



# HARDWARIO

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| Reference number | HPA.221223.01-EN  |
| Date             | December 23, 2022 |
| Place            | Liberec           |

## ADASTRA and HARDWARIO Enter Into a Strategic Partnership in the Field of Retail Digitalization

In the coming period, they want to strongly assert themselves with their integrated IoT products among major global brands and chains.

**ADASTRA and HARDWARIO have agreed to continue their strategic cooperation after successful joint IoT pilot projects in the retail sector. The agreement includes a redefinition of the roles of both entities, with HARDWARIO exiting the subsidiary ADASTRA Lab, where the Adastra Group will continue to develop comprehensive IoT solutions for retail and downstream areas of the supply chain. HARDWARIO remains a key supplier of IoT components to ADASTRA Lab. The two companies have agreed to work closely together to deliver cutting-edge and scalable solutions to the global market, particularly in the areas of smart shelving and scales.**

*“Cooperation with HARDWARIO in recent years has enabled us to implement very interesting pilot projects with leading players in the field of retail sales in the Czech Republic and abroad. Within the framework of the ADASTRA Lab vehicle, we have jointly developed attractive IoT products and tested their functionality in various point-of-sale formats. We have now decided to further invest in the development of ADASTRA Lab with the aim of scaling its sales not only in the retail sector, but across the entire supply chain such as manufacturing or logistics, or in the area of more efficient waste management and ESG reporting. In the future, we do not rule out accelerating growth by bringing in new investors. We continue to rely on HARDWARIO’s know-how and innovation potential, which ideally complements ADASTRA Lab’s strategy. That is why we are very pleased to have agreed to continue our cooperation with HARDWARIO.”*

— Pavel Kysela, Managing Director of ADASTRA and Petr Blabla, Managing Director of ADASTRA Lab

*“Since the beginning of our cooperation with ADASTRA, we have been motivated to solve the unconventional challenges associated with the implementation of IoT in retail and to bring IoT innovations to it. ADASTRA has great tools for data processing and visualization and subsequent process optimization or predictive AI. On top of that, it has renowned names in its customer portfolio. All this is a guarantee for future business success. We therefore welcomed their decision to invest in ADASTRA Lab and to continue working with us. We believe that together we will grow and become major global players in retail digitalization.”*

— Alan Fabik, co-founder of HARDWARIO

## About HARDWARIO

HARDWARIO is a Czech technology company that focuses on IoT – Internet of Things. It provides its customers with configurable IoT devices, connectivity and cloud services. Together with its partners, it successfully implements IoT projects in manufacturing, energy, agriculture, retail, healthcare and asset management.

## About ADASTRA

Adastra is an international consulting company that delivers comprehensive technology solutions and services to companies across industries to facilitate their digital transformation journey. It connects companies to their customers and their customers to the world. Its vision is to transform data into added value for business.

## Contact for Media

| Name         | Role        | E-mail   | Phone            |
|--------------|-------------|--|------------------|
| Pavel Hübner | Board Chair | <a href="mailto:pavel.hubner@hardwario.com">pavel.hubner@hardwario.com</a> | +420 775 159 734 |