



Press release
Rennes, France – July 30 2021

Stabilization transactions and partial exercise Over-allotment Option and Liquidity provider

Rennes, July 30 2021 – Crédit Agricole Corporate and Investment Bank (“**Crédit Agricole CIB**”), acting as the stabilization agent, has exercised in part the over-allotment option, leading to the issuance of 335,793 additional shares at the offer price, which is € 6.60 per share, representing a total amount of € 2,216,233.80, including the premium.

As a result, the total number of AMA CORPORATION PLC new shares offered in the context of its initial public offering stands at 5,793,183 shares, bringing the size of the offer to € 38,235,007.80.

After this issuance, AMA CORPORATION PLC share capital comprises 22,455,815 ordinary shares.

The stabilization period that began on June 29, 2021 ended on July 30, 2021. In accordance with Article 6 of Commission Delegated Regulation (EU) 2016/1052 of 8 March 2016, Crédit Agricole CIB, acting as stabilizing agent, disclosed that it had conducted stabilization transactions in the following price ranges:

Execution Date	Intermediary	Buy/ Sell/ Transfer	Number of shares	Average transaction Price (in euros)	Lowest price/Highest price (in euros)	Aggregate amount (in euros)	Stabilization trading venue
2-Jul-21	Crédit Agricole CIB	Buy	25,617	6.60	6.60 / 6.60	169,072.20	Euronext Growth Paris
5-Jul-21	Crédit Agricole CIB	Buy	84,130	6.60	6.60 / 6.60	555,258.00	Euronext Growth Paris
6-Jul-21	Crédit Agricole CIB	Buy	1,613	6.60	6.60 / 6.60	10,645.80	Euronext Growth Paris
7-Jul-21	Crédit Agricole CIB	Buy	3,292	6.60	6.60 / 6.60	21,727.20	Euronext Growth Paris
8-Jul-21	Crédit Agricole CIB	Buy	14,746	6.60	6.60 / 6.60	97,323.60	Euronext Growth Paris
9-Jul-21	Crédit Agricole CIB	Buy	702	6.60	6.60 / 6.60	4,633.20	Euronext Growth Paris
12-Jul-21	Crédit Agricole CIB	Buy	30,387	6.5639	6.53 / 6.60	199,457.23	Euronext Growth Paris
13-Jul-21	Crédit Agricole CIB	Buy	5,599	6.5738	6.54 / 6.60	36,806.71	Euronext Growth Paris
15-Jul-21	Crédit Agricole CIB	Buy	19,839	6.5400	6.54 / 6.54	129,747.06	Euronext Growth Paris
16-Jul-21	Crédit Agricole CIB	Buy	3,613	6.5400	6.54 / 6.54	23,629.02	Euronext Growth Paris
19-Jul-21	Crédit Agricole CIB	Buy	12,885	6.5047	6.50 / 6.54	83,813.06	Euronext Growth Paris
20-Jul-21	Crédit Agricole CIB	Buy	1,146	6.4975	6.48 / 6.50	7,446.14	Euronext Growth Paris
21-Jul-21	Crédit Agricole CIB	Buy	1,000	6.4800	6.48 / 6.48	6,480.00	Euronext Growth Paris

22-Jul-21	Crédit Agricole CIB	Buy	1,889	6.4706	6.46 / 6.48	12,222.96	Euronext Growth Paris
23-Jul-21	Crédit Agricole CIB	Buy	274	6.4600	6.46 / 6.46	1,770.04	Euronext Growth Paris
26-Jul-21	Crédit Agricole CIB	Buy	1,153	6.4587	6.45 / 6.46	7446.8811	Euronext Growth Paris
27-Jul-21	Crédit Agricole CIB	Buy	232	6.5500	6.55 / 6.55	1519.6000	Euronext Growth Paris
28-Jul-21	Crédit Agricole CIB	Buy	20	6.5500	6.55 / 6.55	131.0000	Euronext Growth Paris
29-Jul-21	Crédit Agricole CIB	Buy	1,102	6.5427	6.52 / 6.55	7210.0554	Euronext Growth Paris
30-Jul-21	Crédit Agricole CIB	Buy	708	6.5171	6.51 / 6.52	4614.1068	Euronext Growth Paris

Kepler Cheuvreux appointed as Liquidity Provider

Guillemot Brothers Ltd., as shareholder holding 34.9% of AMA CORPORATION PLC share capital, has appointed Kepler Cheuvreux as liquidity Provider. In the context of this liquidity agreement Kepler Cheuvreux will act independently in order to provide liquidity on AMA CORPORATION PLC shares.

