



The Native SA Forms Executive Board

February 19, 2018, Lausanne & New York – The Board of Directors of The Native SA, the Swiss-listed (NTIV: SWX) global ecommerce technology and services company that caters to brands and clients in the millennial luxury space, has resolved yesterday to expand its senior management team by forming the Executive Board. The Executive Board will be tasked with providing seamless integration of the firm’s business units across both sides of the Atlantic and to deliver leadership on both synergies and growth across The Native SA organization. The new Executive Board will provide for the interim senior management solution until May 25, 2018, the date of the annual shareholders meeting of The Native SA when further changes might be effected subject to the decisions of the Board of Directors and/or the resolutions of the shareholders.

In addition to the current Board of Directors (*Verwaltungsrat*) made of Mr. Sergey Skaterschikov as the Chairman, Mr. Serge Umansky as Vice-Chairman and Ms. Izabela Depczyk as the Head of Global Marketing & Content, the new Executive Board (*Geschäftsleitung*) will include four additional, highly experienced professionals.

Tobias Kaulfuss joins the Executive Board of The Native SA in the capacity of the Germany-based CEO of asknet AG, the 51%-owned subsidiary of The Native SA. In addition to his duties as the CEO of asknet AG, Mr. Kaulfuss will lead on integration of asknet AG eCommerce Services unit with the content marketing and blockchain tech capabilities of The Native SA as well as with onboarding of Paddle8 business (operated by P8H Inc, unconsolidated affiliate of The Native SA) on the asknet AG global ecommerce services and payment process platform.

Alexander Gilkes and Osman Khan, New York-based co-founders of Paddle8, in their new capacity of Executive Board Members of The Native SA will spearhead the migration of Paddle8 brand and new digital offerings into the luxury goods & collectibles ecommerce space aimed at global millennial audience and financed by The Native SA on the back of its strategic partnership with P8H Inc completed in

[December of last year](#). Mr. Khan also accepted the role of the Chief Investment Officer of The Native SA with the immediate effect.

Mr. Christian Eich, the long-standing Swiss based legal counsel of The Native SA, joins the Executive Board in the capacity of the General Counsel of the group.

“This is a truly international, highly motivated team that will lead The Native SA through accelerated shareholders value creation to be delivered through continuous integration of our investments in Germany and the USA into the well-funded, fast growing, new age ecommerce services company rooted firmly in our technology and content marketing DNA and capable of delivering best-in-class profitable growth in the areas of global ecommerce services and millennial luxury,” commented Mr. Skaterschikov, the Chairman of the Board of The Native SA.

For more information, please visit www.thenative.ch or email to investor@thenative.ch.