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PLUGANDPLAY



SIG COMMITTED TO FOSTERING INNOVATION

PLUG AND PLAY COLLABORATION EXPANDS SIG'S LEADING ROLE AS INNOVATION PIONEER

As a leading systems and solutions provider for aseptic carton packaging, SIG is collaborating with one of the world's largest start-up accelerators, Plug and Play, to connect with visionary entrepreneurs in the food and beverage industry.

The partnership with Plug and Play will ensure a structured and focused approach to scout and select upcoming start-ups that support SIG's future business strategies. Start-ups are increasingly driving industry innovation and value creation, and SIG is keen to identify and engage with them early to foster successful partnerships.

The collaboration with Silicon Valley-based Plug and Play will enable SIG to explore new and exciting opportunities, as it connects with Plug and Play's ecosystem across industry-specific accelerator programs.

Internally, SIG has also been motivating its employees to come forward with innovations. In 2018 the company set up a Venture Capital Board to offer staff the opportunity to promote their entrepreneurial ideas independently.

Saeed Amidi, CEO & Founder at Plug and Play: "As the leading innovation platform connecting the best start-ups and entrepreneurs to large corporations, our latest cooperation with SIG continues to open up true innovation opportunities to everyone globally. The portal is now open to drive exciting future food and beverage developments and successful business partnerships."

Markus Boehm, CMO at SIG: "To keep one step ahead we must continually innovate in this fast-paced and rapidly changing world, delivering differentiated products to consumers. To achieve this, we strongly believe in fostering entrepreneurial culture and look forward to working closely with forward thinking start-up companies to identify tomorrow's trends, while paving the path to the future. Working together, we can learn from each other gaining a fresh perspective, while empowering start-ups to take advantage of SIG's global expertise in the food and beverage industry. Our collaboration with Plug and Play will open up opportunities for dynamic partnerships and we can't wait to see what the future holds."

SIG's corporate culture is characterized by cooperation with global partners to bring consumer-centric new food and beverage innovations to market. As part of its Value Proposition, SIG aims to drive Product Innovation and Differentiation in the food and beverage industry.

About SIG

SIG is a leading systems and solutions provider for aseptic carton packaging. We work in partnership with our customers to bring food and beverage products to consumers around the world in a safe, sustainable and affordable way. Our unique technology and outstanding innovation capacity enable us to provide our customers with end-to-end solutions for differentiated products, smarter factories and connected packs, all to address the ever-changing needs of consumers.

Founded 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our approximately 5,000 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 60 countries. In 2018, SIG produced more than 35 billion carton packs and generated €1.7 billion in revenue. For more information, visit www.sig.biz

About Plug and Play

Plug and Play is a global innovation platform. Headquartered in Silicon Valley, we have built accelerator programs, corporate innovation services and an in-house VC to make technological advancement progress faster than ever before. Since our inception in 2006, our programs have expanded worldwide to include a presence in over 20 locations globally giving startups the necessary resources to succeed in Silicon Valley and beyond. With over 10,000 startups and 300 official corporate partners, we have created the ultimate startup protected ecosystem in many industries. We provide active investments with 200 leading Silicon Valley VCs, and host more than 700 networking events per year. Companies in our community have raised over \$7 billion in funding, with successful portfolio exits including Danger, Dropbox, Lending Club and PayPal. For more information, visit www.plugandplaytechcenter.com

PICTURE CAPTION:

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Photo: Plug and Play

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