

**Gramont Press Release - For Immediate Release**  
**11 Dec, 2020**

**LabelNow from Gramont now an SAP Endorsed App Available on SAP® App Center**

***Integration with SAP Product Lifecycle Management (SAP PLM) Helps Drive Speed and Accuracy of Product Labeling Processes***

**Vevey, Switzerland – December 11, 2020** – Gramont GmbH announced today that its **LabelNow** solution is now an SAP endorsed app, available for free trial on **SAP® App Center**. SAP Endorsed Apps are a new category of solutions from SAP’s partner ecosystem to help customers become best-run, intelligent enterprises. Endorsed apps are meant to deliver value with desired outcomes.

“LabelNow helps to address a key customer concern, enabling organizations to manage the challenging and critical business process of creating package label information,” said Anil Kumar, CEO and Co-founder of Gramont GmbH. “Package labeling requirements are constantly changing and evolving to meet regulatory and consumer demands. LabelNow puts a modern, efficient and accurate tool in the hands of businesses to meet those needs. We at Gramont are thrilled that LabelNow is now an SAP endorsed app.”

SAP Endorsed Apps are **premium certified by SAP** with added security, in-depth testing and measurements against benchmarks results. LabelNow is designed to support the fast and accurate development of product labels in the consumer product industry. With constant changes to the label standards across different product categories and different regional needs, this activity has become critical to the timely release of products to the marketplace.

“Ecosystem innovations are essential to SAP’s vision and delivery of the intelligent enterprise,” said Tom Roberts, senior vice president, Partner Solution Success at SAP. “We applaud Gramont on achieving endorsed app status for its LabelNow solution. Partners like Gramont are positioned to help us deliver on a vision and provide new innovations to our customers – quickly, easily and with solutions that have achieved premium certification and support of SAP.”

LabelNow integrates with SAP Recipe Development and is built on the SAP Cloud Platform. The solution helps to address challenges faced by businesses that use SAP solutions, as they deal with ongoing changes to consumer expectations and regulatory demands of product labels. This solution is fast to deploy, easily configurable and simple to use.

The software allows users to quickly assemble data to be used for the product label and manage the process and people involved in this process. LabelNow was a co-development activity between SAP Product Lifecycle Management and Gramont GmbH and included significant customer input from the SAP-led Recipe Development Advisory Council (RDAC). This customer feedback helped to ensure that the product addresses real-world needs.

As product portfolios expand to meet customer demands and regulatory changes to product labeling evolve, the need to manage the label development process will also grow. LabelNow is well positioned to support these needs.

LabelNow is available for digital discovery and purchase at SAP App Center, the digital marketplace for SAP partner solutions. **SAP App Center** provides customers with real-time access to approximately 1,600 innovative partner solutions that complement and extend their SAP solutions, enabling digital transformation of their business.

### **About Gramont**

At Gramont, our mission is to drive value, efficiency and accuracy into your product design and regulatory processes. We are a world-wide SAP gold partner specializing in developing software solutions and providing consulting services with a focus on SAP PLM, Environmental, Health & Safety and Master Data Governance solutions. With over 150 experts across the globe Gramont is positioned to help customers achieve success and value in their SAP initiatives.

The logo for Gramont, featuring the word "GRAMONT" in white, uppercase, sans-serif font, centered within a solid red rectangular background.

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### **SAP Forward-looking Statement**

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All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP's future financial results are discussed more fully in SAP's filings with the U.S. Securities and Exchange Commission ("SEC"), including SAP's most recent Annual Report on Form 20-F filed with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.

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