



## press release

### attocube honored as one of Germany's TOP innovative companies

**Munich:** On July 5<sup>th</sup>, the country's most innovative small and medium-sized enterprises (SMEs) gathered for a very special kind of summit meeting in Berlin: The renowned *TOP100 innovation award* was given to the most important innovation drivers of the country. attocube systems was placed second, and project mentor Ranga Yogeshwar congratulated company founder Dr. Dirk Haft on this great success.

Innovations can only flourish in a creative environment. The results of the *TOP 100* analysis are further evidence that such an environment exists at attocube. Not only attocubes' products and processes, but also the company's innovative overall structure has been analyzed and awarded. The 52 member team includes physicists, engineers, chemists, IT specialists, product designers and design engineers from 17 different countries - in itself enough to ensure a vital exchange of ideas and an inspiring atmosphere.

Interestingly, the company finds that the most valuable exchanges of ideas and information take place at exhibitions and conferences, where they meet up not only with their customers and partners, but also with competitors. "Within the industry we don't see ourselves as competitors. We prefer to work with one another rather than against one another," explains CEO Dr. Dirk Haft.

The *Top 100 innovation award* is based on academic research on the company conducted by Professor N. Franke and his team from the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business. Dr. Haft welcomed the award, saying: "We aim to inspire our customers and partners with innovative products that exceed expectations in terms of functionality, elegance and user-friendliness, and that push the boundaries of what is possible. The *TOP 100 innovation award* shows us to be the right track, and we want to thank our customers and our highly committed and motivated team for this performance."

The *TOP100 innovation award* is another prestigious prize in the companies list of important recognitions, among them the German Award for Outstanding Entrepreneurs and the Bavarian Innovation Award.

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Ranga Yogeshwar & Dr. Dirk Haft,  
(CEO & r attocube)

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