

11 March 2021

**DeepMatter Group plc**  
("DeepMatter", the "Company" or "the Group")

**DeepMatter signs co-distribution agreement with Elemental Machines**  
*Providing expanded marketing footprint in the US*

DeepMatter Group plc, the AIM-quoted company focusing on digitising chemistry, is pleased to announce it has signed a co-distribution agreement with Elemental Machines, the US based organisation helping biotechnology and pharmaceutical companies identify research problems through its sensor-based products.

This agreement will see Elemental Machines promote DeepMatter's integrated software, hardware and artificial intelligence enabled platform, DigitalGlassware®, to its wide network of small and mid-size biotech North American customers through its sales team, presenting the Group with the opportunity to broaden its customer base and help establish sales opportunities across North America with organisations in the pharmaceutical and biotechnology sectors. DeepMatter will promote Elemental Machines' sensor-based products to its established European network who are interested in a wider sphere of real-time digital inputs for monitoring their laboratory environment, thereby expanding the number of laboratory devices which can integrate with the DigitalGlassware® platform.

Founded in 2015 by serial entrepreneur Sridhar Iyengar, Elemental Machines aims to enable reproducibility among the life sciences by using sensory equipment to gather and assess critical variables in the laboratory that can influence the result of an experiment. Their platform empowers LabOps Professionals to proactively run their labs. It currently works with over 200 customers, primarily in North America.

**Mark Warne, CEO of DeepMatter, commented:** *"Elemental Machines is an organisation which shares our values of innovation and the pursuit of scientific discovery, and we're pleased to be advancing these with this collaboration. Importantly, this co-distribution agreement provides us with the capability to cast a wider net in North America, and we are very much looking forward to working with Elemental Machines as we capitalise upon this opportunity."*

**Sridhar Iyengar, CEO of Elemental Machines said:** *"Like Elemental Machines, DeepMatter is another organisation which recognises the enormous potential for the digitisation of chemistry. We believe that DigitalGlassware® is the most effective tool in the market for solving the reproducibility problem and the product offering will resonate well with our customer base."*

*"With both our customers set to benefit from the additional offerings we can now present, I look forward to seeing the difference we can make together in building labs fit for the future."*

**For more information, please contact:**

**DeepMatter Group plc**

Mark Warne, Chief Executive Officer

T: 0141 548 8156

**Canaccord Genuity Limited (Nominated  
Advisor and Broker)**

Bobbie Hilliam / Angelos Vlatakis

T: 020 7523 8000

**Alma PR**

T: 020 3405 0205

Caroline Forde / Harriet Jackson / Kieran Breheny / [deepmatter@almapr.co.uk](mailto:deepmatter@almapr.co.uk)  
Faye Calow

**About DeepMatter Group plc**

*DeepMatter's long term strategy is to integrate chemistry with technology, thereby enabling a greater use of artificial intelligence and reaching a point where chemicals can be autonomously synthesised through robotics. It has developed and is commercialising data rich platform technologies, including software and laboratory hardware, focused on applications to improve R&D productivity and discovery using Machine Learning / Artificial Intelligence.*

*DeepMatter's technologies allow chemistry experiments to be accurately and systematically recorded, coded and entered into a shared data cloud. They are designed to enable chemists to work together effectively; sharing the details of their experiments from anywhere and in real-time, so that work is not needlessly duplicated, time and money wasted, and ultimately so new discoveries may be made faster.*

Visit: [www.deepmatter.io](http://www.deepmatter.io) and follow @deepmattergroup

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