

## **Kornit's Technology stands to transform the fashion and textile Business**

### **Kornit Digital and Debs Corporation Unveil Japanese Innovation Center**

Kyoto facility to offer live demonstrations and fulfillment, venue for educating marketplace on sustainable on-demand textile and fashion production

Kornit Digital Ltd. (NASDAQ: KRNT), a worldwide market leader in sustainable, on-demand, digital fashionx and textile production technologies, announced today that the Company has inaugurated, in cooperation with Debs Corporation, a new Innovation Center in Kyoto, Japan. One of Japan's largest fabric exporters, Debs Corporation recently adopted Kornit Presto to support their corporate philosophy of growing via digitalization, innovation, and sustainability.

While Kornit Presto will continue to fulfill Debs Corporation's production needs, the production floor will also serve as Kornit's Japanese "showroom" and events venue, offering visitors the opportunity to observe how this technology supports an efficient, sustainable microfactory production model.

The Innovation Center will demonstrate how digital on-demand production capabilities enable brands to provide just-in-time fulfillment of diverse orders involving multiple fabrics, producing finished materials within minutes, requiring minimal labor and floorspace, while eliminating inventory waste and ensuring profitability. Furthermore, visitors can see and feel the quality of finished materials, and engage with those who routinely operate and maintain Kornit's systems.

"Our vision is to bridge the gap between the customer and production, and to provide a transparent and sustainable business model that is win-win for everyone," said Hani Debs, President of Debs Corporation. "With Kornit Presto's speed and flexibility, we give customers the opportunity to produce only what they need, thus eliminating waste in our industry."

"Selcam has decided to distribute the Presto product line in Japan and participate in the Innovation Center, because Kornit's technology stands to transform the fashion and textile business, make it more eco-friendly, more reactive to consumer demand, more capable of transforming creativity into tangible goods, and better prepared to answer the supply chain challenges we've faced," said Motoki Ando, Chief Executive Officer of Selcam, Kornit's distributor to the Japanese market.

"Kornit Digital is writing the operating system for sustainable fashion and textile production on demand," said Ilan Elad, President of Kornit Digital Asia-Pacific. "Establishing an operational showcase for our vision of streamlined, end-to-end process efficiency is a major benchmark for our ambitions in Japan, a market that brings a proud tradition of embracing technological innovation and excellence. We are proud to partner with Debs Corporation and Selcam to show brands, fulfillers, and designers the future of their industry—one in which eliminating waste and ensuring conscientious practices need not come at the cost of quality, design capability, or profitability."

The Kornit-Debs Kyoto Innovation Center is located at 68-1, Hiramori, Okubocho, Uji, Kyoto, 611-0033.