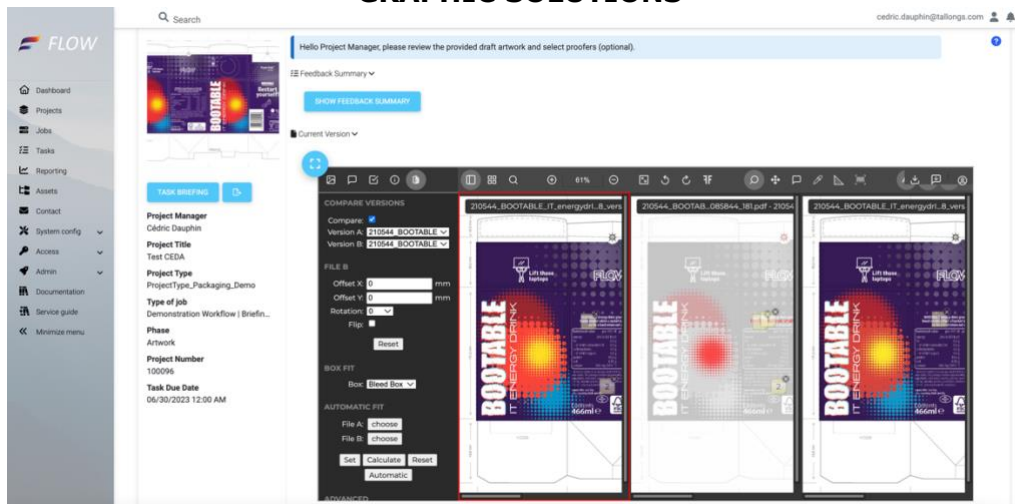![HYBRID SOFTWARE logo]

29 June 2023

HYBRID SOFTWARE ANNOUNCES STRATEGIC PARTNERSHIP WITH TALLON GRAPHIC SOLUTIONS

(Ghent, Belgium) HYBRID Software is pleased to announce a strategic partnership with Tallon Graphic Solutions (TGS), a Belgian software company that provides packaging and artwork management solutions for brand owners, retailers, and design agencies. HYBRID Software will become the preferred reseller for TGS's flagship software product, **_Flow_**.

Flow is a comprehensive, SaaS-based artwork management solution that helps brands and retailers manage their large portfolios of complex graphical projects. It provides an easy overview of projects, supports detailed briefings, visual approval, and much more. Through its API functionality, Flow is easy to integrate with ERP, PIM, or DAM systems.

The partnership between HYBRID Software and TGS will allow for a common development and technology roadmap, leading to accelerated feature development and a consistent link between the artwork management process and various production workflows. Flow is tightly coupled with HYBRID's CLOUDFLOW, bringing advanced pre-press functionality including Proofscope viewing, 3D visualizations, approval loops, and automated pre-press to TGS's Flow customers.

Says Igor Vandromme, Hybrid Software's Business Manager for New Market Segments, "HYBRID Software has long been focused on production applications, selling mainly to packaging printers and converters. But recently, the activity in the brand space has increased through the acquisition of iC3D and Quadraxis. Our new partnership with TGS is the next logical step to further grow our business in the brand owner and retailer segment."

END

About HYBRID Software
With offices in Belgium, Germany, US, UK, Spain, France, Italy, and China plus a global partner network, HYBRID Software is an enterprise software development company focused on innovative productivity tools for the graphic arts industry.

HYBRID Software's CLOUDFLOW workflow, PACKZ and STEPZ editors, and print quality solutions offer a unique set of advantages that include native PDF workflows, enterprise cloud solutions, scalable technology with low cost of ownership, and direct integration with leading MIS solutions and output devices. These products are used by thousands of customers worldwide in all areas of prepress and print, including labels and packaging, folding cartons, corrugated, wide format and digital printing. HYBRID Software is a subsidiary of Hybrid Software Group.

www.hybridsoftware.com

Contact: marketing@hybridsoftware.com

About Tallon Graphic Solutions
Tallon Graphic Solutions is a software provider of Artwork Management Solutions with roots deep within the label and packaging industry. Our heritage has grown from streamlining and automating complex graphical workflows for brand owners, retailers and design agencies. At TGS, we aim to enrich every user experience and make the most out of each click. Therefore, we employ cutting-edge technology to deliver the best multi-project management solutions. This safeguards simple, user-focused and practical solutions, which any leading enterprise would expect today.

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