

ARGUS DATA INSIGHTS Holding AG appoints Oliver Spring as new Group-CEO

Zurich, Switzerland, August 3, 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 power will be increased and the growth course 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 the group strategy of ARGUS DATA INSIGHTS more consistently. Up to now, the Board of Directors has partly performed this task. The business environment has challenges and offers many opportunities. ARGUS DATA INSIGHTS is proactively addressing these opportunities. One example is the acquisition of Augure Corporate France S.A.S. in France and Spain, which has been implemented in Q2 2020. It opens up new geographical markets and complements 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 the power of our Group and become even more successful".

Oliver Spring has led the B2B Product & Alliance Management at Sunrise in recent years and was responsible for the transformation and digitalization of Sunrise. In this role he established a new product strategy for the B2B business. One of the most important milestones in the new portfolio was the introduction and anchoring of 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 was the basis for the growth of the last 2 years.

In the years before, Oliver was already responsible for various organizations in the area of strategic purchasing and product management at Swisscom. In these functions he successfully implemented various in-/outsourcing projects, 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 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 a fun 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 the full compliance with the European Union's General Data Protection Regulation ("DSGVO"). 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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