

Atomos Strengthens Senior Team with Appointment of Chief Product Officer

Atomos Limited ('**ASX:AMS**', '**Atomos**' or the '**Company**') is pleased to announce the appointment of former Apple Product Manager in professional video applications, Estelle McGechie to the newly created role of Chief Product Officer.

Australian-born, Estelle has enjoyed a successful career in the United States with roles at some of the most prestigious media, entertainment, and product companies in the world such as The Walt Disney Company, Apple, and Logitech.

During her time at Apple, Estelle was employed as a senior manager overseeing worldwide product development and marketing of professional video applications including the management of technologies such as XML, FxPlug, Workflow Extensions, and Apple ProRes and ProRes RAW. Most recently Estelle was Vice President of Marketing at Frame.io, a cloud-based video collaboration platform.

Estelle has developed world-class software and services and managed multiple hardware and software products and teams around the world. Estelle has worked with major broadcasters such as ABC, NBC and CNN, with film companies such as Sony and FOX Studios, as well as many popular Influencers and YouTubers.

As Chief Product Officer, Estelle will focus on evolving Atomos' software and services platforms and will assist Atomos Founder, Jeromy Young and the senior team in the execution of the Company's product strategy. Estelle will initially be based in Silicon Valley, California.

Jeromy Young, Atomos Founder commented: *"We are very lucky to have Estelle joining Atomos. We initially worked together on the Atomos Ninja, the first Apple ProRes and ProRes RAW recording device. The Silicon Valley product experience Estelle brings will complement our product team to drive growth in software revenue, generated off the back of our large hardware install base."*

Chris Tait, Atomos' Executive Chairman said: *"I am thrilled that we have someone of Estelle's experience joining Atomos, her breadth of knowledge, particularly in bringing leading software solutions to market, will be invaluable for us."*

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

