

Roger Hall Appointed as CEO of Virtual Advertising Innovator, uniqFEED

Former Supponor, beIN Sports and Setanta executive to lead uniqFEED in the next phase of development.

March 2021: Swiss virtual advertising provider uniqFEED have announced that Roger Hall will take over as CEO of the company. Hall, a leading management consultant within the media, technology, broadcasting, and sports sectors, will join uniqFEED, based in Zurich, Switzerland in April, 2021.

Roger Hall brings more than twenty years' experience in sports broadcasting and sports technology to the company. Prior to his current role advising leading sports rights owners and major international leagues on virtual advertising, Roger was CEO of competing virtual advertising provider, Supponor. He has also held leadership roles at leading sports broadcast organizations beIN Sports, Setanta Sports UK and Setanta Sports International.

The newly appointed CEO will assume overall responsibility for the execution of uniqFEED's long- and short-term strategies, with a focus on driving uniqFEED's commercial objectives and the further development of the AdApt product pipeline and expansion into target sports markets.

Chairman of uniqFEED's Board of Directors, Peter Baumgartner said of the appointment:

"Following our extensive search, the Board is very pleased to be appointing Roger Hall to the CEO position at uniqFEED. As one of the leading virtual advertising executives in sports broadcasting, he will bring a wealth of commercial and broadcast experience to inject into the business."

Hall, on his appointment as CEO of uniqFEED:

"The long-term winners in virtual advertising will provide high-quality, low-intrusion, scalable solutions. It is clear to me that uniqFEED is a company with a well-defined roadmap to success and a world-class team of developers, engineers, scientists, and commercial experts working together with energy and purpose. I thank the Board for their trust and look forward to working with the team on the delivery of next-generation virtual advertising solutions."

Hall will take over the role from current CEO and Founder, Lukas Gysin, who will remain with the company as a member of its Board of Directors, focusing on strategic

opportunities and partnerships. Gysin, who was closely involved with the recruitment process for his successor, said:

"I believe that Roger Hall is the ideal CEO to lead uniqFEED into the next phase of its development and to futureproof the company. I am delighted that he has come on board to drive uniqFEED's continued success."

About uniqFEED

Founded in 2015, uniqFEED is a Zurich-based sports tech company that provides virtual advertising solutions for sports rights holders. Using the power of computer vision technology, and with no expensive or intrusive hardware, uniqFEED's proprietary AdApt Roger Hall appointed as uniqFEED CEO 2/2 software allows virtual content to be inserted into a live sports broadcast feed. This winning formula allows rights holders to create new business models and revenue opportunities via multiple international broadcast feeds.

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