



NOW PART OF OUR TEAM:

START-UP ENTREPRENEUR, CFO AND INVESTOR FROM BAYREUTH

For some time it has been our wish to establish an advisory board with German consultants. Drawing on their long-standing and substantiated know-how the consultants will assist companies in the strategic development of international distribution channels. We are pleased to welcome Matthias Steinacker to our team, who next to Villy Jaeger form our new board since November 1st, 2018.

Matthias is a successful entrepreneur with more than 20 years of experience in the industry. For over 10 years he was acting managing partner in the position of CFO at Cybex since the company's beginnings until June 30th, 2015. Since then he has been running his own consulting and fundraising company MS Coaching GmbH, counseling start-ups and helping them find funding from professional and suitable investors.

At Tradewell, Matthias will help us hire the properly suited employees to assist us in further establishing our company. This includes building up the necessary capacities to meet the increasing tasks of our brands and clients.

"I am looking forward to working with Tradewell, especially to collaborating with Jesper. My engagement is a bit out of the ordinary as I know from personal experience how exciting and important this early stage for successfully developing a start-up is. That's why I'm thrilled to be a part of it."

Tradewell is a trading company focused on assisting companies with exporting their products. We exclusively work with companies whose products improve everyone's day-to-day life and on top of that are committed to a long-term collaboration with our partners.

From our principal office in Bayreuth we particularly support small and medium-sized companies that don't have the necessary resources to enter new distribution channels by themselves. Our expertise is primarily focused on the European trade market.

For further information about Matthias Steinacker visit www.ms-startups.de

JESPER FRANSEN

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