**INVESTING IN A STRONG PARTNERSHIP**

LAUDA intensifies involvement with innovative start-up watttron

Lauda-Königshofen, 24 April 2020 - The LAUDA DR. R. WOBSER GmbH & Co. KG, the world market leader for precise temperature control, has renewed its support for the Saxon technology start-up watttron. Together with other renowned investors, LAUDA is providing fresh capital of EUR 3.4 million in addition to expertise. LAUDA is thus underlining the importance of the successful cooperation with the young company from Freital near Dresden, which began in 2018. The multi-award-winning start-up company develops and manufactures intelligent heating systems that are able to heat with pinpoint accuracy. This is particularly important in the packaging industry, as the innovative process can save energy and material. Together with LAUDA, marketing opportunities in the fields of analysis, bio and laboratory technology and on the North American market are being worked on. In addition, both companies are working on a prototype that is not only capable of heating with pixel accuracy, but also of cooling.

With the current financing round, watttron aims to accelerate its own development, gain new partners on a global level and open up new industries such as biotechnology, chemistry or 3D electronics. LAUDA as a partner firmly believes in the success of the young company and is convinced of the joint partnership: »We have been watttron's cooperation partner for around two years because we have already seen and actively support the benefits of the patented heating technology beyond the packaging market in 2018«, says Dr. Gunther Wobser, President and CEO of LAUDA. »The positive development of recent years has confirmed our decision to continue investing in watttron.«

**About LAUDA**

We are LAUDA - the world leader in precise temperature control. Our constant temperature equipment and heating and cooling systems are at the heart of many applications. As a complete one-stop supplier, we guarantee the optimum temperature in research, production and quality control. We are your reliable partner, particularly in the fields of automotive, chemical/pharma, semiconductor and laboratory/medical technologies. We have been inspiring our customers for more than 60 years with our competent mentoring and innovative, environmentally-friendly concepts - new every day and all over the world.

**Picture 1: pic\_LAUDA\_wattron\_20-04-24\_rho**

Investment discussions in times of Corona: Markus Stein, CEO of watttron, welcomes investors via video conference. On the screen, from top left to bottom right: Dr. Mario Englert, CFO of LAUDA DR. R. WOBSER Beteiligungs-GmbH, Ronald Claus von Nordheim, CPO of watttron, Michaela Wachtel, COO of watttron, Dr. Sa-scha Bach, CTO of watttron, Dr. Matthias Kalbus, Investment Manager TGFS, Arno Langwieser, Investment Manager CNB, Rico Kleinhempel, Business Angel, Dr. Gunther Wobser, President and CEO of LAUDA DR. R. WOBSER Beteiligungs-GmbH and Jan K. Verweyen, Investment Manager SKion GmbH

**Picture 2: pic\_Kooperarion\_watttron\_20-04-27\_rho**

The partnership between the start-up watttron and LAUDA has existed since 2018, the picture was taken at the signing of the contract at that time. From left to right: The management of LAUDA, COO Dr. Marc Stricker and CFO Dr. Mario Englert, Ronald Claus von Nordheim, CPO of watttron, the President and CEO of LAUDA, Dr. Gunther Wobser, and Markus Stein, CEO of watttron. (Source: LAUDA)

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