

PRESS RELEASE

Per Hansen joins KINEXON Sports & Media as Head of Clubs & Federations Europe

Munich, 01 March 2019

KINEXON Sports & Media proudly announces that Per Hansen has become Head of Clubs & Federations Europe, based in the Munich headquarters.

Per brings to KINEXON a whole new dimension in Sports Sales. The uniqueness of his 17 years' experience has been highlighted by Key Account Management for technological integration with top football clubs worldwide and relevant national teams in football, rugby and handball.

Per worked for Polar – the leading heart monitoring company in the world – and has spent the last 7 years at Adidas Global HQ, responsible for Global Sales of Adidas Team Systems.

At KINEXON Sports & Media, Per Hansen will be driving the expansion of KINEXON's award winning fully automated, real-time tracking systems with the aim of accelerating the international growth and creating a high-profile network.

ABOUT KINEXON

KINEXON Sports & Media develops cutting-edge solutions for automated, real-time sports content. It brings athlete performance, media experience and entertainment formats to the next level.

The portfolio includes both an unrivaled sensor technology for centimeter-accurate indoor and outdoor localization and motion sensing of professional athletes in various sports. Moreover, the portfolio includes software solutions for smart data processing and actionable insights through various analytics. The company was founded in 2012 by scientists of the Technical University Munich. KINEXON is located in Munich (headquarters), New York City and Chicago.

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Per Hansen