

PRESS RELEASE

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ROGER GRACE ASSOCIATES PUBLISHES COMPLIMENTARY FINAL REPORT ON ITS 24TH. ANNUAL MEMS INDUSTRY COMMERCIALIZATION REPORT CARD STUDY

*Dramatic Reduction of Virtually All 14 Subject Grades Attributable to the Effects of Covid...Final Grade
Drops to C+ after Six Straight Years at B- Level*

Bonita Springs, FL –August 4, 2022 --- Roger Grace, President of Roger Grace Associates, the world's leading marketing consultancy specializing in sensors and MEMS has announced the publishing of its complimentary 30-page Final Report for its 24th. annual MEMS Industry Commercialization Report Card Study. The results of the study showed that of the 14 subjects that are included in the Report Card, all but one, Industry Roadmap, declined at least one grade with Established infrastructure declining two grades. The final grade of the 14 subjects was C+ which was a one grade decline from the previous six years grade of B.

A sample of some of the subjects' more significant results showed:

- Marketing...a major reduction in travel and attendance at industry events has torpedoed marketing and sales programs, social media and webinars were deployed...grade declined from B- to C+.
- Infrastructure...the supply chain problems have been severe and organizations are attempting to develop local suppliers for critical parts...grade declined from B+ to B-
- R & D...the inability of researchers to collaborate in our labs and the travel bans that have seriously kept graduate students at home has significantly derailed the progress on ongoing projects...grade declined from B to B-.

The Final Report offers an extensive compilation of the more than 65 selected verbatims from the participants of this unique and important study as well as provides details of the following topics:

- Study rationale
- Study methodology
- Grade results of the 14 topics a.k.a. critical success factors for MEMS commercialization from its inception in 1998
- Over 65 verbatims addressing several of the most highly responded-to topics
- Summary / Results / Recommended Actions

From its inception, the Report Card Study research process has embraced a hybrid approach using two popular market research vehicle concepts: The Delphi Process in addition to the Mass Observation Process (MOP) which gained popularity prior to WWII in the UK. Both approaches use inputs for a limited number of highly knowledgeable industry experts as compared to popular opinion research vehicles e.g. Gallup, Nielson and Harris Polls which use a large number of interviews in an attempt to forecast/project an outcome within a certain degree of accuracy.

The initial and ongoing intent and objective to create the Report Card has been to share with the international MEMS community the barriers a.k.a. critical success factors in the creation of a successful MEMS industry and to help guide participants with valuable inputs as to how to better succeed based on past performance.

Mr. Grace stated..." It continues to give me great pleasure to offer to the members of the MEMS community a complimentary Report Card Final Report which provides the results of this ongoing study which addresses the health of the MEMS industry's commercialization activities. This is truly a "lessons learned" opportunity and in the words of the famous philosopher George Santayana ..." those who forget the past are condemned to relive it". I was truly gratified to have received over 125 verbatims from the study's 42 respondents and have included more than 65 of them in the Final Report. I consider these verbatims to be of immense value since they were contributed by participants who have on an average of 25 years of experience in the MEMS industry and who are recognized worldwide for their many valuable contributions. The true credibility of the Study and resulting Final Report resides in the fact that it collectively represents the inputs of over 1000 person-years of MEMS industry experience".

He continued..."I believe that the contents of the Report Card Final Report will provide readers with valuable information on the effects of Covid on the 2021 grades. Also provided are actionable recommendations as to best approaches to pivot their business strategies and to mitigate the expected ongoing effects of Covid into 2022 and the resulting uncertainty of outcomes through the commercialization activities by the worldwide MEMS community going forward. With the recent surge in COVID cases in Q-2 and Q-2 2022 based on the emerging dominance of Omicron BA.5 and BA.4 variants, I believe that it is highly likely that the Report Card for 2022 could be similarly affected as it was for 2021 and the lessons learned in 2021 and addressed in the Final Report be adapted to successfully accommodate the new normal".

For a complimentary copy of the 2021 MEMS Industry Commercialization Report Card Study Final Report, please go to the Roger Grace Associates website...www.rgrace.com.

ABOUT ROGER GRACE ASSOCIATES

Roger Grace Associates, founded in 1982, is located in Bonita Springs, Florida and provides comprehensive strategic marketing consulting and marketing communications services to domestic and overseas high-technology-based clients, from startups to Fortune 500's in addition to government agencies. The firm specializes in conducting market research leading to the creation, development and execution of positioning, branding and actionable market strategies for its clients in the successful commercialization of technology for the sensors, MEMS, Nano, semiconductor and semiconductor equipment markets. For more information, please visit www.rgrace.com.