

PRESS RELEASE

ARGUS DATA INSIGHTS HOLDING AG APPOINTS OLIVER SPRING AS NEW GROUP CEO

3 August 2020

ARGUS DATA INSIGHTS Holding AG announces the appointment of the newly created position of Group CEO. Oliver Spring will head the ARGUS DATA INSIGHTS GROUP from August 2020. The Group's influence will be increased and its growth strategy continued.

As the new Group CEO, Oliver Spring will take over the management of the ARGUS DATA INSIGHTS Holding AG group of companies from August 2020. The newly created function of Group CEO aims to improve the coordination of the individual group companies, create synergies and implement ARGUS DATA INSIGHTS' group strategy more consistently. Up to now, the Board of Directors has partly fulfilled this role. The business environment presents challenges and offers many opportunities. ARGUS DATA INSIGHTS is proactively engaging with these opportunities. For example, it acquired Augure Corporate France S.A.S. in France and Spain in Q2 2020. This will open up new geographical markets and complement the ARGUS offering with well-established workflow management software solutions for the PR and communication industry.

Dr Bernd Pfister, President of the Board of Directors of ARGUS DATA INSIGHTS Holding AG comments: «We are delighted to welcome Oliver to the ARGUS DATA INSIGHTS team! We are convinced that, with this organisational step and Oliver's commitment, we will increase our Group's influence and become even more successful».

Oliver Spring has led the B2B Product & Alliance Management at Sunrise in recent years and was responsible for transforming and digitalising Sunrise. In this role, he established a new product strategy for the B2B business. One of the new portfolio's most important milestones was introducing and anchoring software services for the digital workplace. This transformation enabled Sunrise to position itself as one of the most important players in the ICT sector. The new product strategy formed the foundation for the growth achieved over the last 2 years.

In the years before, Oliver was responsible for various organisations in the area of strategic purchasing and product management at Swisscom. In these functions, he successfully implemented various in-/outsourcing projects, and significantly established and expanded various strategic partnerships. Through his involvement with Huawei Technologies, Oliver Spring was able to gain sales experience, develop strategic partnerships and acquire important new customers. Oliver Spring studied law at the Swiss University of Fribourg and completed a Master's degree in Business Administration at the Zurich University of Applied Sciences in Winterthur. Oliver Spring is 44 years old, married and has four children. In his spare time, he enjoys spending time with his family and is passionate about playing ice hockey in an amateur team.

About ARGUS DATA INSIGHTS Holding AG

The ARGUS DATA INSIGHTS Holding AG group of companies is the leading provider of media monitoring and analysis in the DACH region. With the Augure software platform, the group also offers SaaS solutions for workflow management and data insights in the areas of PR, communication and public affairs. One of the strengths of Augure's SaaS platform is that it fully complies with the European Union's General Data Protection Regulation («GDPR»). The ARGUS DATA INSIGHTS Group has more than 500 employees in Switzerland, Germany, France and Spain.

Further information: www.argusdatainsights.com

Further information: www.augure.com

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