

## Qvest appoints Jonas Michaelis as Chief Strategy Officer

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Cologne, August 29, 2024: Qvest, a leading digital transformation partner for broadcast, media and entertainment, has appointed Jonas Michaelis as its new Chief Strategy Officer (CSO). His main responsibilities will be to implement the company's global strategy and to strengthen collaboration between Qvest's global offices in Europe, USA, Australia and the MENA region.

In the newly created role of CSO, Jonas Michaelis will work closely with Peter Nöthen (CEO), Thomas Müller (CTO), Christian Boris Hönig (CFO) and the extended management of all Qvest Group companies to drive forward the implementation of strategic focus projects, such as the expansion of the global Artificial Intelligence and Managed Service Practices and the location in Saudi Arabia, as well as the further development and optimization of the organizational structure in the course of past and future acquisitions of the Qvest Group. As an expert in the development of new business areas, Jonas Michaelis has been leading the global development of the Qvest spin-off qibb, the low-code integration platform for media workflows, as CEO since the beginning of 2021. Michaelis will retain this role alongside his new position as CSO and will continue to be responsible for strategy and marketing at qibb. Prior to joining qibb, Michaelis worked at BCG and Picus Capital as a digital business model consultant.

Michaelis holds BSc and MSc degrees in Business Administration and Finance, which he obtained in Mannheim, Hong Kong and Paris.

Jonas Michaelis, CSO of the Qvest Group: "Qvest has achieved remarkable global growth in recent years and I look forward to continuing this path together with our global team. In a dynamic industry, it is essential to have a forward-looking strategy. My goal is to network Qvest's diverse offerings and business areas even more closely and to create innovative synergies. In this way, we want to support our customers worldwide as a competent partner from strategy development to the implementation of technologically future-oriented projects."

With continuous organic growth and a buy-and-build strategy, Qvest has consistently developed into a comprehensive and leading global service provider in the context of digital transformation and has grown as a group of companies from 300 to around 1,300 employees since 2016.