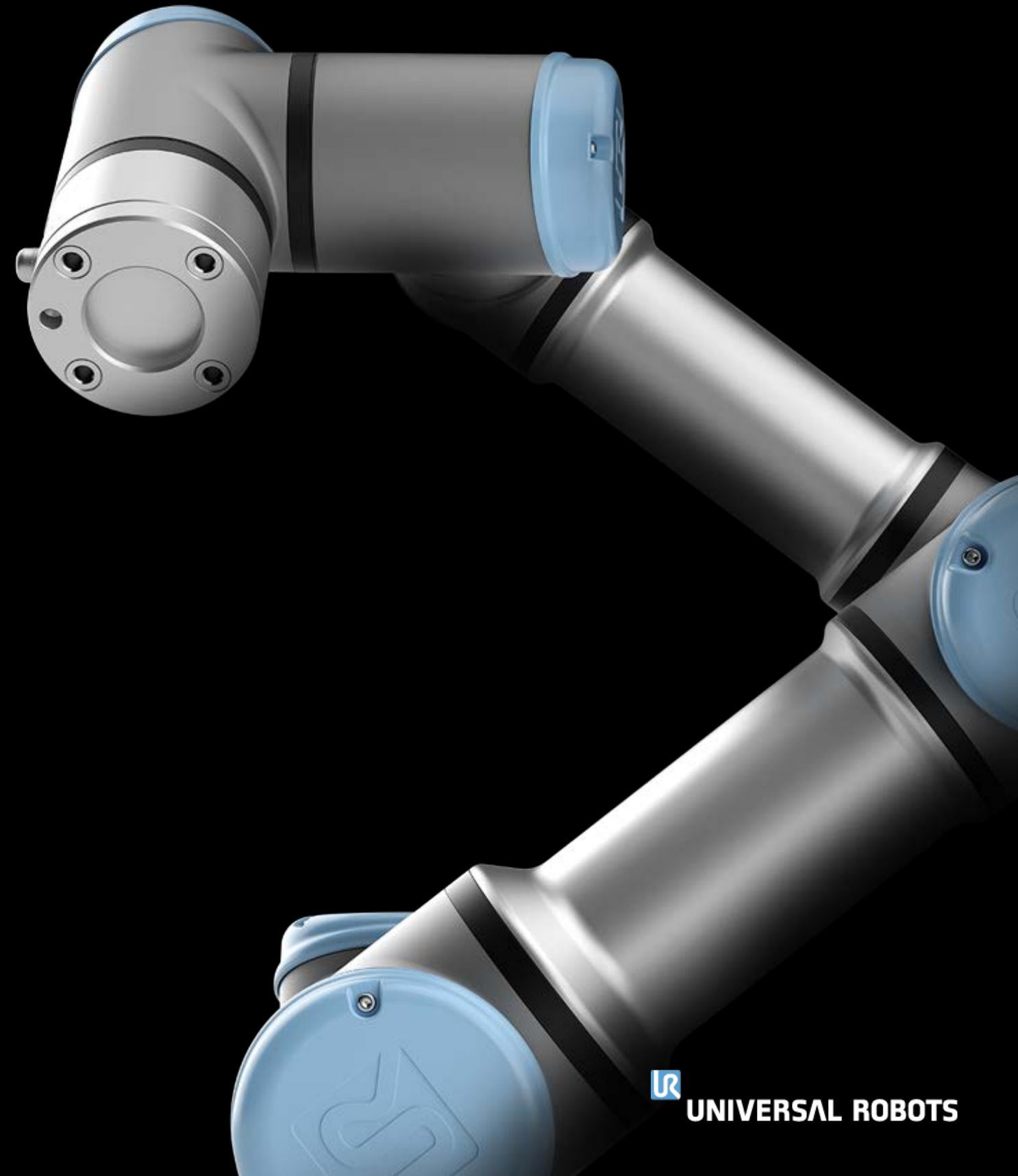
