



# BRINGING MEANING TO MOVEMENT



Across the globe, the measurement of movement is transforming lives. Ever more spectacular films and animations delight audiences; advanced industrial applications bring automation and efficiency to the workplace; health is optimized as actionable insights help everyone from elite athletes to weekend warriors be their best selves.

Bringing together pioneers in the sensing, capturing, and analysis of motion, Movella™ is focused on a bold vision and dedicated to providing actionable insights for industry leaders — all to move humanity forward.

## Our Vision

To move humanity forward by bringing meaning to movement.

## Our Mission

Our mission is to digitize movement so that people can extract meaning and impact positive change. We provide intelligent solutions for sensing, capturing, and analyzing motion and states of being. Our products accelerate innovation and create extraordinary outcomes in entertainment, sports, health and industrial markets.

To fulfill that mission, our innovative teams leverage synergies in technology that make us stronger together, thanks to the following attributes that set Movella apart:

- Industry leading sensor fusion, motion capture, visualization
- Differentiated technology protected by comprehensive IP portfolio with 170+ patents
- Proven management team with extensive experience in scaling global businesses

## Our Core Values

- **Impactful** – We transform lives by bringing meaning to movement
- **Passionate** – We are smart, diverse people committed to moving humanity forward
- **Ingenious** – We challenge ourselves to provide innovative technologies
- **Collaborative** – We deliver solutions through teamwork, trust and mutual respect
- **Fun** – We embrace fun as part of everything we do

Movella Entertainment



Movella Health



Movella Sports



Movella Industrial



## Movella: history and future

Movella is a full-stack hardware, software, and cloud analytics company created by the consolidation of mCube, Xsens, and Kinduct.

**mCube** began as an innovator of inertial sensors, ultimately supplying the world's smallest accelerometer products and related software to manufacturers of consumer and IoT systems.

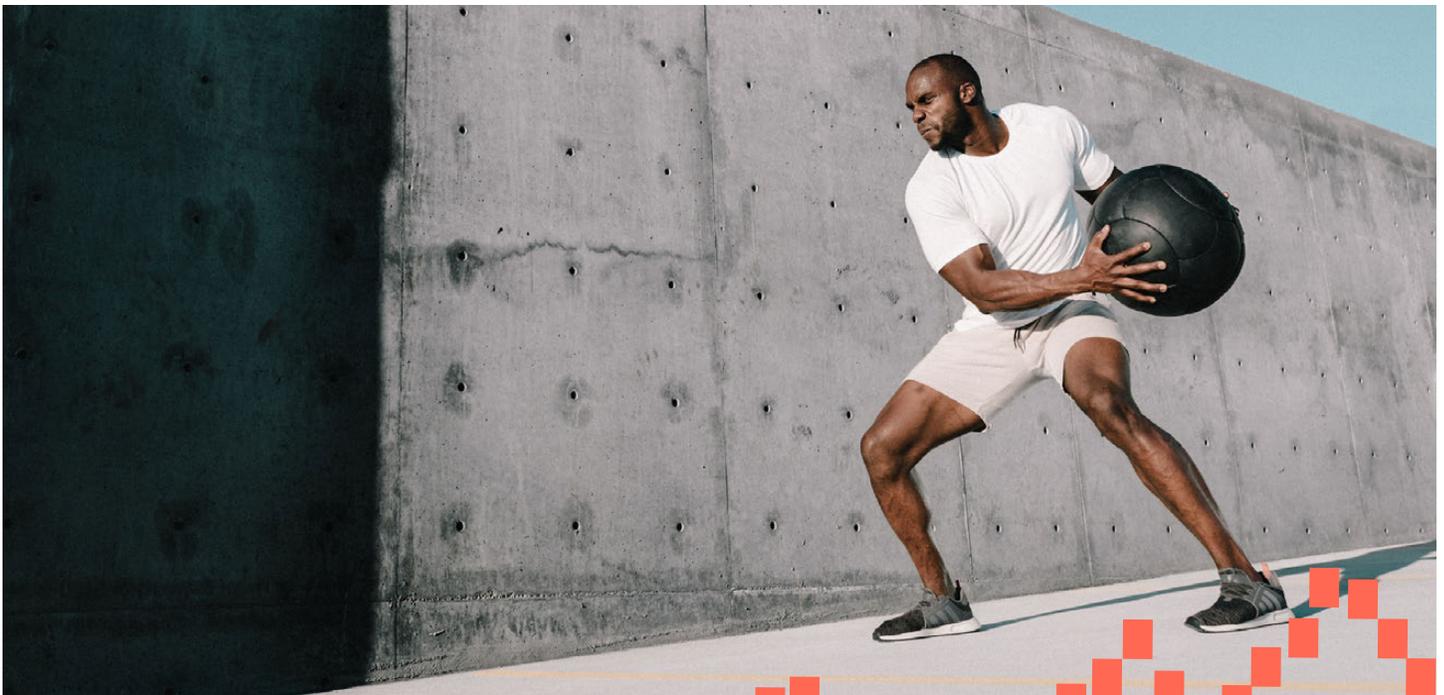
**Xsens** was acquired in 2017 to add market leading sensor fusion technologies that enable a seamless interaction between the physical and the digital world in applications such as industrial control and stabilization, health, sports and 3D character animation. Customers and partners include Electronic Arts, NBC Universal, Daimler, Autodesk, ABB, Siemens and various other leading institutes and companies throughout the world.

**Kinduct** was acquired in 2020, adding a rich, cloud-based solution that consolidates human performance data to improve workflow for thousands of coaches, clinicians, and trainers, while helping optimize the health and performance of athletes and patients. Kinduct is also integrated with many world-leading wearables, assessment and data collection technologies, turning rich data into powerful insights. Customers and partners include professional and national sporting organizations, health authorities and associations, and governments.

### The evolution of Movella

- **2009:** Company founded, with headquarters in Silicon Valley
- **2013:** Ben Lee joins mCube as President and CEO
- **2015:** Shipped world's smallest & lowest power inertial sensor for Internet of Moving Things
- **2017:** Acquired Xsens, leading sensor fusion solutions company
- **2020:** Acquired Kinduct, a market leader in SaaS human performance data analytics

This evolution from hardware to full-stack, AI-enabled SaaS offerings illustrates Movella's success in innovating and integrating complementary technologies that move humanity forward by bringing meaning to movement.



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