Atomos Invests in Cloud-Based Video Sharing Platform, Videogram

Highlights:

- Atomos will invest up to USD 2.0 million to complete development of the Videogram platform
- Atomos takes up future option to acquire Videogram based on financial performance
- This investment demonstrates Atomos' execution on its strategy to expand into cloud-based services

Leading global video technology company, Atomos Limited ('**ASX:AMS**', '**Atomos**' or the '**Company**'), is pleased to advise it has entered into a Cloud Development Agreement with Cinemacraft Inc ('**Cinemacraft**') to fund the completion of its Videogram platform. In addition, Atomos will receive an option to acquire all shares in Cinemacraft. This investment forms part of Atomos' strategy to build on its depth in video and multi-camera capture to expand into cloud-based services. Atomos will leverage Cinemacraft's technology to accelerate its own cloud platform.

The founder and CEO of Cinemacraft, Sandeep Casi, developed Videogram as a cloud-based platform with a vision to automate video workflows to deliver unique commercial opportunities for video creatives.

Current investors in Cinemacraft include 500Startups (U.S), DoCoMo Ventures, Samsung Ventures, Turner Broadcasting, Asahi Broadcasting, Buneido, D4V Ventures, American personality Tyra Banks, and Japanese actor Masi Oka.

Sandeep has joined Atomos as a senior executive and is contributing to Atomos' cloud strategy.

Transaction Structure

Atomos has signed a Software Development Agreement committing USD 1.2 million and expects to invest up to USD 0.8 million for patents and to oversee Videogram's development through to commercialisation.

Atomos may exercise its option to acquire all shares in Cinemacraft based on a valuation linked to the financial performance of the Videogram platform over two 12-month periods: ending September 30, 2023.

Exercising the option will require Videogram to achieve minimum revenue hurdles post commercialisation of the service.

Estelle McGechie, Atomos' Chief Executive Officer commented: *"We are delighted to partner with Cinemacraft; they have developed unique cloud solutions that will underpin an exciting new chapter for Atomos. When you combine Sandeep's experience developing technology at Fuji Film and ILM for Lucas Films, with his passion for using machine learning to simplify a creator's journey, you can see Videogram is poised to reinvent the way online video is discovered, consumed, shared and monetised. I look forward to working closely with Sandeep and his team to help realise the potential of Videogram."*

Cinemacraft founder and CEO, Sandeep Casi commented: "*We have known the Atomos team for many years and their strategy of democratising content creation is perfectly aligned with what we're doing at*

Videogram. I'm excited to commercialise our cloud-based content delivery platform with the support of Atomos' world-leading video expertise and incredible brand."

Authorised for ASX release by the Atomos Board of Directors.

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About Atomos:

Atomos is a global video technology company delivering award-winning, simple to use monitor-recorder content creation products. These products give content creators across the rapidly growing social, pro-video and entertainment markets a faster, higher quality and more affordable production system.

Atomos' range of products take images directly from the sensor of all major camera manufacturers, then enhance, record and distribute them in high-quality formats for content creation using the major video editing software programs. Since being founded in 2010, Atomos has established strategic relationships with key technology providers within the ecosystem including Apple, Adobe, Sony, Canon, Panasonic, Nikon and JVC Kenwood.

Atomos is based in Australia with offices in the USA, Japan, China, UK and Germany and has a worldwide distribution partner network.

For more information please visit **www.atomos.com**