

PRESS RELEASE

Novaled ranked as Top Ten Innovative Company

Based on an analysis and profiling of 380 companies the leading emerging technology research firm Lux Research identified Novaled as one of the Top Ten most promising enterprises in the Q1 2013 evaluation.

Dresden (Germany), April, 8th 2013. [Novaled](#), a leader in the organic light-emitting diode (OLED) field, today announced being ranked as a Top Ten company by Lux Research, a leading research firm headquartered in Boston, U.S. Novaled received the Lux Take evaluation 'positive', meaning strong marks across all of Lux Research's metrics. For metrics criteria like technology value, IP position, partnerships, addressable market and team Novaled has reached remarkable scores. Each quarter the Lux Research team of analysts identifies the 10 most [compelling](#) companies profiled across 16 different emerging technology domains.

Drawing on the deep domain expertise of its analysts, Lux Research uses primary research to provide detailed information and critical analysis of firms developing emerging technologies that are poised to impact global megatrends like sustainable energy and infrastructure, sustainable health and wellness, and materials revolutions.

"We are delighted to have been recognized as a Top Ten innovative company around the world," said Gildas Sorin, CEO of Novaled. "This assessment reflects the key market position our company has been able to reach in the growing OLED fields. The business leadership of Novaled is resulting from its unique technology and associated organic materials. We support customers to optimize their OLED devices while combining highest efficiencies with long lifetimes. This is essential for display applications like mobile phones, tablets or in forthcoming OLED TVs and lighting applications.", stated Sorin.

About Novaled

Novaled AG is a leader in the research, development and commercialization of technologies and materials that enhance the performance of OLEDs (organic light-emitting diodes) and other organic electronics. Novaled offers OLED product manufacturers a unique combination of proprietary technology, materials and expertise, and is currently the only company licensing and selling organic conductivity doping technology and materials for use in the commercial mass production of display products in the OLED industry. Novaled has developed strategic partnerships with key OLED innovators and producers throughout the world and, with a broad portfolio of more than 500 patents granted or pending, has a strong IP position in OLED technologies, structures and materials. Commercially active since 2003, Novaled was founded in 2001 as a spin-off of the Technical University and the Fraunhofer Institute of Dresden. Novaled is headquartered in Dresden with sales offices in Korea and Japan. For more information, please visit www.novaled.com.

About Lux Research

Lux Research provides strategic advice and ongoing intelligence for emerging technologies. Leaders in business, finance and government rely on us to help them make informed strategic decisions. Through our unique research approach focused on primary research and our extensive global network, we deliver insight, connections and competitive advantage to our clients.

Visit www.luxresearchinc.com for more information.

About OLEDs

OLEDs (organic light-emitting diodes) are solid-state devices composed of multiple thin layers of organic materials often only a few nanometers thick that emit diffuse light when electricity is applied to them. Because they are an area light source, OLEDs are a key part of fulfilling the dream of the rapidly growing flat panel display market: paper-thin, highly- efficient displays with brilliant colors and excellent design flexibility. OLEDs may also lead to new lighting products that combine color and shape to create innovative decorative lighting applications and personalized environments. In addition, OLED lighting products have the potential to offer greater cost and energy savings than current lighting technologies.

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