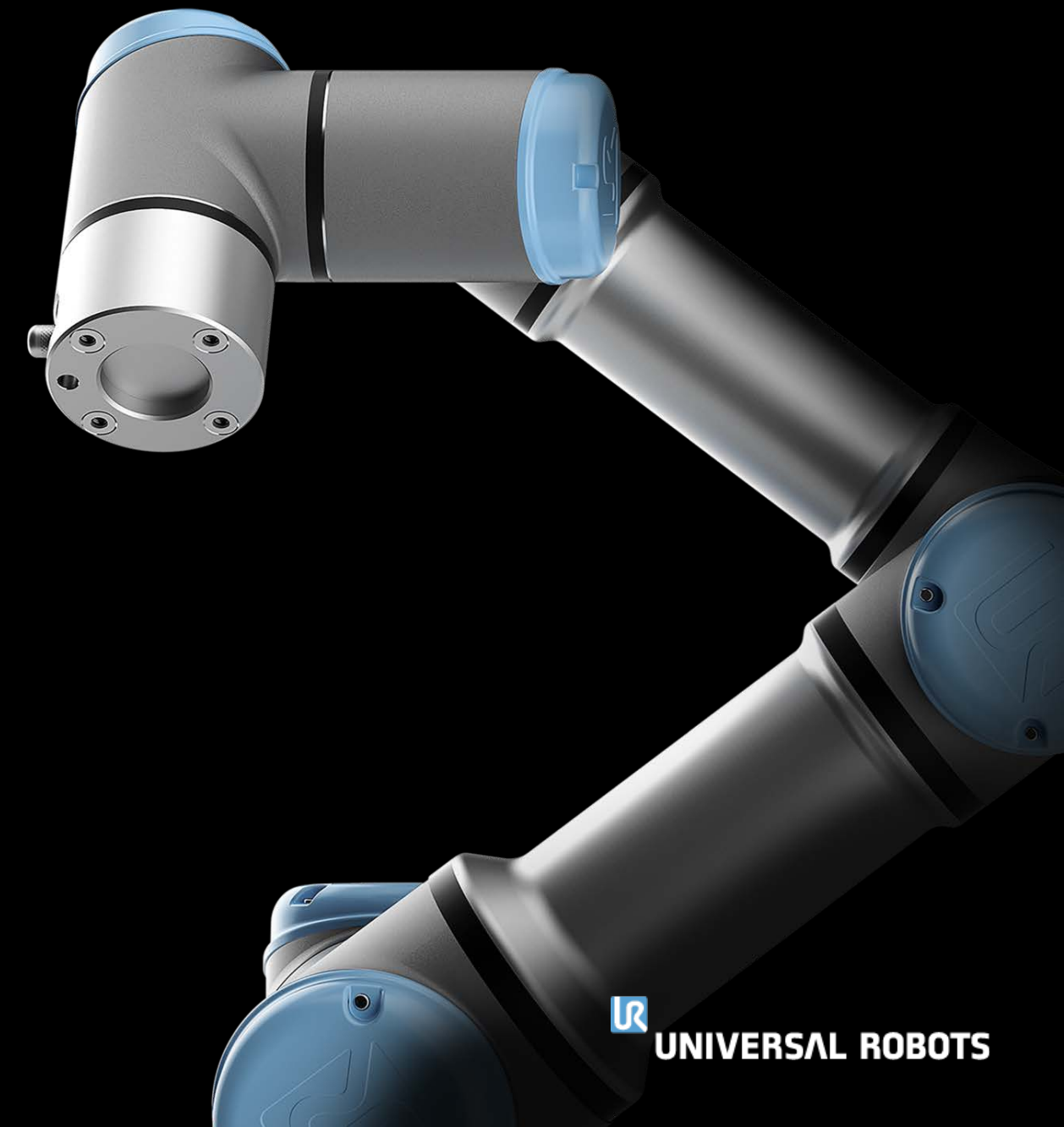


