

asknet retains IBM expert for international growth as part of IBM's "Champions for Growth" program

Karlsruhe, 28 March 2018 – asknet AG, a subsidiary of the Swiss-listed international technology and media company The Native SA (www.thenative.ch), has retained Jens Weckbach, the experienced IBM expert, as Head of International Business Development Academics as of March 2018. Mr. Weckbach will be employed at asknet as part of IBM's "Champions for Growth" program for a period of 18 months. During the past ten years, Mr. Jens Weckbach held various sales and management roles at IBM. Most recently, he was responsible for serving the Analytics and Cloud sales partners (system integrators), including asknet, in the DACH region. In the next 18 months, Mr. Weckbach will spearhead the global business development of asknet's Academics Business Unit. His tasks include pushing forward the Academics business internationally and expanding the cooperation with IBM to include topics such as blockchain and AI technology applications.

Michael Baumann, Vice President of the Academics Business Unit: "This is a unique win-win situation for all parties, we are pleased that we have been able to win Jens Weckbach. He knows both companies and their product portfolios thoroughly and will be crucial in optimizing asknet's cooperation with IBM. We will also explore possibilities for cooperation in new, forward-looking sectors such as applications based on artificial intelligence."

The "Champions for Growth" program was initiated by IBM for the purpose of deploying employees to partner companies for a limited period of time in order to establish a platform for the exchange of knowledge and expertise that benefits both parties.

About asknet

asknet Group is an innovative supplier of e-business technologies and solutions for the global distribution and management of digital and physical goods. Founded in 1995 as a spin-off of the Karlsruhe Institute of Technology (KIT), the company is a pioneer of modern e-commerce with over 20 years' experience in the field. asknet's eCommerce Solutions Business Unit (previously Digital Goods and Physical Goods Business Unit) enables international manufacturers to successfully market their products in over 190 countries. The core product, asknet eCommerceSuite, covers the complete sales process and is suitable for manufacturers of both digital and physical goods. In addition, the company offers stand-alone services and solutions along the value chain. asknet's Academics Business Unit assists customers from the research and education sector in purchasing and managing software and hardware. Thanks to its close relations with over 80% of Germany's universities and research institutions, asknet is intimately familiar with their needs and requirements and can offer them specific solutions. asknet is part of The Native SA (www.thenative.ch), the Swiss-listed content marketing, technology and e-commerce services group. For more information, visit www.asknet.com and <https://investor.thenative.ch>.

Press Contact

Anna-Lena Mayer, Florian Kirchmann



Phone: +49 221 9140-97 0

eMail: investorrelations@asknet.de