The agreement shall enter into force on August 2, 2021 and end on December 2021, provided that it maybe tacitly extended for a 12 month-period.

On the signing date of this agreement, Guillemot Brothers Ltd. has transferred an amount of € 1,000,000 to Kepler Cheuvreux for the purpose of the initial implementation of this liquidity agreement.

About AMA

Whereas most collaborative working tools quickly reach their limits once outside the office space, AMA allows experts to work remotely with frontline workers using a secure software platform associated with video tools perfectly tailored to each business.

With nearly seven years' experience in remote assistance solutions, AMA helps industry and service providers of all sizes, as well as medical establishments, to accelerate their digital transformation. Deployed in more than 100 countries, AMA's assisted reality platform, XpertEye, addresses a wide range of use cases such as remote diagnostics, inspection, planning and workflow management. Its unique solutions for remote interactive collaboration enable companies and institutions to increase productivity, speed up resolution times and maximise uptime.

AMA is a fast-growing company with offices in France, Germany, Romania, the United Kingdom, the United States, Canada, and China (including Hong Kong). AMA has a global presence and works across all time zones to forge close relationships with its clients wherever they are. For more information, visit www.amaxperteye.com.

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This press release is an advertisement and not a prospectus within the meaning of Regulation (EU) 2017/1129 of the European Parliament and the Council of 14 June 2017 (the "**Prospectus Regulation**"). The prospectus approved by the AMF is available on the AMF website (www.amf-france.org) and the company's website dedicated to the IPO (www.amaxperteye.com).

The information in this press release is provided for informational purposes only and does not purport to be comprehensive and no person shall rely in any manner whatsoever on the information contained herein or its accuracy, precision or completeness. Any purchase of securities must be made solely based on the information contained in the prospectus approved by the AMF and published on the company's and the AMF's respective websites. Potential investors are invited to read the prospectus before making an investment decision in order to fully understand the potential risks and benefits associated with the decision to invest in the securities. The approval of the prospectus by the AMF should not be understood as an endorsement of the securities offered or admitted to trading on a regulated market.

France

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European Economic Area and United Kingdom

With respect to the member States of the European Economic Area, other than France, and the United Kingdom, (each, a "**Relevant State**"), no action has been undertaken or will be undertaken to make an offer to the public of the shares requiring a publication of a prospectus in any Relevant State. Consequently, the securities cannot be offered and will not be offered in any Relevant State (other than France), (i) to qualified investors within the meaning of the Prospectus Regulation, for any investor in a Relevant State, or pursuant to Regulation (EU) 2017/1129 as part of national law under the European Union (Withdrawal) Act 2018 (the "**UK Prospectus Regulation**"), for any investor in the United Kingdom, (ii) to fewer than 150 individuals or legal entities (other than qualified investors as defined in the Prospectus Regulation or the UK Prospectus Regulation, as the case may be), or (iii) in accordance with the exemptions set out in Article 1(4) of the Prospectus Regulation, or in the other case which does not require the publication by AMA Corporation PLC of a prospectus pursuant to the Prospectus Regulation, the UK Prospectus Regulation and/or applicable regulation in these Relevant States.

