



## Hide the dagger behind the smile.

*No, not by Vladimir Putin!\**

### CEO's Note

Dear Reader,

After several decades of a continuous downward trend, a significant change has started into the other direction of price development. That's putting it harmlessly. Because the current changes in prices should rather be described as earthquakes, at least in some areas. An earthquake that started insidiously with the pandemic and triggered a volcanic eruption with tremors measuring 8 on the Richter scale when Russia invaded Ukraine.

But is it really the war in Ukraine that is to blame for the disaster? I don't think so and see this more as a political whitewash to distract from their own mistakes. If you become totally dependent on fundamental things such as energy and don't keep any reserves and/or don't have a plan B, you'll end up getting soaked in the rain. Voters in Europe, including Switzerland, have been blinded by «gooderism».

Climate protection sounds good and the majority rides the wave of the good guys (and at the same time, everyone else is the bad ones). And with this woke-wave and cancel culture, the most important good after food, freedom and self-determination for people, energy, was choked off by means of an undefined and aimless energy transition.

Defense spending? Money wasted uselessly. So stop it. We also have incredibly good fire protection concepts

in our buildings, which is why we no longer need a fire brigade. Eternal peace on earth should be the goal. Unfortunately, as Figura "Ukraine" shows once again, only "love and peace" is not a good concept.

Fiscal policy? It's been wonderful over the past few decades. Everything ran better, one could invest endless amounts of money in wonderful things. The banknote presses ran and are still running like clockwork. Here another hundred billion, there another hundred. Politicians have wonderful vehicles to firstly distract from the real problems and secondly to secure votes for the next elections.

I mean, the money glued together with the energy disaster and unbridled consumption are ultimately the drivers of an inflation that is unknown to the present generation and also to the previous.

We have to be prepared for the fact that costs are rising and that not everything is immediately and always available. My motto: create reserves, remain flexible, concentrate on simple things, surprise, act economically, act in a uniform and goal-oriented manner and create security and safety\*\*.

Beat De Coi

*\*Wáng Jìngzé*

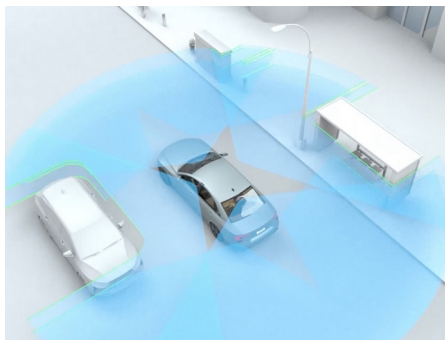
*\*\*FEKEFÜGÖS*

### cwTOF Technology improves driving safety

The universe of the Internet of Things (IoT) is becoming more relevant every day, and automobiles are one segment of this market, which is growing significantly. Nowadays, cars are equipped with numerous electronic control units (ECUs), which are systems embedded in a vehicle, to oversee a variety of functions. Therefore software has become more and more an important part of a car. And software needs maintenance, just like hardware.

Cloud technology and the possibility of over-the-air (OTA) updates both for infotainment and drive control, are making car software maintenance much easier and more cost-effective, giving a major boost to the market for software-defined sensors for vehicles.

While infotainment functions significantly enhance the in-car experience, they are not mission-critical. On the other hand, driving control functions, including advanced driver assistance systems (ADAS), certainly are. And this is where ESPROS Photonics, through its collaboration with PreAct Technologies, comes in. PreAct is a very innovative US based LiDAR technology developer. It spent the last three years developing its



T30P Flash LiDAR, which is the industry's first sensor designed to be software-definable and integrate easily into a complete autonomous driving system stack for automakers. It is also the fastest Flash LiDAR in the market. Its architecture is based on continuous wave time of flight (cwTOF) technology, and can be optimized for different applications via OTA updates, making any ADAS application relevant for the entire life of the vehicle.

PreAct T30P Flash LiDAR implements ESPROS epc660, whose incredibly high sensitivity, and

unparalleled capacity to operate even in full sunlight, are crucial for its performance.

ESPROS Photonics and PreAct Technologies recently signed a collaboration agreement to develop new flash LiDAR technologies for specific use cases in automotive, trucking, industrial automation and robotics.

This synergy, combined with PreAct's strong commitment to working with automakers to future-proof vehicles, aims to help car manufacturers increase driving safety, simplify maintenance and raise revenue opportunities.

## Looking to the future with confidence and team spirit

The ESPROS Photonics Sales Meeting was held over June 1-3 in Sargans. The atmosphere was full of positivity, after all the pandemic restrictions: it was obvious that everyone at ESPROS has high expectations for the future. The company is rapidly growing, after many years of research and development of processes and products. Even markets had been developed.

"A one thousand mile journey starts with the first step" is a saying of the famous Lao-Tze. In the words of our CEO Beat De Coi: "It was a long and burdensome journey that began in 2006, when I started ESPROS. It goes without saying, that it wasn't an easy road to get where we are today, and it didn't happen overnight."



And further "it took huge passion, an unshakable determination to design and develop simple but reliable and robust solutions for very high expectations, the ability to imagine new markets, sense new needs, and (last but not least) huge investments."

**Best in-class sensitivity and ambient light suppression are the benefits to ESPROS' partners**

But now we are here and we are ready. Almost a hundred industrial and automotive applications are in series production at ESPROS' customers. Great to see

**"There's been a long way"**

more and more applications implementing ESPROS chips and camera modules in daily use.

The ESPROS technology our customers are utilizing, has an incredibly high sensitivity, and an unparalleled ambient light suppression capacity. This outstanding chip performance makes possible for our partners, to bring to the market applications which can operate at their best both indoor and outdoor, even in full sunlight.

We have achieved a lot, and this is fantastic. But just as we encountered challenges on the way that led us here, we will experience new ones on the path upon which we are about to go. Therefore, let's remain humble, and always be there for each other. One man is no man, and a strong and united team is paramount.

Every single member has to take ownership for the success of the team, and the contribution of every single member is unique.

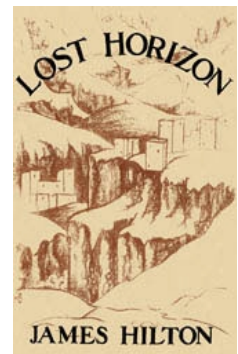
We can be confident, that if we remain humble and down-to-earth, we will achieve all our goals.

**"Let us all remain humble"**

Let us keep a positive attitude and always focus on solutions with customer satisfaction. Passion, competence and a strong team spirit will be the pillars of our strength. As the famous saying goes: where there is a will, there is always a way. There are uncountable successful stories waiting for ESPROS Photonics out there.

The company is expanding, recruiting new talented and motivated people, and will continue to do so throughout 2022 and 2023. Flexibility and willingness to embrace change will help us to keep on succeeding. We have the right to be proud of what has been done, but success is something that must be reconfirmed day by day, and in ways that are often new.

The participants of the sales meeting celebrated this significant milestone of the company together on a mountain in the Swiss Alps with incredible views of the valleys, mountains, lakes and rivers surrounding them, recalling the book "Lost Horizon" by James Hilton regarding the view at the lamasery of Shangri-La.



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