



PRESS RELEASE

Ubirch management team expansion: Karim H. Attia joins Stephan Noller as Co-CEO

Cologne, 16. November 2020: Cologne-based cybersecurity company Ubirch will be managed by two Co-CEOs effective now: Stephan Noller and Karim H. Attia will form a dual leadership team at Ubirch. Through this new constellation, the company intends to push further growth, especially through internationalization and the expansion of the product range. As CEO and co-founder of Ubirch, Stephan Noller will continue to drive innovation and partnerships. Karim H. Attia will focus on the product portfolio and the international business development. Both CEOs will continue to develop the corporate strategy and drive sales.

With Karim H. Attia as Co-CEO, Ubirch sets the course for a new development phase in terms of global growth and market leadership for Digital Trust. After a successful start in Israel, Ubirch takes on the next step of expanding into the MENA region by starting sales activities in the United Arab Emirates together with an established partner in Dubai. "I am very much looking forward to taking a company to the next level of development again together with Stephan. Especially internationally, the cybersecurity and IoT markets are developing at a breathtaking pace. It is a really exciting challenge to act globally alongside such an innovative thought leader as Stephan, the great team at Ubirch and such a convincing platform, not only as an investor but also operationally" said Karim H. Attia.

Stephan Noller, CEO and co-founder of Ubirch: "Karim is a perfect fit for Ubirch, both professionally and personally. He combines a high degree of professionalism with a congenial management style and has an excellent international network. As a partner from the very beginning, he adds another strong and successful personality to the management team. I am very much looking forward to further shape Ubirch together with my long-time business companion and to drive the international growth of our company quickly and successfully".

Karim H. Attia has been active as an entrepreneur and business angel in the digital economy for over 20 years. In this context he is involved in national and international associations and acts as a speaker at various conferences. His passion is the establishment and development of new markets based on digital transformation of existing business models through constant innovation of technology. Between 2009 and 2015, Noller and Attia already successfully worked together as Co-CEOs at the nugg.ad targeting platform, establishing the market for statistically based digital target groups and developing nugg.ad into Europe's leading platform. In 1999, Karim H. Attia founded XENION, one of the first and later market-leading online marketing agencies in Germany, where he was responsible for the corporate strategy and internationalization. After the successful sale of XENION to



the Aegis Media Group in 2004, he co-founded their digital network Isobar and as a member of the Isobar Global Management Team was responsible for the expansion in Central and Eastern Europe. The graduate computer scientist began his professional career at the end of the 1980s as a consultant for direct and database marketing.



Karim H. Attia, Co-CEO Ubirch GmbH

About Ubirch:

Ubirch is the specialist for blockchain-based cybersecurity technology with locations in Cologne, Berlin, Munich, Tel Aviv, and Dubai. The team consists of experienced specialists in cryptography, blockchain and data-driven business models. With robust cryptography and innovative blockchain technology, Ubirch makes data trustworthy and shortens the time to market of data-driven business models. Ubirch technology – deployable as software or on SIM-cards – is aimed primarily at customers in the manufacturing industry, smart cities, insurance, healthcare, energy supply, and logistics segments. Further information is available at www.ubirch.com.