NEWS FOR IMMEDIATE RELEASE

Global Graphics Software receives prestigious King's Award for Enterprise for Innovation

(Cambridge, UK, 8th September 2025) Global Graphics Software, a leading developer of core technologies for digital printing and the OEM business unit of Hybrid Software, has been presented with the King's Award for Enterprise for Innovation, the UK's highest business honour. The award recognises the company's outstanding innovation for SmartDFE™, an intelligent digital front end platform that drives high-speed label & packaging and industrial inkjet presses.

The award was formally presented at the company's headquarters in Cambridge by His Majesty The King's representative, Mrs Julie Spence OBE CStJ QPM, HM Lord-Lieutenant of Cambridgeshire, who was accompanied by the Deputy Lieutenant Dan Schunmann, and Lord-Lieutenant Cadet Sergeant Major Bethany Carnegie.

Following an address from Mrs Spence, Justin Bailey, Managing Director of Global Graphics Software, accepted the award on behalf of the company. The ceremony included the reading of the official citation, signed by The King and the Prime Minister, and was followed by a celebration with employees and guests.

Mrs Spence commented: "It was a real pleasure to present Global Graphics Software with their much-deserved King's Award for Innovation. They are at the pinnacle of a 500-year link that Cambridge has with the printing industry, catapulting the industry into the 21st century with their SmartDFE, an intelligent, AI-accelerated software system that drives high-speed digital label and packaging printing presses. On behalf of the County, I want to congratulate them all for their world-leading endeavours."

"Receiving this award is a tremendous honour," said Justin Bailey. "It recognises years of research, development, and close collaboration with our customers and sister companies within Hybrid Software Group to deliver SmartDFE, a solution that has the potential to transform digital print for labels, packaging, and industrial markets. Today, we celebrate more than just an achievement for Global Graphics; we celebrate our people, our customers, our partners, and our role in making Cambridgeshire a hub of innovation and excellence. I feel honoured to work with such talented people."

The King's Award for Enterprise is the UK's most prestigious business accolade, celebrating outstanding achievement in innovation, international trade, sustainable development, and promoting opportunity. This marks the second time Global Graphics Software has received the award, having been recognised in 2020 with the Queen's Award for Enterprise for Innovation for its ScreenPro™ screening software.

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Image: *Guests and employees of Global Graphics Software celebrate the prestigious King's Award for Enterprise for Innovation, presented by The King's representative, Mrs Julie Spence,* OBE CStJ QPM, *HM Lord-Lieutenant of Cambridgeshire.*

About Global Graphics Software
Global Graphics Software, www.globalgraphics.com, is a leading developer of smart software components for print OEMs and ISVs. Technologies include SmartDFE™, Harlequin Core™, ScreenPro Core™, PrintFlat™ and Mako Core™. Customers include HP, Canon, Durst, Roland, Kodak and Agfa. The roots of the company go back to 1986 and to the iconic university town of Cambridge, and today the majority of the R&D team is still based near here. Global Graphics Software owns 100% of its Intellectual Property and is independent of any printer manufacturer. Global Graphics Software is the OEM Software business unit of Hybrid Software Group PLC (Euronext: HYSG).

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