United Kingdom

This press release does not constitute an offer of the securities to the public in the United Kingdom. The distribution of this press release is not made, and has not been approved, by an authorized person within the meaning of Article 21(1) of the Financial Services and Markets Act 2000. As a consequence, this press release is directed only at persons who (i) are located outside the United Kingdom, (ii) have professional experience in matters relating to investments and fall within Article 19(5) of the Financial Services and Markets Act

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Stabilization

Crédit Agricole Corporate and Investment Bank, acting as Stabilization Agent, may, (but is not bound under any circumstances), until 30 July 2021 inclusive, in accordance with the applicable laws and regulations, in particular those of the Delegated Regulation No 2016/1052 of the European Commission of 8 March 2016 supplementing Regulation (EU) No 596/2014 of the European Parliament European Union and the Council and concerning the conditions applicable to buyback programs and stabilization measures, to carry out stabilization operations in order to stabilize or support the price of AMA Corporation PLC's shares on the Euronext Growth market of Euronext Paris. In accordance with Article 7 of Delegated Regulation No 2016/1052 of the European Commission of 8 March 2016, stabilization operations may not be carried out at a price higher than the Offer Price. Such interventions may affect the price of the shares and may result in the determination of a higher market price than would otherwise prevail. Even if stabilization operations were carried out, Crédit Agricole Corporate and Investment Bank could, at any time, decide to discontinue such operations. The information will be provided to the competent market authorities and to the public in accordance with Article 6 of the abovementioned Regulation. Pursuant to the provisions of Article 8 of the abovementioned Regulation, Crédit Agricole Corporate and Investment Bank may make over-allotments in connection with the offer up to the number of shares covered by the over-allotment option, plus, if applicable, a number of shares representing 5% of the offer (excluding the exercise of the over-allotment option).

Forward-Looking Statements

Certain information included in this press release are not historical facts but are forward-looking statements. These forward-looking statements are based on current beliefs, expectations and assumptions, including, without limitation, assumptions regarding present and future strategy of AMA Corporation PLC and the environment in which AMA Corporation PLC operates, and involve known and unknown risks, uncertainties and other factors, which

may cause actual results, performance or achievements, or industry results or other events, to be materially different from those expressed or implied by these forward-looking statements. These risks and uncertainties include those set out and detailed in Chapter 3 “Risk Factors” of the registration document.

Forward-looking statements speak only as of the date of this press release and AMA Corporation PLC expressly disclaims any obligation or undertaking to release any update or revisions to any forward-looking statements included in this press release to reflect any change in expectations or any change in events, conditions or circumstances on which these forward-looking statements are based. Forward-looking information and statements are not guarantees of future performances and are subject to various risks and uncertainties, many of which are difficult to predict and generally beyond the control of AMA Corporation PLC. Actual results could differ materially from those expressed in, or implied or projected by, forward-looking information and statements.

Information to distributors:

Solely for the purposes of the product governance requirements contained within: (a) EU Directive 2014/65/EU on markets in financial instruments, as amended (“**MiFID II**”); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; and (c) local implementing measures (together, the “**MiFID II Product Governance Requirements**”), and disclaiming all and any liability, whether arising in tort, contract or otherwise, which any “manufacturer”(for the purposes of the MiFID II Product Governance Requirements) may otherwise have with respect thereto, the shares offered in the Offering (the “**Offered Shares**”) have been subject to a product approval process, which has determined that the Offered Shares are: (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in MiFID II; and (ii) eligible for distribution through all distribution channels as are permitted by MiFID II (the “**Target Market Assessment**”). Notwithstanding the Target Market Assessment, distributors should note that: the price of the Offered Shares may decline and investors could lose all or part of their investment; the Offered Shares offer no guaranteed income and no capital protection; and an investment in the Offered Shares is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom.

The Target Market Assessment is without prejudice to the requirements of any contractual, legal or regulatory selling restrictions in relation to the Offering.

For the avoidance of doubt, the Target Market Assessment does not constitute: (a) an assessment for any particular client of suitability or appropriateness for the purposes of MiFID II; or (b) a

recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the Offered Shares.

Each distributor is responsible for undertaking its own target market assessment in respect of the Offered Shares and determining appropriate distribution channels.

Finally, this press release may be drafted both in French and in English. The French version of this press release shall prevail over the English version in the event of a discrepancy.