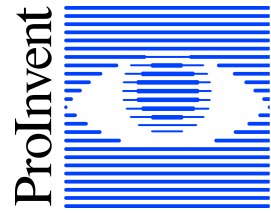


DECEMBER – NEWSLETTER 2019



Below you can read about ProInvent in a new setup as a One-Stop-Shop in Integrated Product - and Technology Development

50% growth in ProInvent this year

2019 was the year where ProInvent A/S reached 50 skilled employees.

Revenue at ProInvent has in 2019 grown from DKK 30 million to DKK 44 million, and ProInvent aims to grow the company controlled to 100 progressive and service minded innovators within a couple of years – and revenue will increase accordingly.

Visit our new exiting homepage with a lot of videos at: www.ProInvent.dk and at <https://www.proinvent.dk/index.php/new-employees-2019/> you can see all our new strong profiles.

Strengthen ourselves and strengthen ProInvent

As part of our organizational structure development, ProInvent has conducted a course program with Lecturer René Oehlenschläger, built up of 6 strength training sessions concerning FIND and USE your strengths and not least KEEP ON intensifying our character-strengths. We have startet implementing our new lessons and now conduct SUS talks instead of MUS talks.

25th anniversary

At the beginning of 2019 ProInvent celebrated its 25th anniversary. Customers, collaborators and business partners showed up to hear the latest news concerning ProInvent's newly developed technologies and extensive experience.

ProInvent is now a Rockwell Automation OEM-Partner



Certified OEM Partner

A ROCKWELL AUTOMATION PARTNER

ProInvent became Rockwell Automation OEM-Partner for Machine Builders in 2019. We have achieved this status because in a unique way we combine Rockwell Automations' products, know-how and automation concept with ProInvent's industrial- and application related knowledge, and experience as an advisor and contractor concerning development and effective production systems. Only 3 companies in Denmark hold this certification.

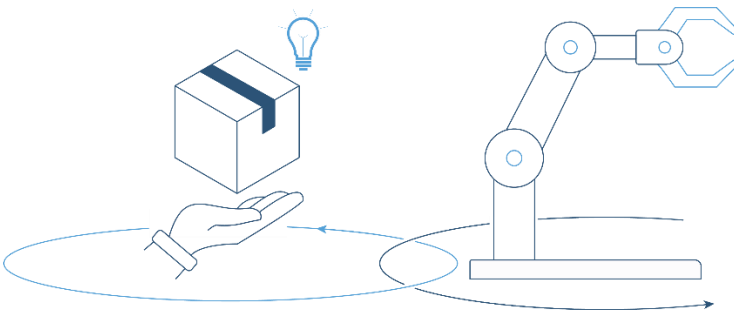
One-Stop-Shop in large integrated product development projects

This year ProInvent became a One Stop Shop for large projects, since ProInvent has expanded the business with a new product development department. Now ProInvent is a progressive innovation partner from the very beginning of product development projects, and till handing over the newly developed production equipment, and the new production starts and ramps up. Our projects are the essence of integrated product development, i.e. integrated development of products, production machines, inspection machines, vision systems and industrial automation.

Additional business leg: Product Development

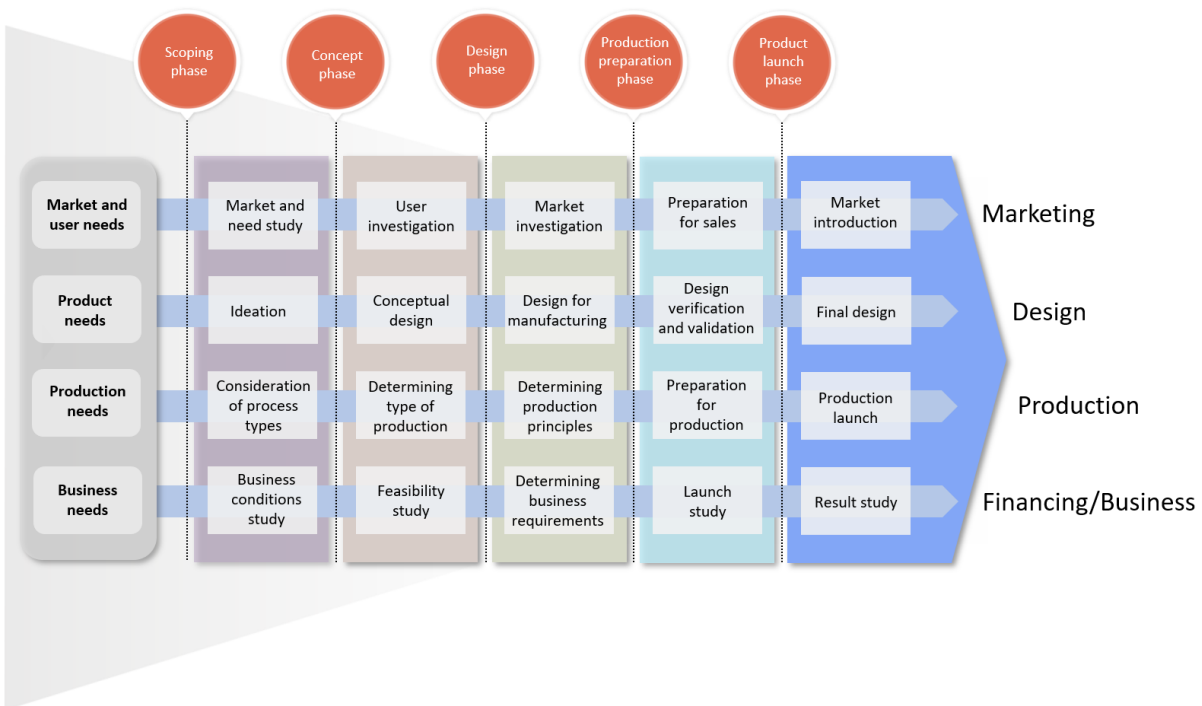
ProInvent has expanded the business with a new product development department. The purpose is to help our partners deliver products with high quality faster to market through integrated product development.

