

UNICEPTA takes Jochen Freese on board

- **Jochen Freese has been appointed CEO of UNICEPTA Group effective October**
- **Georg Stahl to join Advisory Board**
- **UNICEPTA will focus on strengthening its market leadership, on boosting its presence in international markets and on expanding its Market Intelligence Unit**

Effective October 1, UNICEPTA, a leading provider of Media & Marketing Intelligence solutions, will see changes to its management board. Jochen Freese (52) will take over as new CEO of UNICEPTA Group.

Jochen Freese has gained years of professional experience in the marketing technology business. He most recently served as CEO of Ingenico Marketing Solutions GmbH, a provider of complex and innovative B2B customer loyalty solutions, with Aral, Douglas, Rewe Group and Siemens among the company's customers. A business graduate, he previously also worked at Siemens and Roland Berger. Aside from his profound knowledge of B2B settings, Mr. Freese also brings an extensive experience in data-driven business models for consumer insights and tech-based innovations to the table.

"Marketing and communications are becoming increasingly data-driven. The gathering, analysis and strategic use of data have become vital for market and customer relevance. At the same time, complexity is increasing and with it the need for world-class data intelligence and relevant insights. I am very much looking forward to helping shape the future development of the fast-growing global brand UNICEPTA, which meets the highest standards in terms of technology and innovation as well as customer orientation and consulting," says Jochen Freese.

In addition to expanding its position in the core markets Germany, China, the UK, Switzerland and the US, UNICEPTA is working to drive its international business. At the same time, UNICEPTA has strengthened its offerings for decision-makers in marketing departments in a move to open up new a new target group in the area of marketing intelligence.

Effective January 2022, Georg Stahl will join UNICEPTA's Advisory Board. "The last 15 years as Managing Partner have been an exiting time, in which we have made a lot of progress thanks to our great team. Today, we are a strong brand and leading provider in terms of innovation and quality. I am proud of that. At the same time, I am looking forward to starting a new chapter, in which I will remain close to UNICEPTA as a member of the Advisory Board and as shareholder. I wish Jochen and the entire team success in the further development of the company," says Georg Stahl.

During Georg Stahl's time at the company, UNICEPTA saw revenue grow from around EUR 5 million to EUR 50 million, serving majors customers such as two in three of Germany's Dax-listed companies, as well as international groups and organisations like British Airways,

IOC, Lenovo, Robert Bosch or Roche. In spring 2021, UNICEPTA acquired social listening solutions provider Ubermetrics to further expand its services and expertise in the field.

"Georg Stahl has done a great job in the past years and as an entrepreneur built a successful, international company. We thank him very much for the trustful cooperation," says Krischan von Moeller, Partner at Paragon and majority shareholder at UNICEPTA since 2018. "With Jochen Freese, we have gained an experienced leader with strong technology expertise who, together with the Management Board, will continue this work and take UNICEPTA to the next level."

About UNICEPTA

UNICEPTA is one of the leading providers of visionary, AI-powered media and marketing intelligence solutions, delivered with a human factor of analytics, insights, and advisory services. Our media and audience tracking provides you with the insights you need for more personalized and engaging customer and company interactions. Connecting media, digital & social, marketing and business analytics, our integrated digital platforms compile real-time information flows into reports, live dashboards and immersive corporate and brand newsrooms, supported by Analytics & Insights advisors to help your team spot issues and opportunities immediately. As a result, we deliver smart insights to drive faster, better decisions for strong performance. With colleagues from 44 nations across our offices in Berlin, Cologne, Krakow, London, Shanghai, Washington, and Zurich, UNICEPTA supports renowned cross-sector market leaders.

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