



**WE ARE
READY FOR
THE FUTURE**

Six reasons to invest

1

Market opportunity

We focus on markets where we have a competitive advantage, where we can offer a number of benefits over incumbent technologies. For example, with Direct-to-Shape printing, Xaar technology offers unique value thanks to the capability of our printheads to print dynamically, in multiple orientations. This is particularly relevant in a number of areas from aerospace to bicycle manufacture.

In addition, Xaar continues to see a growing number of new opportunities within the 3D printing markets. Our technology is unique in its capability for managing high viscosity fluids and at the same time delivering industrial levels of reliability across a range of additive manufacturing applications and emerging technologies.

There are significant opportunities in textile printing, particularly in applications using pigmented inks. Xaar's technology is well suited for the challenges of printing highly pigmented inks, providing several USPs, and when combined with upcoming products from ImagineX, will bring a significant value proposition to that market.

 [See Marketplace on page 10](#)

2

Proven technology and product roadmap with a strong value proposition

We have a product roadmap based on our new generation ImagineX technology platform that will develop our range to offer advantages over the competition and open new markets. Our unique technologies and products are the leading enabler for innovation and creativity, and for driving production efficiencies for many industries.

 [See more on pages 20 and 21](#)

3

Experienced and focused management team

As the only leading independent printhead manufacturer we are able to have a flexible, collaborative approach. Our experienced management team is committed to remaining customer-centric with a focus on Xaar's growth strategy of offering a more vertically integrated solution.

 [See Board biographies on pages 60 and 61](#)

4

A clear strategic vision

We have a customer-centric business model that places the OEM and UDI at the heart of everything we do. We are executing on our plan to become more vertically integrated to drive printhead sales. Our ability to supply electronics, software, ink systems and print engines alongside application support, combined with a disruptive technology, sets us apart from our competition.

 [See Our business model on page 8](#)

5

Roadmap to deliver the opportunities

Our ImagineX printhead platform (launched September 2020) is driving our progress, enabling the business to increase its addressable markets whilst establishing market leading products across all our sectors. ImagineX has already delivered significant enhancements to the current portfolio; these include substantially improved speed and throughput as well as high throw distance and viscosities of over 100cp at jetting temperature. We have already launched two new printheads on this platform (Xaar Nitrox and Xaar Irix). Future product launches include aqueous compatibility, increased robustness to improve the life of the printhead and even higher resolutions. These features are helping to strengthen our position in markets where we are already well represented and will drive improved adoption in several markets where we are currently not, such as Wide Format Graphics, Labels, Packaging and Textiles.

 [See New opportunities on page 3](#)

6

Strong balance sheet position

We have the resources necessary to implement our strategy; a strong balance sheet with no debt and net cash of £25.1 million. This provides the platform for security and a great foundation for future growth.

 [See the Strategy update on page 12](#)