

Streamlining Our Smartphone Launch Updates

Dear Elliptic Labs Shareholder,

In **2025**, we are introducing a new communication framework for smartphone announcements. The first trading day **of each month**, we will release a comprehensive monthly summary detailing the smartphone models and manufacturers that have been announced with **Elliptic Labs' technology** over the preceding month. The first summary will be published in February.

This update is designed to offer our audience a more focused, organized, and transparent overview of the **latest smartphone announcements and launches** utilizing our software solutions. By presenting information in a concise monthly recap, we aim to provide clearer and more accessible insights while keeping you fully informed about our progress in the dynamic smartphone market.

In 2024, we launched on a total of **66 smartphone models**, a total that represents approx. **40%** of all historically launched smartphone models. This demonstrates our ability to scale and the continuous interest in our AI Virtual Proximity Sensor. These launches were spread across our customer base, including Xiaomi, vivo, Honor, Ant Mobile and Transsion.

Note: When smartphone manufacturers announce the launch of their latest devices, actual purchase availability to end consumers may come days or weeks later, depending on the manufacturers' (OEMs') strategies.

Stay informed about our latest launches by following us on social media or subscribing to our newsletter here: <https://ellipticlabs.com/contact/>

Thank you for your continued support.

AI Virtual Proximity Sensor INNER BEAUTY

Elliptic Labs' AI Virtual Proximity Sensor detects when a user holds their phone up to their ear during a call, allowing the smartphone to turn off its display and disable its screen's touch functionality. This keeps the user's ear or cheek from triggering unwanted actions during the call, such as hanging up or dialing numbers. Turning off the screen also helps conserve battery life.

Proximity detection is a core capability that is used in all smartphones, but Elliptic Labs' AI Virtual Proximity Sensor is a unique, software-only solution that delivers robust proximity detection without the need for a dedicated hardware sensor. By replacing hardware sensors with software sensors, the AI Virtual Proximity Sensor reduces device cost and eliminates sourcing risk.

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About Elliptic Labs

Elliptic Labs' AI Virtual Smart Sensor Platform™ brings contextual intelligence to devices, enhancing user experiences. Our technology uses proprietary deep neural networks to create AI-powered Virtual Smart Sensors that improve personalization, privacy, and productivity.

Currently deployed in over 500 million devices, our platform works across all devices, operating systems, platforms, and applications. By utilizing system-level telemetry data to cloud-based Large Language Models (LLMs), the AI Virtual Smart Sensor Platform delivers the unrivaled capability to utilize output data from every available data source. This approach allows devices to better understand and respond to their environment, making technology more intuitive and user-friendly. At Elliptic Labs, we're not just adapting to the future of technology – we're actively shaping it. Our goal is to continue pushing the boundaries of contextual intelligence, creating more intuitive and powerful experiences for users worldwide.

Elliptic Labs is headquartered in Norway with presence in the USA, China, South-Korea, Taiwan, and Japan. The company is listed on the Oslo Stock Exchange. Its technology and IP are developed in Norway and are solely owned by the company.

Trademark

INNER BEAUTY is a registered trademark of Elliptic Labs.

AI Virtual Smart Sensor, AI Virtual Smart Sensor Platform, AI Virtual Proximity Sensor, AI Virtual Presence Sensor, AI Virtual Connection Sensor, AI Virtual Gesture Sensor, AI Virtual Heartbeat Sensor, and AI Virtual Breathing Sensor are trademarks of Elliptic Labs.

All other trademarks or service marks are the responsibility of their respective organizations.

Attachments

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