



Matterport Appoints Head of Product to Scale Global Platform

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Preethy Vaidyanathan to lead product strategy and development for Matterport's aggressive global expansion following public market debut

SUNNYVALE, Calif., Aug. 03, 2021 (GLOBE NEWSWIRE) -- Matterport, Inc. (Nasdaq: MTTR), the leading spatial data company driving the digital transformation of the built world, today announced the appointment of Preethy Vaidyanathan as Head of Product to lead the company's product strategy and development globally.

"We are excited to have Preethy join our leadership team during this pivotal time of growth for the company," said Japjit Tuli, Chief Technology Officer at Matterport. "Her growth mindset and deep experience scaling technology and cross functional teams for a global customer base will be invaluable as we strive to make every building, every space more valuable and accessible."

Vaidyanathan specializes in scaling technology for rapid-growth technology platforms as they accelerate momentum to reach millions of consumers. Prior to joining Matterport, she was Chief Product Officer at Slice, the food tech marketplace platform powering 16,000 independent pizzerias across 3,000 cities and over 5 million consumers. During her tenure, Slice accelerated product launches to digitally transform local business to achieve cumulative sales of \$1 billion in 2020.

Vaidyanathan was previously Chief Product Officer at Tapad, the global leader in digital identity resolution powering top brands to maximize their digital marketing investment. She helped transform Tapad from a previously unprofitable managed service to a profitable SaaS platform. During her tenure, Tapad experienced a 69% organic increase in global revenue, driven by expanding business, scaling use cases and global expansion. Prior to Tapad, Vaidyanathan has also led product teams at McAfee, AppNexus, Medialets, Vibrant Media and Efficient Frontier.

"Matterport's ambition to turn buildings into data and make spatial data available for anyone and everyone is truly revolutionary," said Vaidyanathan. "I'm eager to help shape the future of this transformational technology at such an exciting time."

Vaidyanathan is an active thought leader as a member of Forbes's Agency Council and her works are published in Modern Retail, MarTech Advisor, eMarketer and Wall Street Journal. She is a regular industry speaker and panelist. As a mentor at She Runs It, a League of Advertising Women, Vaidyanathan is passionate about advocating for women in tech. She holds a Master's degree in Computer Science from the University of California.

Founded in 2011, Matterport has defined the spatial data category for the built world with its market-leading spatial data platform that transforms any space into an accurate and immersive digital twin. Hundreds of thousands of customers around the world have brought more than five million spaces online to date with the Matterport platform to more effectively access, manage and utilize them. The company has extended its market reach beyond residential real estate to include multifamily and commercial real estate; architecture, engineering and construction; retail; insurance and restoration; travel and hospitality; and facilities management. Matterport primarily operates under a recurring revenue SaaS model, and grew its subscriber base by more than 500% in 2020.

About Matterport

Matterport, Inc. (Nasdaq: MTTR) is leading the digital transformation of the built world. Our groundbreaking spatial data platform turns buildings into data to make nearly every space more valuable and accessible. Millions of buildings in more than 150 countries have been transformed into immersive Matterport digital twins to improve every part of the building lifecycle from planning, construction, and operations to documentation, appraisal and marketing. Learn more at matterport.com and browse a [gallery of digital twins](#).

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Forward-Looking Statements

This document contains certain forward-looking statements within the meaning of the federal securities laws, including statements regarding the benefits of the business combination, the services offered by Matterport, Inc. ("*Matterport*") and the markets in which Matterport operates, business strategies, debt levels, industry environment, potential growth opportunities, the effects of regulations and Matterport's projected future results. These forward-looking statements generally are identified by the words "believe," "project," "expect," "anticipate," "estimate," "intend," "strategy," "future," "forecast," "opportunity," "plan," "may," "should," "will," "would," "will be," "will continue," "will likely result," and similar expressions (including the negative versions of such words or expressions).

Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties. Many factors could cause actual future events to differ materially from the forward-

looking statements in this document, including the expected benefits of Matterport's partnership with SIMLAB, Matterport's ability to implement business plans, forecasts, and other expectations in the industry in which Matterport competes, and identify and realize additional opportunities. The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors and the other risks and uncertainties described in documents filed by Matterport from time to time with the U.S. Securities and Exchange Commission. These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward-looking statements. Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and Matterport assumes no obligation and, except as required by law, does not intend to update or revise these forward-looking statements, whether as a result of new information, future events, or otherwise. Matterport does not give any assurance that it will achieve its expectations.

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/5b73c2c1-7369-4b64-b304-64dcbfea9004>



Source: Matterport Inc

Matterport Head of Product



Preethy Vaidyanathan