Power Electronics** etc.