The new initiative makes ProInvent a strong end-to-end partner in product development projects, from early ideation through design maturing and process development till production equipment realization and ramp up, because we now have dedicated product and production machine development in ProInvent.



Integrated Product Development

ProInvent's new department is growing rapidly and we have been very lucky in acquiring some of the most talented people in the market that combined have developed and released more than 20 products to market, including 6 major patents within the last 5 years....and we expect much more to come. This department has a strong focus on structured and systematic product development and executes the development activities through well-defined planning, from early ideation through design maturing and process development till production.



The integrated product development model

With the expansion of the Product Development Department, we truly feel that we stand stronger and are able to provide significant value to our partners:

- We bring **simplicity** and **pace** to integrated product development – because we **operate in small empowered** teams
- We deliver **world-class quality** and **manufacturability** to product design – because we house **product and machine development under one roof**
- We unlock **unique opportunities** with our customers – because we combine **human-centered** design thinking, **data driven** decision making and **proven methods** from the most successful companies

Our challenge to our partners

Based on these principles, we are confident we can take you from scoping to detailed product design at half the cost and at a significant higher pace.



To lead the expansion of ProInvent's new business area we are delighted to announce that we have hired René Ferm Nyberg M.Sc., who comes from a position as Global Director, Project Management Office (PMO) in Natus Medical Incorporated. Prior to this role, René spent +8 years in Coloplast where he held several positions, including Program Manager for some of the largest product development programs in Coloplast and latest as Director, PMO, R&D.

René has the responsibility for developing and implementing the new strategy for integrated product development. René will further focus on expanding the business area including recruitment, sales and leadership.

"We look forward to bring value to our partners, solving the many tasks and projects in need of integrated product development and with ProInvent as the strategic end-to-end partner" says René Ferm Nyberg.

TV2 News with Industry Minister Simon Kollerup and ProInvent **TV2 NEWS**

TV 2 News visited ProInvent A/S in Hørsholm and journalist Jens Nymark interviewed Industry Minister Simon Kollerup, CEO Leif Dalum and robot engineer Kim Kofoed Nielsen regarding the more and more intense use of industrial robots nationally and abroad. According to new analyzes reports made by IRIS Group, Denmark is the leading country worldwide in export growth of robot-solutions.

Here you have a cut of the interview statements:



Jens Nymark: "It's a quite new development that no other export nation is moving as fast as we are here in Denmark. We also had a talk regarding this issue with Industry Minister Simon Kollerup who believes that we should move even faster – also here in Denmark".



Simon Kollerup: "We had a really good start in Denmark and we Danes can be very proud that we have set a significant mark worldwide in relation to being fast movers with our robots. I think that one of the things that we could do be better in order to keep our position in the market is to increase the growth of our domestic investment frame in our companies. It is a little worrying to see that some of our mid-sized production companies could actually make even greater progress by using the robots themselves, and if our national market is underdeveloped then imagine what our export would be like if our market gets fully and successfully developed and we use the experiences we gain at home, to be even better out there."

Jens Nymark: "In other words, a minister who has become so excited about the development that he believes that our national market can be exhibited even better, using robots even more – and Leif Dalum – now we hear the minister say that basically the big customers that you already deal with have to move into a higher gear, so what do you see of potential in terms of getting Danish companies to integrate robotics into their productions?"



Leif Dalum: "Our customers are well advanced, I can mention the pharmaceutical companies in Denmark - they are planning to introduce not just robots, but what we call droids - droids are very advanced robots that have artificial intelligence; they have "eyes" and tactile sensors etc. We deliver production droids to various companies in the pharmaceutical

industry - they are so advanced, that what we experienced many years ago in e.g. Star Wars today is actually a reality, and part of what we master in Denmark. ProInvent has a close co-operation with The Technical University of Denmark (DTU), from where we get some of our most skilled engineers. Denmark is in a quite new situation embarking a new era, new job profiles arise, and we experience that we go from being a production country to being a technology developing country, where there are lots of new exciting and challenging jobs for young development engineers".

Jens Nymark to Kim Kofoed Nielsen, young ProInvent engineer in the robot engineering group: "What is your technical development focus at the moment?"



Kim Kofoed Nielsen: "We are developing high performance and very fast robots at the moment. What we are very good at in Denmark is to be creative, and find the most innovative and best solutions."

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