

uniqFEED Announces Peter Baumgartner and Severin Lüthi as New Members of The Board

November 2019: uniqFEED, the world's only fully software-based virtual advertising technology provider, is delighted to announce the strengthening of its strategic Board-level leadership.

Peter Baumgartner, Senior Strategic Advisor and Member of the Group Executive Management Board of Etihad Aviation Group, has been elected to the uniqFEED Board with immediate effect. As a pioneer and former CEO of Etihad Airways, Peter has a long-standing experience and know-how in innovation and worldwide scaling of businesses. Peter has been convinced of uniqFEED's vision and observed the development of its disruptive technology ever since the company's foundation. His track record, strategic and forward-thinking capacity as well as broad network in the business, investment community and sports industry will be key in successfully leading and transforming the innovative sports tech start-up into its next lifecycle stage with a global footprint.

uniqFEED's Board of Directors will be further strengthened with immediate effect by Severin Lüthi, the former tennis professional, long-time coach of tennis legend Roger Federer and Swiss Davis Cup Team Captain. Severin believed in the company's groundbreaking solution and supported uniqFEED as an ambassador from an early stage. He played a key role in positioning uniqFEED as the undisputed market leader in virtual advertising for court sports.

Lukas Gysin, CEO & Founder of uniqFEED, said:

"We are honoured to welcome Peter and Severin to the Board. Both have an outstanding track record in their fields which will generate real value to the company, customers and all stakeholders alike as the company prepares for strong growth in the attractive sports marketing industry by delivering virtual advertising technology to top-tier rights holders across the industry.

Commenting on his appointment, Peter Baumgartner said:

"By using uniqFEED's virtual advertising technology, rights holders clearly recognize its massive potential to generate incremental value from more efficiently commercializing live TV and Online broadcasting. I am excited to step into this rapidly developing area of the sports industry in an interesting time and contribute to uniqFEED's future success." Switzerland's Coach of the Year 2017, Severin Lüthi, said:

"Traditional sports marketing is highly saturated and the potential increasingly exploited. Thanks to uniqFEED, a completely new market potential is tapped for exponential growth of advertising value, which benefits all stakeholders, especially rights holders, sponsors, athletes and viewers. "

Over the past couple of months, uniqFEED has rapidly progressed its technological leadership and is successfully deploying unrivalled real-time multi-camera solutions to the market.

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.

For more information contact:

Katy Walsh
Communications and Marketing Manager
uniqFEED AG
katy.walsh@uniqfeed.com
+41 79 784 24 88