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Press Release

Czech company prints t-shirts and promo merchandise for millions of global fans of Marvel, Disney, Star Wars and Warner Bros. brands and artists like Iron Maiden, Rolling Stones, Justina Bieber, Selena Gomez and PewDiePie

- Thanks to e-commerce, OPT OnDemand thrives despite coronavirus' impacts on markets
- Company opens one of the biggest production centers in Europe
 - Sees earnings grow by roughly 23% y/y in H1 2020

Prague, Hrbovice, Czech Republic – 8 October 2020: OPT OnDemand (formerly run under the OP Tiger brand), one of the largest European providers of on-demand print and fulfilment services to wholesale and retail merchandising firms worldwide, announced the consolidation of its global service operations to its new production space in Hrbovice near Ústí nad Labem. The fast-growing Czech company works with partners from the United States, United Kingdom, France, and Germany to print, store and dispatch on-demand orders for wholesalers, retail outlets and e-shops from around the globe.

During H1 2020, OPT OnDemand posted strong growth figures, despite operating on a global market that was impacted by restrictions from the corona virus pandemic. The Hrbovice-based company has seen total orders grow by 120% during the past year. This rapid growth came primarily from online businesses and e-commerce partners. During H1 2020 alone, it generated total revenues of 253 million CZK. Likewise, the company wrapped up the consolidation of its production sites so that as of summer 2020 all on-demand print service orders will be fulfilled by its facility near Ústí nad Labem which boasts floorspace of 10,000 m² and is located next to the D8 highway. The production company currently operating under the OP Tiger brand with facilities located in Prague 10 will continue to produce traditional B2B orders using screen print technologies and focusing mainly on the domestic market. This is because the company wants to make deliveries as quick as possible for its local B2B customers.

"We spent the past half-year wrapping up the restructuring of business activities and moving the greater part of manufacturing to our new, modern production site. Thanks to the move, we are now able to provide partners from around the globe top-quality services faster than ever. The arrival of the Covid-19 pandemic forced us to give our operations yet another review, but we were able to adapt quickly to changes in market demand and grow our earnings despite the slowdown in the global economy. We have big plans moving forward, hoping to add roughly 50 new jobs at the Hrbovice plant and double our production in the next three years," comments Ondřej Párpel, CEO at OPT OnDemand.

Rebrand moving forward – OPT OnDemand

With the move of the bulk of its production to the Hrbovice facility, the company will also manage operations under the OPT OnDemand name. The OP Tiger brand will continue to exist as a division of the OPT OnDemand company; however, it will handle primarily smaller

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screen print work for accounts in the Czech and Slovak markets. Alongside the opening of the new production facility, OPT OnDemand has launched a new website and a LinkedIn presence. Moving forward, OPT OnDemand will continue to place emphasis on providing sustainable production services centered around circular economy principles (i.e. use of organic, eco-cotton and recycled fabrics). The company plans to invest in cooperation with Czech university researchers to determine how it can make its on-demand services even more efficient and further limit waste and minimize its carbon footprint. OPT OnDemand is currently starting the renewal process for its GOTS certification.

About OPT OnDemand

OPT OnDemand is a Czech-owned provider of on-demand print fulfilment services for partners and markets around the globe. The company of almost 200 employees provides print fulfilment services to direct clients and partners from the United States, the UK, Germany, France, and the Czech Republic. OPT OnDemand, and its subsidiary OP Tiger, provide full service logistics for the entire print production process; including supply of materials, design, printing, transport and distribution logistics, as well as warehousing services. OPT OnDemand partners with some of the world's most renowned fulfilment companies such as Gooten, Moteefe, Printify and Zazzle, and through other companies it has supplied merchandise for global brand franchises such as Marvel, Disney, Star Wars, and Warner Bros. or commercial product brands like Harley Davidson and Jack Daniel's. It has also supplied promo merchandise for the world's most famous bands: KISS, Iron Maiden, Rolling Stones, etc. and pop singers or online influencers: Justin Bieber, Selena Gomez, and PewDiePie. For more information visit: www.optondemand.com.

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