***PRESS RELEASE***

**NativeWaves Strengthens Management Team and Completes Financing Round**

*The company expects to announce commercial agreements with leading EU broadcasters and sports partners in 2021.*

**Salzburg, Austria. December 8, 2020:** Native Waves GmbH is an emerging broadcast technology company that deliverssynchronized and personalized viewing experiences across multiple screens. The company recently raised over €1,3 million in additional seed equity capital and non-dilutive financing, bringing its total capitalization to date to €2,7 million.

In conjunction with expanded global customer engagements and increasing revenue, NativeWaves has made three new appointments to its management leadership team.

Effective January 1st, 2021, NativeWaves co-founder Christof Haslauer will become Chief Executive Officer and co-founder Oliver Dumboeck will assume the Chief Technology Officer position. Haslauer replaces Eva Wimmers, who led the company through the challenging 2020 COVID-19 period. Ms. Wimmers will leave the company to pursue other business opportunities.

NativeWaves has also appointed Dr. Robert Niemann as Chief Revenue Officer, with responsibility for sales and generating new income streams. Dr. Niemann brings decades of experience in international sports and entertainment to the company. He was, for many years, a consultant to FIFA in Zurich and was the founding director of the Institute of International Football Management in Munich. Dr. Niemann is currently a lecturer at the University of St. Gallen in Switzerland for Sports Management. Prior to setting up his own company, NIEMANN GmbH, he held key positions at German Bundesliga, ProSieben, SONY Pictures, Yahoo Germany and Fremantle Media (RTL Group). He was also the worldwide exclusive marketing partner of the three-time world goalkeeper Oliver Kahn and, since 2019, he has represented German record-breaking national player Lothar Matthäus. Dr. Niemann is also an investor in NativeWaves.

Pascal Levensohn, Chairman of the NativeWaves Board, commented on these changes: “Achieving significant commercial traction during the COVID-19 pandemic is a powerful market validation of the robustness of NativeWaves’ proprietary technology. The nature of sports entertainment delivery and fan interaction through digital media with live sports broadcasts has changed permanently. NativeWaves is positioned to drive that change globally.”

Levensohn thanked Ms. Wimmers for her leadership during the company’s initial commercial development: “Eva stepped in as CEO at a crucial time, and her expertise brought process and structure to this emerging organization. We were always aware that Eva’s time here would be limited, and we remain very grateful for her commitment.”

Commenting on his appointment, Christof Haslauer said: “NativeWaves is at an exciting stage. I am delighted by our strong momentum partnering with leading global organizations to deliver next generation, multiscreen, personalized viewing experiences. I am particularly excited to welcome Robert Niemann to the company; his experience and contacts in the sports and broadcast arenas bring strong credibility to our organization and will accelerate sales.”

“It is very exciting to be part of such a young and dynamic company that is capable of real technology innovation,” said Dr. Niemann. “For years, broadcasters have aspired to give audiences a more engaging and personalized viewing experience, but until NativeWaves entered the market there wasn’t a reliable technological solution to make this dream a reality. That day has finally arrived, as the patented NativeWaves solution is being deployed to provide a seamless and synchronized experience across multiple screens. I believe NativeWaves’ solution can change the whole television viewing experience.”

In closing, Haslauer added, “Forging new partnerships, such as the one we announced recently with Stats Perform, will play a key role in the development of this new ecosystem for immersive fan engagement in professional live sports broadcasts.”

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**About NativeWaves GmbH**

Established in Salzburg, Austria in 2016, NativeWaves delivers an engaging and immersive media experience to audiences around the world. Using cutting edge technology, NativeWaves has brought easy to use, advanced streaming solutions to the broadcast, e-sport and live entertainment industries. With easy access to reliable and perfectly synced multistream, video, audio and data encodings, broadcasters and event organisers can now offer audiences a best-in-class, personalised entertainment experience that will significantly enhance consumer enjoyment of live sports and events.

<https://www.nativewaves.com/>

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