



For Immediate Release

Avery Dennison Acquires ZippyYum, Also Launches New Digital Venture atma.io

Glendale, Calif. (March 22, 2021)—After articulating its [Investor Day](#) vision to be the world's leading provider of digital ID solutions where every physical item has a unique digital identity, Avery Dennison Corporation (NYSE:AVY) announced two new investments to accelerate its digital transformation capabilities for connected supply chains and connected products: The acquisition of food-industry automation solution provider ZippyYum as well as the launch of a new digital venture atma.io™ and its connected product cloud.

ZippyYum is a California-based startup that develops and sells software and hardware solutions for operational automation and inventory management for food retailers. With approximately \$6 million in annual revenue and a customer base that aligns well with Avery Dennison's Freshmarx^(R) line of business, ZippyYum will become part of the company's Retail Branding and Information Solutions (RBIS) segment. The acquisition will drive growth of the broader RFID Intelligent Labels platform through operational automation and transparency across the supply chain as the food industry continues to adopt intelligent label technology.

In addition to the acquisition of ZippyYum, last week Avery Dennison launched [atma.io](#), a new digital venture, and its connected product cloud capable of creating, assigning and managing unique digital identities for everyday items. With atma.io, Avery Dennison is now able to bridge the physical and digital world by coupling its 50+ billion inlays and other labeling technologies with the power of data. Unlocking use cases for consumer engagement, sustainability, brand protection, and operational excellence, atma.io links different digital trigger technologies, such as UHF RFID, NFC or QR codes, to one unique digital ID, enabling supply chain visibility of item-level events and transforming product data into insights, connected in one end-to-end cloud-based platform. Designed to be leveraged across all industries, atma.io is currently deployed by sportswear brand adidas for circularity and unique consumer-product interactions.

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About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and manufacturing company specializing in the design and manufacture of a wide variety of labeling and functional materials. The company's products, which are used in nearly every major industry, include pressure-sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical and retail applications; tags, labels and embellishments for apparel; and radio-frequency identification (RFID) solutions serving retail apparel and other markets. Headquartered in Glendale, California, the company employs approximately 32,000 employees in more than 50 countries. Reported sales in 2020 were \$7 billion. Learn more at www.averydennison.com.

About ZippyYum

ZippyYum is a technology company providing innovative software and hardware solutions for QSR restaurants. ZippyYum's 30+ years in hardware and software engineering coupled with experience as QSR owner/operators allowed the company to create award-winning inventory, temperature, and operations applications. ZippyYum is headquartered in Orange County, California and the company's apps are currently live in over 35,000 restaurants worldwide. ZippyYum's products give restaurant operators a game-changing edge in running their restaurants more efficiently than the competition. Learn more at www.zippyyum.com.

About atma.io™

Atma is Sanskrit for "soul." Avery Dennison's vision is that every product should have a unique digital ID or 'soul' that persists throughout the value chain and enables all stakeholders to see the true self (or atma) of the product, and Avery Dennison launched the atma.io venture and its connected product cloud to serve as the foundation for sustainable, trusted connections between every item, every company, and every person. Learn more at www.atma.io.

atma.io™ is a trademark of Avery Dennison.

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