



Aligning to Advance Automation

Zebra Announces Intent to Acquire Fetch Robotics



Why has Zebra selected Fetch?



Fetch’s leadership is accredited globally, with pioneering innovations in robotics.



Zebra and Fetch enjoy a longstanding history of partnership, including prior strategic alliances and Zebra investment in the company.



Fetch has developed a broad portfolio of robots that can be applied across multiple use cases in the manufacturing and warehousing space, from material transport to conveyers and person-to-goods fulfillment.



Zebra has deep expertise in making frontline workers more efficient on the edge in multiple industries and environments, including manufacturing and warehousing.



Fetch Robotics has a world-class team to more rapidly expand and enhance innovation and serve customers’ evolving needs with their unique skillsets and thought leadership in the robotics market and technologies.



Customers will be able to automate confidently, all as part of one solution, from one vendor, on one platform. A combined Zebra and Fetch solution will provide a unique solution suite, ranging from exceptional robotics to expertise in RTLS, prescriptive analytics, state-of-the-art fulfillment and more.

What will this bring to Zebra customers?



Customers will be able to accelerate their automation efforts through a single provider of automation solutions, addressing needs ranging from movement of pallets from trucks to put-away locations, to the movement of pickers and co-bots in diverse picking environments.

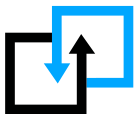


Customers will be able to automate with more confidence, partnering with a provider of a complete robotics solution. One that could take the input and drive the entire system as one solution: from the software, to WMS integration and actual hardware.



Customers recognize that automation/robotics will be an essential part of their future, but they don't want to risk making the wrong investment, and right now, most lack the in-house resources and robotics expertise to confidently automate on their own. Customers will have a smart way forward.

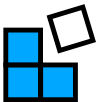
In what ways are the two offerings complementary?



The acquisition will bolster both organizations' complementary strengths, bringing a more robust, fully enabled range of solutions to businesses to penetrate use cases and verticals across both customer bases.



Zebra has a track record of helping businesses modernize at their own pace in ways that are flexible and cater to the needs and scale of their customers' operations.



The combined organization will be able to solve traditional automation challenges via a co-bot environment that doesn't require redesign, and that can complement and augment workers and workflows without major interruptions. This ultimately leads to workers able to get more picks done in the same amount of time.



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