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Stratasys and MakerBot Announce Staff Changes; Promotes Jenny Lawton and Jonathan Jaglom

Organizational Changes to Help Stratasys Realize Its Goal of Revolutionizing the Way Things Are Made

BROOKLYN, N.Y. & REHOVOT, Israel--(BUSINESS WIRE)-- **Stratasys, Ltd.**

(Nasdaq:SSYS) today announced a further step in the continued evolution of its **MakerBot** business by transitioning key executives and expanding responsibilities. As part of this phase, Jenny Lawton, chief executive officer of MakerBot, will be promoted to executive vice president Special Projects for Stratasys and will report directly to David Reis, chief executive officer in his capacity as the company's chief business officer. Jonathan Jaglom, general manager from Stratasys Asia Pacific Japan, will be promoted to chief executive officer of MakerBot.



Stratasys announces promotion of Jenny Lawton, chief executive officer with MakerBot to executive vice president Special Projects with Stratasys, and Jonathan Jaglom, general manager of Stratasys Asia Pacific Japan to chief executive officer for MakerBot. (Photo: Business Wire)

"We see these organizational moves as part of the continued scaling and integration of MakerBot," said David Reis, chief executive officer of Stratasys. "Leading the new product category of desktop 3D printing, MakerBot has experienced significant growth since inception, with sales expanding by more than 600 percent from 2012 to 2014. MakerBot has sold more than

80,000 units to date, while developing a significant brand." Reis also noted that, "Jonathan Jaglom is bringing 10 years of experience as a key contributor to the outstanding performance and scaling of operations at Objet and then Stratasys and we believe he will be well-positioned to help MakerBot scale both operations and revenues." Reis added, "As a leader in the 3D printing industry, we intend to build on our strong track record of execution and integration following our mergers. MakerBot is part of that integration and we are very

excited to nurture the unique opportunity for growth in the desktop 3D printing industry with MakerBot's leadership position."

Reis also highlighted that the focus for 2015 in the desktop 3D printing category is to execute the company's investment program designed to further product development, build infrastructures and maintain and expand brand leadership.

Reis noted that during Lawton's tenure at MakerBot, she has contributed substantially to MakerBot's growth and successful leading position. Since joining the company in 2011, Lawton quickly helped grow the company from 40 to 600+ employees and established MakerBot's leading position through the introduction of MakerBot's robust 3D Ecosystem, five versions of MakerBot® Replicator® 3D Printers and the MakerBot Digitizer™ Desktop 3D Scanner, and the creation of partnerships with key retailers, providing access to MakerBot 3D printing products in 500+ retail locations. In her new role, she'll be able to use her vast experience and know-how for all of Stratasys and will fill the role as a top woman executive in a leading global technology company.

Lawton will also continue her role as an industry thought leader and will focus on the disruptive effects of 3D printing and the role of women in technology. As a sought-after speaker, she will also represent Stratasys in keynotes where she will be presenting on the 3D printing industry, such as at TCT Asia, the 3D Print Design Week in New York and RISE Hong Kong.

Jaglom began his 3D printing career with Objet in 2005 and has held positions as regional manager of East Europe, business manager of Objet customer support, vice president of Global Sales Operations, and has spent the two years reporting directly to Reis as general manager of Stratasys Asia Pacific Japan. His experience as a Stratasys leader has overseen rapid growth with both Objet and Stratasys and he is excited to be joining MakerBot.

Stratasys is leading the prototyping market and striving to expand the direct digital manufacturing business through its market leadership in additive manufacturing. MakerBot is a leader in the desktop 3D printing industry and was founded in 2009 as one of the first companies to bring professional-quality 3D printing to a broad base of users. MakerBot now has one of the largest installed bases and market shares of the desktop 3D printing industry, with more than 80,000 MakerBot Desktop 3D Printers in the world and a robust MakerBot 3D Ecosystem that combines [hardware](#), [software](#), [apps](#), [materials](#), [training](#), [support](#), [consulting](#), [retail stores](#) and [partnerships](#) in order to help make 3D printing easy and accessible for everyone.

About MakerBot

MakerBot, a subsidiary of [Stratasys](#) Ltd. (Nasdaq: SSYS), is leading the Next Industrial Revolution by setting the standards in reliable and affordable desktop 3D printing. Founded in 2009, MakerBot sells desktop 3D printers to innovative and industry-leading customers worldwide, including engineers, architects, designers, educators and consumers. To learn more about MakerBot, visit makerbot.com.

About Stratasys

Stratasys Ltd. (Nasdaq:SSYS), headquartered in Minneapolis, Minnesota and Rehovot, Israel, is a leading global provider of 3D printing and additive manufacturing solutions. The company's patented FDM®, PolyJet™, and WDM™ 3D Printing technologies produce prototypes and manufactured goods directly from 3D CAD files or other 3D content. Systems include 3D printers for idea development, prototyping and direct digital manufacturing. Stratasys subsidiaries include MakerBot and Solidscape, and the company operates the digital parts manufacturing service, Stratasys Direct Manufacturing. Stratasys has more than 2,800 employees, holds over 600 granted or pending additive manufacturing patents globally, and has received more than 25 awards for its technology and leadership. Online at: <http://www.stratasys.com> or <http://blog.stratasys.com>.

Note Regarding Forward-Looking Statements

The statements in this press release regarding Stratasys's expectations of the benefits it will receive from the organizational changes it has made, its intention to build on its strong track record of execution and integration following its mergers, and its focus for 2015, are forward-looking statements reflecting management's current expectations and beliefs. These forward-looking statements are based on current information that is, by its nature, subject to rapid and even abrupt change. Due to risks and uncertainties associated with Stratasys' business, actual results could differ materially from those projected or implied by these forward-looking statements. These risks and uncertainties include, but are not limited to: the risk that the benefits that Stratasys expects from its organizational actions will not materialize due to factors unknown to Stratasys at this time; changes in market conditions may cause Stratasys to change its focus for 2015; and other risk factors more fully explained under the caption "Risk Factors" in Stratasys' most recent Annual Report on Form 20-F, filed with the Securities and Exchange Commission (SEC) on March 3, 2014. Stratasys is under no obligation (and expressly disclaims any obligation) to update or alter its forward-looking statements, whether as a result of new information, future events or otherwise, except as otherwise required by the rules and regulations of the SEC.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20150224005352/en/>

MakerBot

Jenifer Howard, +1-347-676-3932 (o)

+1-203-273-4246 (m)

Jenifer.howard@makerbot.com

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