Press

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Osram strengthens its position in digital solutions through an investment in Berlin-based Square Metrics

Osram is further expanding its digital business in location-based services by acquiring a minority stake in Square Metrics. The Berlin-based company is developing innovative Internet of Things (IoT) industry solutions for the retail, smart city and logistics sectors.

"In combination with our IoT platform Lightelligence and our sensor technology, such as our beacon portfolio, Square Metrics' innovative solutions enable sales-supporting advertising campaigns, detailed customer analyses and intelligent logistics monitoring of shipments. Square Metrics is therefore an excellent strategic addition to our portfolio," explains Stefan Kampmann, Chief Technology Officer of OSRAM Licht AG.

"Today, retail companies are confronted with continuous and significant changes in the purchasing behavior of their customers. Our technology enables retailers to better understand this rapidly changing behavior in order to adapt their sales approach specific to each location," explains Michael Kappler, Managing Director of Square Metrics GmbH. "With Osram at our side, we can serve the rapidly increasing international demand for our products more quickly," says Kappler.

In addition to Square Metrics' two founders Michael Kappler and Cornelius Rabsch, Osram manager and smart retail expert Michael Hoege will join the Square Metrics management board. In addition to Osram, Square Metrics is backed by investors including the former managing director of Wall AG, Daniel Wall; and Paulus Neef, co-founder of Pixelpark.

Since its founding in 2014, the Berlin-based company has built up a strong customer base with well-known national and international customers. Primarily in the areas of retail and service industry, such as grocery stores, fashion retailers or restaurants chains, but also industrial and large-scale projects such as Vienna Airport. Location-based information enables retailers to supply their customers with precisely tailored offers via apps and to

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analyze the logistics chain. In addition, Square Metrics has cost-effective tracking solutions in its portfolio, which are used, for example, by CHEP, the world market leader in pallet pooling.
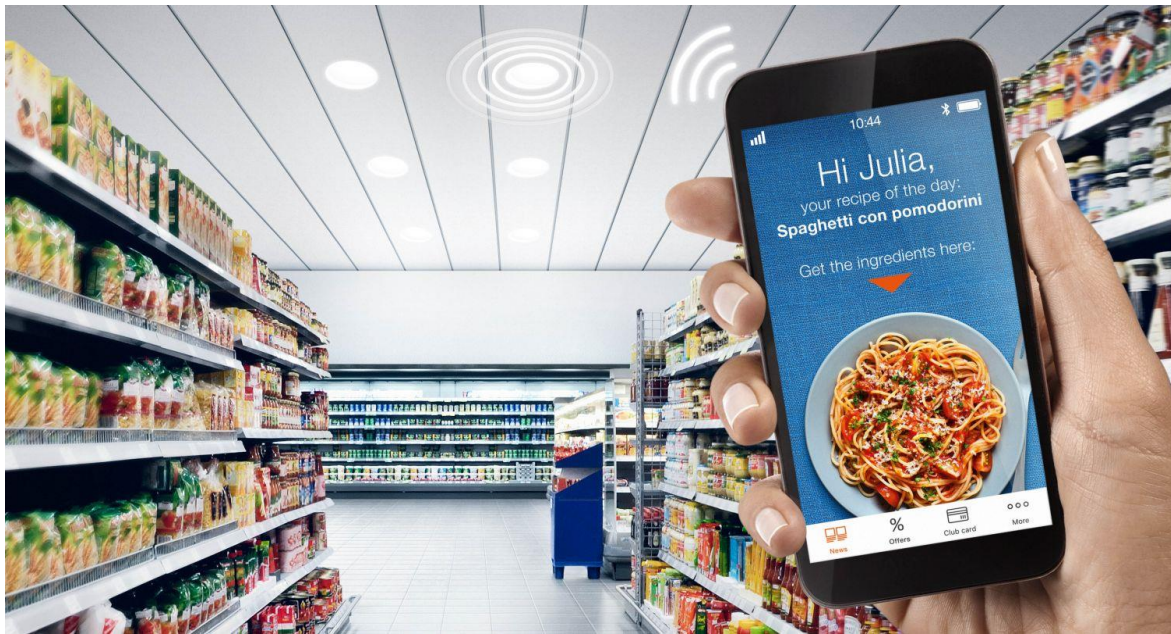
Square Metrics, in which Osram is acquiring a minority stake, is developing innovative Internet of Things (IoT) industry solutions for the retail, smart city and logistics sectors. Picture: Osram

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ABOUT OSRAM
OSRAM, based in Munich, is a leading global high-tech company with a history dating back more than 110 years. Primarily focused on semiconductor-based technologies, our products are used in highly diverse applications ranging from virtual reality to autonomous driving and from smartphones to networked, intelligent lighting solutions in buildings and cities. OSRAM utilizes the infinite possibilities of light to improve the quality of life for individuals and communities. OSRAM's innovations will enable people all over the world not only to see better, but also to communicate, travel, work, and live better. As of the end of fiscal year 2018 (September 30), OSRAM had approximately 26,200 employees worldwide. It generated revenue of more than €3.8 billion from continued operations in fiscal year 2018. The company is listed on the stock exchanges in Frankfurt and Munich (ISIN: DE000LED4000; WKN: LED400; trading symbol: OSR). Additional information can be found at www.osram.com.

ABOUT SQUARE METRICS
In 2014, Square Metrics was founded in Berlin by internationally experienced internet and retail experts who had the vision of providing stationary retailing with completely new insights into customer behavior using innovative POS technologies. In a retail world dominated by the Internet, Square Metrics has developed a platform that now enables traditional retailers in more than 50 countries to convert their customers' shopping visits into analyzable data. The Proximity Data Management Platform developed by Square Metrics helps companies use this data to create more relevant - and thus more effective - marketing campaigns directly at the point-of-sale to improve the shopping experience individually and significantly - and to optimize the customer journey. Enterprises can set up and manage complex proximity infrastructures for beacons, geofences or NFC tags to collect location-based data for extensive analysis. For more information, please visit www.squaremetrics.com.

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