



Uberall announces Andreas Koenig as new chairman of the board

Koenig joins board to drive market leadership and international expansion

Berlin, Germany, 6 November 2018 – Uberall, a global leader in location marketing solutions for businesses competing to attract and win local bricks-and-mortar customers, today announced that Andreas Koenig, former CEO of TeamViewer, has been elected as the company's new chairman of the board of directors.

Florian Huebner, Uberall's co-CEO commented, *"We are delighted to welcome Andreas to Uberall. Andreas is a strategic thinker with a proven track record of driving change and transforming businesses. Already having scaled a start-up company to a multi-billion dollar organization, he will be a tremendous asset to Uberall as we continue to expand our global presence in the high-growth location marketing technology space."*

Koenig has more than 20 years of leadership experience in the technology sector, holding a number of executive and board positions. Koenig's most recent role was CEO of TeamViewer, where under his stewardship, the number of TeamViewer users grew to 400 million and downloads grew to over 1.5 billion. Before that, as CEO of Swisscom IT Services AG, Andreas Koenig successfully merged two business units with 4,500 employees. Prior to joining Swisscom in 2012, he worked at NetApp for 16 years as Senior Vice President and General Manager EMEA where he was instrumental in the company's establishment and expansion in the European market.

"I am thrilled to be joining Uberall at such an exciting time in their global growth. Local marketing is a \$150-billion sector, and Uberall's ever-innovating technology is driving them to the forefront of the segment. Uberall's recent acquisition of Navads and extension of Series B funding to \$50 million puts Uberall in pole position," stated Koenig. He further remarked, *"I have the greatest respect for Uberall's dynamic leadership team, and I'm honoured to be joining their board."*

About Uberall, Inc.

[Uberall](#) is a global leader in location marketing technology. Its flagship Location Marketing Cloud platform empowers the world's biggest brands to connect with their customers and turn online interactions into offline sales. Uberall gives businesses central control of their digital presence and online reputation, enabling them to easily manage brand interactions in real-time on all digital platforms—mobile, voice and desktop—across websites, mobile apps, store locators, search engines, maps, social platforms, and advertising networks. The [Location Marketing Cloud](#) provides a consistent, accurate digital brand footprint that helps businesses capture new customers and maximise revenue for every location.

Uberall is headquartered in Berlin, with additional offices in San Francisco, London, Paris, Amsterdam, and Cape Town. Its clients include Fortune 500 companies and industry leaders from all over the world.

Learn more at www.uberall.com.

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