



NEWS RELEASE

Avery Dennison Announces Strategic \$75 Million Investment in Wiliot to Scale Physical AI

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Expanding Joint Go-to-Market Efforts, Preferred Inlay Design and Manufacturing Partnership to Accelerate Adoption of Physical AI to Meet Growing Industry Demand

MENTOR, Ohio--(BUSINESS WIRE)-- Avery Dennison Corporation (NYSE:AVY), a leading global materials science and digital identification solutions company, today announced a \$75 million minority investment in Wiliot, a global leader in Physical AI for supply chains. This strategic investment deepens the long-standing partnership dedicated to creating a more intelligent, transparent and connected world.

The investment reflects Avery Dennison's commitment to delivering differentiated value to its customers by expanding its portfolio of sensor technologies and solutions, and it demonstrates the company's conviction in Wiliot's technology. As part of this deepened relationship, which builds on Avery Dennison's market leadership in enabling digital identities for physical items, the company will serve as the preferred inlay design, manufacturing and commercial partner for Wiliot. The two companies will significantly strengthen and expand their joint go-to-market efforts to accelerate the adoption of digital identities on physical items across key industries including retail, logistics and food.

Avery Dennison will receive a seat on the Board of Directors for Wiliot with the investment, in addition to its existing Board Observer position.

"We believe in the power of passive Bluetooth Low-Energy (BLE) and the significant opportunity to expand our portfolio with the solutions from Wiliot," said Francisco Melo, president, intelligent labels technologies and digital solutions for Avery Dennison. "BLE is a complementary technology to RFID. It increases the total addressable

market and allows us to provide a broader set of solutions for improved visibility and condition monitoring for our customers, unlocking important data sets not possible before. With our strategic investment in Wiliot, we meet growing market demands to create value by connecting the physical and digital worlds.”

Building on its solutions expertise in RFID and leveraging Wiliot’s technology, Avery Dennison is uniquely positioned to solve some of its customers’ most complex challenges through the use of multiple complementary sensing technologies. The requirement for accurate data delivered through sensor technologies is becoming increasingly important as businesses look to AI to automate processes and drive efficient decision making.

“Avery Dennison is a global leader in digital identification solutions and the premier partner in the design, manufacturing and go-to-market capabilities for Wiliot at the scale required to realize accelerating demand,” stated Tal Tamir, co-founder and CEO of Wiliot. “This investment from Avery Dennison and growing partnership across our teams is transformational for the adoption of Physical AI.”

About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company. We are Making Possible™ products and solutions that help advance the industries we serve, providing branding and information solutions that optimize labor and supply chain efficiency, reduce waste and mitigate loss, advance sustainability, circularity and transparency and better connect brands and consumers. We design and develop labeling and functional materials, radio-frequency identification (RFID) inlays and tags, software applications that connect the physical and digital and offerings that enhance branded packaging and carry or display information that improves the customer experience. Serving industries worldwide — including home and personal care, apparel, general retail, e-commerce, logistics, food and grocery, pharmaceuticals and automotive — we employ approximately 35,000 employees in more than 50 countries. Our reported sales in 2025 were \$8.9 billion. Learn more at www.averydennison.com.

About Wiliot

Wiliot powers your supply chain with continuous, scan-free visibility into item location and condition. The Wiliot Physical AI platform processes signals from battery-free Bluetooth sensors (IoT Pixels) in the Wiliot Cloud using purpose-built AI and ML models. This enables real-time automated condition monitoring, inventory intelligence, and workflow optimization. Whether you have AI in place or are just starting, Wiliot delivers continuous, AI-ready data that drives ROI today and scales into advanced AI tomorrow.

Trusted by leading global retailers and logistics companies, Wiliot’s platform processes billions of sensing events across millions of products every month. It integrates seamlessly into existing enterprise systems, enabling

businesses to automate workflows, respond to issues instantly, and reduce waste—ensuring products arrive when and where they should, in perfect condition. Learn more at wiliot.com and follow us on LinkedIn at www.linkedin.com/company/wiliot.

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