NEWS RELEASE

Ambiq's Ultra-Low Power Apollo Platform Selected by Fossil Group for its Hybrid Smartwatches

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Ambiq®, the leader in ultra-low power solutions, today announced that Fossil Group, Inc. will include its patented Apollo Platform with patented Sub-threshold Power Optimized Technology (SPOT®) in hybrid smartwatches from brands, Fossil, Skagen and Misfit.

Today's consumers demand significantly extended battery life, sleeker and more fashionable form factors, as well as myriad powerful features from their wearable devices. These benefits, however, are only possible with greatly-reduced energy consumption, which is achieved using Ambiq's Apollo, powered by SPOT.

"Fossil Group is an innovator and leader in the wearables and smart device market, and the inclusion of Apollo in its newly launched hybrid smartwatches is a testament to its desire to meet the power, space and application requirements of its consumer base," said Fumihide Esaka, CEO at Ambiq. "Ambiq's partnership with Fossil Group indicates both companies are dedicated to developing the next generation of powerful wearables that meet the demands of both fashion and function."

The Apollo platform operates as a central component in the hybrid smartwatches and will handle device operations —including processing sensor inputs and controlling wireless communication.

About the Apollo Platform

Based on the 32-bit Arm® Cortex®-M4 with FPU, in real world applications the Apollo system on chip (SoC) typically consumes 5 to 10 times less energy than competitive SoCs. The dramatic reduction in energy consumption is achieved using Ambiq's patented SPOT technology. This high level of performance per watt can mean significantly

extended battery life, the use of smaller or fewer batteries, and the ability to add new features not previously possible.

In addition, the Apollo Platform offers best-in-class power consumption numbers in both active-mode and sleep-mode—a capability that is unique in the industry. The Apollo Platform consumes an industry-leading 34µA/MHz when executing instructions from flash memory and features sleep-mode currents as low as 140nA.