



CompuGroup Medical SE & Co. KGaA

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CompuGroup Medical combines and strengthens Marketing, Corporate Communications and Public Affairs

- **Sina von Ketelhodt takes on the new role of Senior Vice President Marketing, Corporate Communications and Public Affairs**
- **Alexander Weimer succeeds Michael Franz as new Global Head of Corporate Communications**

Koblenz. CompuGroup Medical (CGM), one of the world's leading e-health providers, will combine its marketing, corporate communications and public affairs functions at its Koblenz headquarters under new management in the future: Effective February 1, 2022, Sina von Ketelhodt will be responsible for the coordination, implementation and strategic development of marketing, communications and public affairs activities as Senior Vice President Marketing, Corporate Communications and Political Affairs of the MDAX-listed company. She thus simultaneously holds the position of Chief Brand Officer as the supreme brand guardian of the company, which operates in over 50 countries.

Sina von Ketelhodt was most recently Head of Marketing & Communications at Techem, a leading international service provider for digital networking and related solutions for process and energy efficiency in real estate. In this role, von Ketelhodt played a key role in driving the

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General Partner: CompuGroup Medical Management SE · Company domiciled in: Koblenz, HRB 27343, Local Court Koblenz
Chairman: Frank Gotthardt

Managing Directors: Dr. Dirk Wössner (CEO), Frank Brecher, Angela Mazza, Emanuele Mugnani, Dr. Eckart Pech, Michael Rauch, Hannes Reichl
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diversification and digitalization of Techem's marketing and communications activities and in shaping the company's repositioning in the changing energy market. Previously, she worked at Uniper and E.ON in various management roles related to digital transformation, innovation and communications.

Also effective February 1, Alexander Weimer took over global responsibility for Corporate Communications at CGM. He thus leads one of the four divisions under Sina von Ketelhodt. Alexander Weimer also comes from Techem, where he was most recently Head of Corporate Communications and CSR, responsible for professionalizing internal communications, digitizing internal and external events, and building up sustainability activities. In this role, he played a key role in successfully guiding the company through the Corona pandemic in terms of communications. Prior to that, Weimer spent more than five years in various management roles in marketing, communications and HR at Carglass. In his new responsibilities, Alexander Weimer will also assume the role of CGM's corporate spokesperson.

Michael Franz, a long-time member of the company and most recently Head of Brand Communication will leave CGM at his own request in April. "I am very much looking forward to the upcoming challenges and the new team. We very much regret that Michael Franz is leaving us, he has done an outstanding job. On behalf of the Management Board of CGM, I thank him and wish him all the best," commented Sina von Ketelhodt.

Sina von Ketelhodt and her new team, which includes Corporate Communications, as well as Strategic Marketing, Global Marketing and Public Affairs, will focus on advancing CGM's brand positioning in the growing market for e-health in Germany and internationally: "Marketing and Communications together bear the central responsibility for turning a company into a strong brand. The topic must therefore be thought, planned and driven forward in an integrated manner. CompuGroup Medical has enormous potential in brand management, which will pay off in terms of customer relationships, the financial market and patient trust, which is equally important for us. The company's success story is fascinating. Our task now will be to use the burning glass to shine an even brighter light on these past and future successes and the resulting benefits for the healthcare system.



About CompuGroup Medical SE & Co. KGaA

CompuGroup Medical is one of the leading e-health companies in the world. With a revenue base of EUR 837 million in 2020, its software products are designed to support all medical and organizational activities in doctors' offices, pharmacies, laboratories and hospitals. Its information services for all parties involved in the healthcare system and its web-based personal health records contribute towards safer and more efficient healthcare. CompuGroup Medical's services are based on a unique customer base of more than 1.6 million users, including doctors, dentists, pharmacists, and other healthcare professionals in inpatient and outpatient facilities. With locations in 18 countries and products in 56 countries worldwide, CompuGroup Medical is the e-health company with one of the highest coverages among healthcare professionals. More than 8,500 highly qualified employees support customers with innovative solutions for the steadily growing demands of the healthcare system.

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