



PRESS RELEASE

Software-defined vehicle company Apex.AI launches office in South Korea

Apex.AI establishes a South Korean office in Pangyo, appoints Sungbeom Noh as the country manager and is in the process of establishing a local entity.

The company will gradually expand the South Korean business beyond automotive to autonomous robots, Mobility-as-a-Service (MaaS), agriculture and construction, with a primary focus on automotive passenger and commercial vehicles and related ecosystems.

Seoul, Korea — May 9, 2023, Apex.AI, a leading company developing safety-certified software for mobility and autonomous applications, today announced its entry into the South Korean market.

With electric and autonomous vehicles emerging as the future of automobiles, Apex.AI has garnered early attention for its ability to develop automotive software, one of the key technologies enabling these vehicles. Apex.AI is backed by Toyota Ventures, Volvo Group Venture Capital, Jaguar Land Rover's InMotion Ventures, Airbus Ventures, Continental, ZF, AGCO, HELLA Ventures and Daimler Truck, as well as financial investors Lightspeed, Canaan and Orillion.

Apex.AI was founded in 2017 with headquarters in Silicon Valley and currently has offices in Germany (Berlin, Munich, Stuttgart), Sweden (Gothenburg) and Japan (Tokyo). These locations are strategically located and known as hubs for strong software and automotive expertise.

"South Korea is home to the world's third largest global automotive OEM in terms of annual vehicle production, so it is very important for us to enter this market in order to work with the OEMs, their component partners, and the related ecosystem," said Dr. Jan Becker, CEO of Apex.AI. "Sungbeom Noh, our new country manager, has 20 years of sales and business development experience, with the past twelve years in the automotive industry, and will lead Apex.AI to expand its business in South Korea."

Apex.AI

"I am very honored to take on the role of Apex.AI's first country manager in Korea," said Sungbeom Noh. "We will start by building a solid foundation for Apex.AI's business in Korea and gradually expand into safety-critical markets such as autonomous robotics, Mobility-as-a-Service (MaaS), agriculture, construction and heavy industry, where Apex.AI solutions can play a strong role."

The Apex.AI Korea office is located in Pangyo, Bundang-gu, Seongnam-si, Gyeonggi-do, South Korea.

About Apex.AI

Apex.AI, founded in 2017, is an international company headquartered in Silicon Valley that develops secure, certified, developer-friendly, and scalable software for software-defined vehicles and mobility systems. The company's flagship product is Apex.Grace, an automotive-grade, real-time, reliable software development kit. Apex.AI provides automakers, truck manufacturers and suppliers with a software development kit, which helps automotive customers to transition from hardware-centric products to modern software-defined vehicles and develop software faster at a lower cost and with less effort.

To access the Apex.AI US media kit, please visit <https://www.apex.ai/media-kit>.

To access the Apex.AI Korea media kit, please visit <https://www.apex.ai/media-kit-kr>.

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