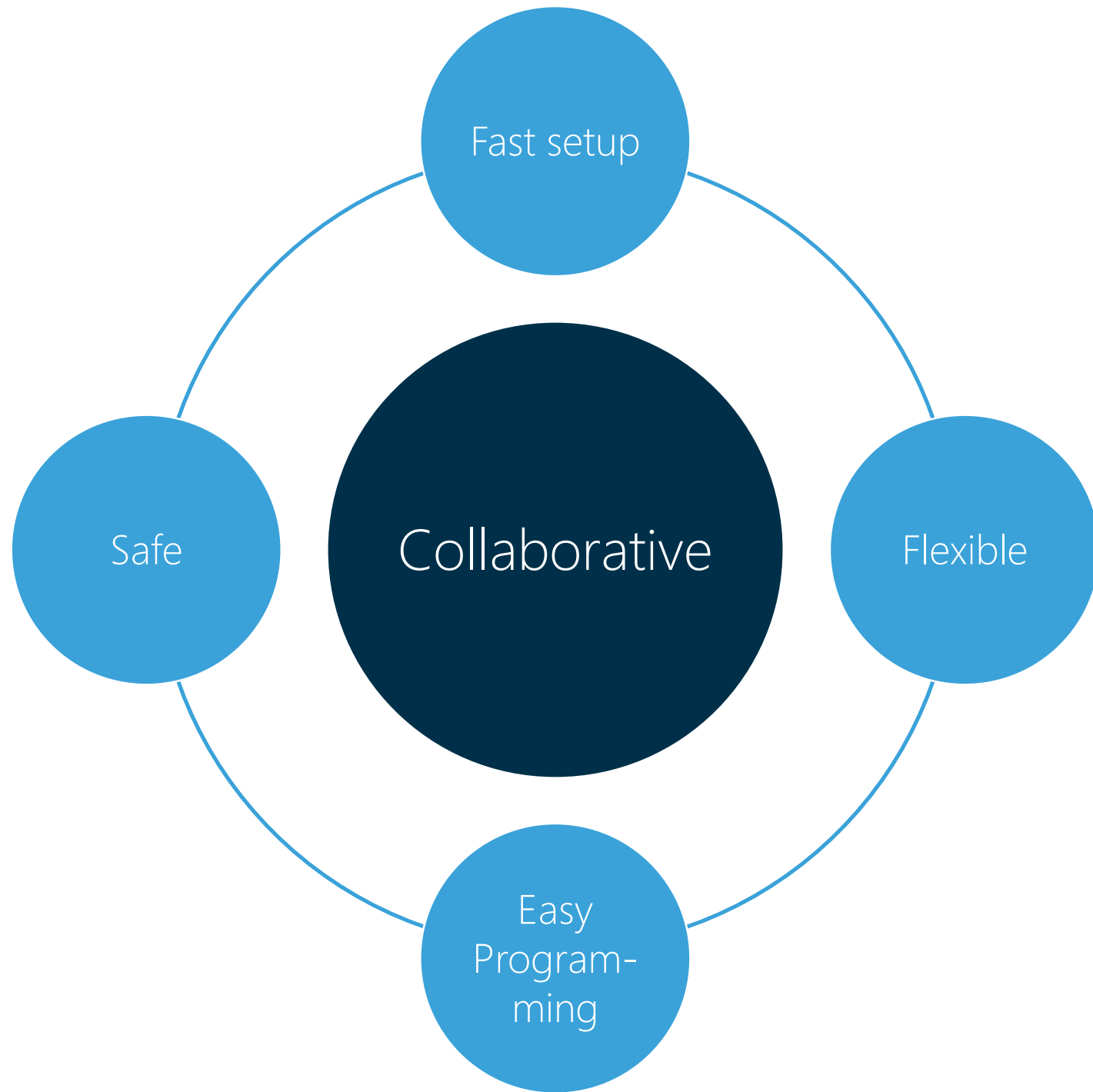
e-Series MESSAGING



THE UR BRAND

WHO WE ARE	The collaborative robot arm pioneer and leader		
WHO WE SERVE	Future-ready change agents		
OUR PURPOSE	Invent tools that liberate people Empowering People to do more meaningful work and to make a more meaningful impact		
CORE MESSAGE	We invent collaborative robots that empower people to Change the way things are made		
OUR PILLARS	Collaborative Innovation	Ecosystem to address every application	Human-centric UX





THE UR BRAND

We own the intersection that defines collaborative

We set the standard.....

Faster Set-up

More Flexible Deployment

Easier Programming

Safer

**e-Series STRENGTHENS OUR PILLARS AND
ADDS VOLUME TO OUR CORE MESSAGE**

BUILT FOR THE FUTURE

e-Series is our flagship platform upon which we will deliver future product enhancements and capabilities. Most of our investments in the future will be on the e-Series platform; improving breadth of application coverage and improving ease of use.

e-Series MESSAGING – END CUSTOMERS

VALUE PROP
(CUSTOMER PROMISE)

The UR e-Series collaborative robots empower future-ready change agents with collaborative innovations, a Human Centric UX, and an ecosystem for every application.

Transform ambitions into results by *changing the way things are made* with the most flexible automation platform. Regardless of your industry, company size or product nature, the e-Series is able to complement your production.

The e-Series makes collaborative automation accessible to all.

END USER
BENEFITS

<p>1</p> <p>UNLIMITED APPLICATIONS Flexible deployment across a diverse set of applications</p>	<p>2</p> <p>RAPIDLY DEPLOY AUTOMATION Intuitive and user-friendly programming interface suitable for all users</p>	<p>3</p> <p>UNPARALLELED CONVENIENCE Hassle-free set-up and seamless integration into any production line</p>	<p>4</p> <p>UNOBSTRUCTED COLLABORATION Close proximity human-robot collaboration enabled with maximum safety</p>	<p>5</p> <p>UNMATCHED RETURNS Fast payback and future ready capabilities for long-term productivity gains</p>
---	--	---	--	---

REASON TO BELIEVE
(FUNCTIONAL BENEFITS)

<ol style="list-style-type: none"> 1. Superior precision, and greater sensitivity for wider application range 2. High Speed Communication Bus to integrate with a wider range of UR+ products for complex applications 	<ol style="list-style-type: none"> 1. Intuitive user-interface to reduce cognitive load and expedite program development 2. Simple Programming Flow and responsive touch interface to program with a few clicks 	<ol style="list-style-type: none"> 1. One hour to unpack the robot, mount it and program the first task 2. Wrist joint tool communication interface to reduce integration time and complexity 3. Easily replaceable joints. Replace within 2-6 min 	<ol style="list-style-type: none"> 1. Fast contact and collision detection for greater safety 2. ISO 10218 compliance (Cat 3 PLd) for uncompromised safety during operations 3. 17 Cat 3 PLd certified safety functions, including stopping time and stopping distance to reduce risk assessment time and complexity 	<ol style="list-style-type: none"> 1. SW-centric solutions and application range for uncompromised adaptability 2. Fully upgradeable software platform to meet changing production needs
--	---	---	---	--

CB3/G3 PRICING & FUTURE AVAILABILITY

- There are no planned changes to CB3/G3 pricing at this time
- e-Series is an additional product line and not a replacement for the existing product line. Hence, there are no plans to discontinue the CB3/G3 product line. UR will continue to support the CB3/G3 product line fully in the foreseeable future.

