

## October Trading Update + Presenting at Virtual Conference

### Highlights:

- Sales in October 2020 were up 200%+ compared to 2H'20 run rate sales, continuing the positive recovery momentum post the COVID-19 (COVID) lockdown
- This acceleration marks a return to pre-COVID sales levels for the month of October which is three months earlier than previous guidance
- Strength in sales is based on existing products and validates the focus on building the ProRes RAW ecosystem through integrations with major global camera manufacturers
- New streaming and live video product on track for release in 2Q'21 – further detail to be announced at the Annual General Meeting on 30 November 2020
- Cost control in line with previous guidance

Atomos Limited ('**ASX:AMS**', '**Atomos**' or the '**Company**') is pleased to announce it will present at the NWR Investor Conference to be held on Wednesday, 4 November 2020.

As part of the Company's commitment to keep the market informed during COVID until it reached pre-COVID sales levels, AMS will be providing a trading update that is considered material to the market at the Conference.

AMS has previously advised it has experienced monthly sales improvement post COVID of 50%+, 60%+ and 100%+ in the months of July, August and September, respectively, compared to the sales run-rate it experienced in H2'20 of circa \$2m per month.

AMS is pleased to advise that this momentum has continued with October sales showing an improvement of over 200% on the H2'20 run-rate.

The sales for October were also ahead of the monthly average for H1'20 (pre-COVID). This is three months ahead of previous guidance of getting back to pre-COVID sales by the next calendar year. Whilst the product range is holding up very well in the new COVID-normal, the Company does remain cautious around the general economic impact that could arise from further lockdowns in its largest markets in the northern hemisphere.

The growth in monthly sales reflects an improving market post lockdown and increased demand for our products following the recent integration of ProRes RAW by major global camera manufacturers.

The improvement is based on existing product sales with the Company on track to announce new product releases this quarter as previously advised.

Costs remain in line with previous guidance.

Commenting on the Trading Update, Chris Tait, Atomos' Executive Chairman said: *"We have been pleased with the continuing positive recovery momentum post the COVID-19 lockdown and the resulting improvement in the top line, which is off a lower cost base, and are seeing the benefits of the operational changes we made following the initial COVID outbreak."*

Jeromy Young, Atomos' CEO added: *"Our decision to partner with Apple on ProRes RAW many years ago and to build out an ecosystem is starting to really bear fruit. The ProRes RAW format is now being embraced by all major camera companies globally and is having a strong positive impact on our revenue. The bounce back has been significant in both ProVideo and Entertainment due to affordable 4KHDR and RAW workflows, in which our products are leaders. This is one of our biggest months without new product releases. We will provide further updates on our strategic plans to continue to build on this momentum at our AGM at the end of November 2020."*

### **Virtual Conference Presentation**

The Company invites shareholders and investors to view Chris Tait (Executive Chairman), Jeromy Young (CEO) and James Cody (CFO) present an update on recent trading at 10:10am AEDT on 4 November.

**Event:** NWR Communications Investor Virtual Conference

**Presenting:** Chris Tait (Executive Chairman), Jeromy Young (CEO), James Cody (CFO)

**Time:** Wednesday, 4 November, 10:10am AEDT for 30 minutes

Investors are invited to submit questions prior to the event to: [simon@nwrcommunications.com.au](mailto:simon@nwrcommunications.com.au).

Investors can register online to view the presentation here:

[https://us02web.zoom.us/webinar/register/WN\\_9BO4Fb4dTNe5kOvYf3Ix5A](https://us02web.zoom.us/webinar/register/WN_9BO4Fb4dTNe5kOvYf3Ix5A)

For more information on the conference [click here](#)

Authorised for ASX release by the Atomos Board of Directors.

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## About Atomos:

Atomos is a global video technology company delivering award-winning, simple to use monitor-recorder content creation products. These products give content creators across the rapidly growing social, pro-video and entertainment markets a faster, higher quality and more affordable production system.

Atomos' range of products take images directly from the sensor of all major camera manufacturers, then enhance, record and distribute them in high-quality formats for content creation using the major video editing software programs. Since being founded in 2010, Atomos has established strategic relationships with key technology providers within the ecosystem including Apple, Adobe, Sony, Canon, Panasonic, Nikon and JVC Kenwood.

Atomos is based in Australia with offices in the USA, Japan, China, UK and Germany and has a worldwide distribution partner network.

For more information please visit **[www.atomos.com](http://www.atomos.com)**