CORPORATE IDENTITY GUIDELINES

FOR A CONSISTENT AND PROFESSIONAL IMAGE

s.m.s, smart microwave sensors GmbH

In den Waashainen 1

38108 Braunschweig

Germany

Phone: +49 531 39023-0

Fax: +49 531 39023-599

info@smartmicro.de

www.smartmicro.com

CONTENT

1   CORPORATE IDENTITY

The purpose of our corporate identity guidelines is to achieve a consistent image and to enhance the visibility of smartmicro. Our corporate identity defines the basic strategy of how we present the company to the public and how we distinguish ourselves from others, especially from competing products on the market. The aim is to strengthen the memorability of smartmicro and, thus, reach a better market position and be more competitive.

Since we promote and sell products with highest performance, we need a professional appearance to be consistent and fulfill our high standards of quality.

Of course, as distributors and partners, you are the key element to achieve these targets, so it is very important that you are on board and help us to unify our communication and our image. Therefore, we would like to start a mutual exchange on marketing that will benefit both parties. We also invite you to let us know what additional material you need and to give regular feedback, so we can improve our marketing continuously.

2   CORPORATE DESIGN

Our new corporate design is based on orange highlights to stand out from competitors. The additional grey tones and white background serve to give our design a simple and clear style.

This new look replaces our former, mainly blue coloring across all channels, so please exchange the material you use accordingly. On the last page we provide a checklist for better orientation.

3   SMARTMICRO BRANDING

One of the main aspects of our corporate identity is the branding of smartmicro, so it is important to understand the difference between our company name and our brand name.

Our legally registered company name is s.m.s, smart microwave sensors GmbH. After German law, this name needs to be in all documents that have a legal effect, such as contracts and agreements. Also, in all our communication and marketing material, we need to be identifiable with our company name when giving the address or using disclaimers, so the commercial purpose is transparent.

For common parlance, we use our registered brand name smartmicro. Over the past years, different company designations or spellings have been established (sms, s.m.s, Smartmicro, SmartMicro, Smart Micro, etc.). Since this is really confusing for our customers and we need to standardize this with highest priority, please use the correct company designation under all circumstances.
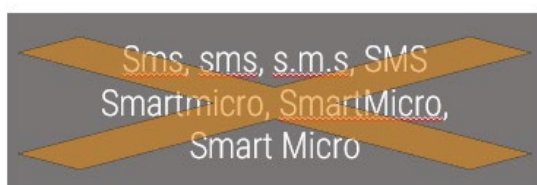
4   SMARTMICRO PRODUCTS

To unify our external communication, we also need to define some ground rules on how to refer to our products.

For every communication, please use the correct and the entire model or product name as written on the website and within the datasheet, avoiding abbreviations (such as "T44") or misspellings (such as "TRUGRID" or "TRUGRD STREAM"). On the website, you can also find further details on how we divide our traffic management product portfolio into a basic and a premium line.

With the TRUGRD products, we introduce a new approach towards more user-friendly product names. We want to accustom customers to our new model names with TRUGRD (UMRR-12 Type 48). Starting with TRUGRD Stream, the UMRR-XX designations will be eliminated.

5   MARKETING AND PRODUCT MATERIAL

In the Partner Zone on our website, you can find the most important marketing and product material matching our latest quality standards:

- Logo
- Product illustrations
- Company presentation
- Fact Sheets
- Several other customer documents
- …

We want to encourage you to give feedback on our current material to help us improve our marketing. Also, we would like to ask you, what do you need to better market and sell smartmicro products? Any ideas or suggestions are appreciated.

6   WEBSITE DETAILS

The smartmicro website is accessible via www.smartmicro.com.

Our website is based on the latest long scroll design, which means that there are less but correspondingly longer pages than on our former, pagination-based website. This type of website layout has become increasingly popular with social media using a similar approach to increase the user engagement and the time visitors spend on a page. The idea behind it is that people are more likely to stay focused and consume more content, if they don't have to make conscious clicking decisions and efforts.

We would like to help you find information by providing you links to specific skip marks on our website. Also, please feel free to hover over the sticky menu on top of the page to navigate to the most important sections of our website.

You can jump to exactly the section of your interest by using the following skip marks:

- Traffic Sensor: <u>Applications</u> | <u>Products</u> | <u>Accessories</u> | <u>Software/Support</u> | <u>References</u> | <u>Use-Case</u> | <u>Downloads</u>
- Automotive Radar: <u>Applications</u> | <u>Products</u> | <u>Accessories</u> | <u>Software/Support</u> | <u>Use-Case</u> | <u>Downloads</u>
- Airborne Radar: <u>Products</u> | <u>Use cases</u>
- Engineering Services: <u>Reference Designs</u> | <u>Applications</u> | <u>Track Record</u>
- Company: <u>History</u> | <u>Expertise</u> | <u>Trade Shows</u> | <u>Facilities</u>
- <u>smartmicro UK</u>

If you have any questions or would like some further information on the new website, please let us know.

7   UPDATE FORMATS

For a good collaboration and high transparency, we would like to keep you updated on product or marketing changes. Therefore, we send a quarterly update to all partners via email, giving information on new products or features, firmware changes, new documents, as well as additional marketing material. If you did not receive the mailing yet, you're welcome to approach the marketing team or your sales contact to be signed up.

To make marketing and product material more accessible for you, we collect relevant files within the Partner Zone on our website. We update and expand this password-protected section on a regular basis. If you don't have access yet, feel free to contact the marketing team or your sales contact for the username and password.

To see further news, you're welcome to check out our social media channels and follow us on <u>XING</u>, <u>LinkedIn</u>, <u>YouTube</u> or <u>YOUKOU</u>.

8   YOUR MARKETING

We are very interested in your marketing strategies and how you market smartmicro products. For example, which channels are you focusing on? What marketing approach works best for you? Please keep us in the loop, so we can learn from you as well. If you have a newsletter, we would be glad if you could sign us up. This will help us understand how you approach your customers and appeal your market.

9 CORPORATE IDENTITY CHECKLIST

Tasks	Done?
1. I read and understood the corporate identity guidelines.	☐
2. I use the new smartmicro logo across all channels.	☐
3. I use the correct spelling of the company name and the brand name smartmicro.	☐
4. I promote all smartmicro products agreed by contract, using the correct product names and spellings.	☐
5. I use my own coloring and style for website promotion, so it does not look like a duplicate of smartmicro marketing material.	☐
6. I make sure to not promote any outdated smartmicro products, such as the UMRR-0F, UMRR-0A traffic sensors, UMRR-0C Type 40 or other products not included in my contract.	☐
7. The texts I use as a reference to smartmicro, their traffic, automotive or engineering services business or their products, match content wise with the information given by smartmicro. (Feel free to use texts from our website if you like.)	☐
8. I use the illustrations provided in the Partner Zone to promote smartmicro products. For using other images, I asked for consent to avoid any conflicts with image usage rights.	☐
9. I included a link to www.smartmicro.com on my website.	☐
10. I use links to the datasheets on the smartmicro website instead of uploading them to my own server.	☐
11. I make sure all product performance data match the latest datasheets provided on the smartmicro website.	☐

Please tick all the boxes and give us a quick hint at marketing@smartmicro.de as soon as you managed all tasks. In case of questions or if you need assistance, please let us know and we are happy to help.

Thank you in advance and we look forward to hearing from you

Your Marketing Team