

FOR IMMEDIATE RELEASE: Monday 22nd June 2020

Sarra Achouri

OBRIZUM® Group Ltd.

+44(0)7850232893

sarra@obrizumgroup.com

OBRIZUM® Group Ltd. Secures £1 million Innovation Funding from Innovate UK to address the future of work's learning needs

The Cambridge-based tech Company continues its ambitious growth trajectory amid COVID crisis.

[Cambridge, UK]: OBRIZUM® Group, today announced new innovation funding of £ 1 million from the UK government's innovation agency Innovate UK to extend its reach into the Future of Work market.

Nigel Walker, Head of Innovation Lending & Investor Partnerships at Innovate UK, said: "We are very pleased to provide an innovation loan to Obrizum Group Ltd, to support its business growth through development of additional highly innovative capabilities that can be integrated into and delivered as part of its existing eLearning platform."

"One of the post-COVID challenges will be to provide high quality training to large workforces without the need for face-to-face training, a challenge that OBRIZUM® Group is addressing with its automated and fully adaptive AI-driven learning platform OBRIZUM®." Said Dr Juergen Fink, Chief Operating Officer at OBRIZUM® Group Ltd. "The aim of this project is to provide our clients with the opportunity to remotely train their workforces in fully adaptive and immersive digital training scenarios."

This new funding will be used as part of a £1.4 million project focusing on developing new cutting-edge artificial intelligence technology to redefine the future of corporate digital learning.

Specifically, the capabilities that the Company will focus on are:

- Automating the formation of digital learning programmes.
- Integrating immersive and adaptive digital learning experiences.
- Accelerating 'time-to-competency'.

After experiencing accelerated demand for the technology company's innovative offerings, OBRIZUM® Group has begun its international expansion by establishing business entities in the United States, mainland Europe and in South Korea.

The Company is always excited to talk with investors who have an interest in accessing the \$340bn global corporate learning markets which OBRIZUM® Group is set to disrupt.

About OBRIZUM® Group Ltd.: OBRIZUM® Group Ltd. is a B2B corporate learning and knowledge management company. The company is headquartered in Cambridge (UK) with entities in South Korea and the United States. Its award-winning artificial intelligence-driven eLearning and analytics software platform OBRIZUM®, **automates** the creation of learning programmes in minutes, **adapts** them to each user's needs and **analyses** performance. For more information visit www.obrizumgroup.com.

About Innovate UK:

Innovate UK drives productivity and economic growth by supporting businesses to develop and realise the potential of new ideas. It funds businesses and research collaborations to accelerate innovation and drive business development into R&D.

UK Research and Innovation is a new organisation that brings together the UK Research Councils, Innovate UK and Research England into a single organisation to create the best environment for research and innovation to flourish. The vision is to ensure the UK maintains its world-leading position in research and innovation. For more information visit www.ukri.org.