

MEDIA ALERT

LAST AT CATAPULT: REIMUT HELLMERICHS JOINS KINEXON AS VICE PRESIDENT BUSINESS DEVELOPMENT

Munich, January 20, 2022 - *New year, new employer: At the start of the year, former Catapult manager, Reimut Hellmerichs, starts as Vice President Business Development EMEA at KINEXON, one of the leading providers of performance tracking and analysis in sports.*

Reimut Hellmerichs has been named Vice President Business Development EMEA at KINEXON, effective January 1, 2022. In this role, the 49-year-old is responsible for the strategic direction, business development and thus the expansion of sales activities in new markets.

"KINEXON established itself early on as a relevant and reliable player in the market and made a name for itself as one of the first providers of performance tracking for clubs and leagues," said Reimut Hellmerichs. "Having already secured more than 80 percent of the NBA in the U.S., the company's goal now is to gain a further foothold in European basketball. In addition, it will be exciting to expand our position in other sports and markets. Take, for example, the topic of ball tracking in football, where I see enormous potential. And who knows what other sports will be added in the future."

Significant gain for KINEXON

Reimut Hellmerichs brings more than 20 years of professional expertise from sports and is therefore a significant addition to the KINEXON team. "We are on an exciting journey," says Maximilian Schmidt, Global Sports Lead at KINEXON. "In this context, the markets in Europe, the Middle East as well as Africa offer us enormous growth potential. Reimut's outstanding achievements over the last 20 years and his extensive industry and leadership experience will help us greatly on this growth path. We want to expand our position as pioneers in sports technology and achieve sustainable market leadership in our markets - we are extremely thrilled to have won Reimut for this task."

Previously, Reimut Hellmerichs joined Catapult after more than a decade at Polar. There, he held several positions over the years. Most recently, he was Vice President Commercial EMEA, responsible for sales activities and leading a team of 17 people.

About KINEXON Sports & Media GmbH

KINEXON is a global technology leader that develops groundbreaking hardware and software solutions for the Internet of Things (IoT). More than 400 teams, leagues, and events worldwide rely on KINEXON Sports & Media in the areas of performance tracking & analytics, fan engagement, and contact tracing. KINEXON Industries implements specialized real-time IoT solutions for Industry 4.0, to capture, analyze and automate manufacturing and logistics processes for industry leaders such as BMW and Continental. The company pivoted during the COVID-19 pandemic to launch KINEXON SafeZone, the world's most trusted contact warning and contact tracing solution to combat the spread of COVID-19, which has been used by companies around the world, including the NFL, NBA, MLB, and March Madness. Founded in 2012, and headquartered in Munich, Germany, KINEXON has grown to more than 250 employees across offices in Munich and Chicago. For more information visit www.kinexon.com.

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