

Augmented Reality 2.0: PTC acquires one of Germany's most innovative AR companies, RE'FLEKT.

- RE'FLEKT, is a leading provider of enterprise augmented reality software and remote solutions
- Backed by RE'FLEKT's IP and talent, PTC will expand in particular within the European market
- IEG exclusively advised RE'FLEKT and its shareholders on this transaction

Berlin, 9th February 2022

US based global technology company PTC has reached an agreement with RE'FLEKT, a leading provider of enterprise augmented reality (AR) software and remote guidance solutions. The deal comprises the acquisition of RE'FLEKT intellectual property and to have RE'FLEKT's founders and other individual talent join PTC's Vuforia® business unit. Like PTC's strategy with Vuforia, RE'FLEKT targeted the enterprise and industrial AR markets, supporting frontline worker use cases.

"I'm proud of what the RE'FLEKT team has accomplished over the last decade," said Wolfgang Stelzle, CEO of RE'FLEKT, who is joining PTC as part of the agreement. "We built a company that developed innovative products and helped bring AR into the mainstream in industrial enterprises. I'm excited to bring our years of expertise and insights to the Vuforia business, in collaboration with Michael and the extended team."

"AR has emerged as a powerful and valued solution for frontline workers in enterprise and industrial settings, modernizing training, remote collaboration, procedural guidance, and quality inspection," said Michael Campbell, EVP, and General Manager of Augmented Reality at PTC.

"This transaction will further boost PTC's global ambition in the enterprise AR market, in particular in Europe. We are glad to have contributed our part to this Deep-Tech deal", commented Mirko Heide, Managing Director of IEG - Investment Banking Group.

IEG - Investment Banking Group acted as exclusive financial advisor to RE'FLEKT and its shareholders.

About IEG - Investment Banking Group

IEG – Investment Banking Group is a leading, global technology investment banking boutiques focused on Mergers & Acquisitions, Financings and Asset Management. Locally present in the key international growth regions and emerging markets, IEG – Investment Banking Group is a unique, influential, and entrepreneurial partner for growth companies and larger international corporates. Founded in 1999, IEG has completed some 200 successful transactions to date with approximately 80 technology investment bankers around the globe. For further information about IEG – Investment Banking Group, please refer to www.ieg-banking.com.

About RE'FLEKT

Founded in 2012 and headquartered in Munich, Germany, RE'FLEKT has earned widespread market recognition for its RE'FLEKT One, a work instruction and visual guidance solution, and its RE'FLEKT Remote, a remote collaboration solution.

About PTC

PTC enables global manufacturers to realize double-digit impact with software solutions that enable them to accelerate product and service innovation, improve operational efficiency, and increase workforce productivity.

In combination with an extensive partner network, PTC provides customers flexibility in how its technology can be deployed to drive digital transformation – on premises, in the cloud, or via its pure SaaS platform.