

Advenica appoints Markus Gursch as CEO in Austria

Advenica begins the process of opening a subsidiary in Vienna and appoints Markus Gursch as CEO of Advenica in Austria.

As part of the company's progress in Europe, the Swedish IT-security company Advenica continues to invest in Austria by appointing Markus Gursch as CEO of Advenica Austria. Markus comes from Barracuda Networks, provider of network security and data protection, where he was Vice President Operations EMEA.

Advenica's establishment of a subsidiary in Austria follows the success of last year when winning a 10-year framework agreement with the Austrian Armed Forces and a related order regarding the company's encryption solutions.

We see great potential in the Austrian market for the company's products and, just as in Finland, we want to invest fully in deepening our existing relationships by being locally present. With Markus' cybersecurity expertise and customer focus, we are able to expand our customer segment and our offer further in the Austrian market.

Einar Lindquist, CEO, Advenica AB

Markus Gursch was part of establishing and build-up the IT security company Phion AG, later acquired by Barracuda in 2010. Markus have had several leading positions at phion/Barracuda and was an authorized officer for years too. Since 2013 he was Vice President Operations for EMEA. He has experience in Technical Support for Security Products, Post Sales Support, Sales Backoffice, EMEA IT, Sales and customer training (technical and

product trainings), Software development in the web area, Datacenter development in EMEA. Markus Gursch will assume the new position as CEO for Advenica in Austria July 1, 2017.

Advenica is a well-known IT security provider at the highest level and I look forward to becoming a part of the company. With my knowledge of the cybersecurity market and customers, I see great potential for Advenica's solutions and to grow the business in the Austrian market.

Markus Gursch, CEO, Advenica Austria

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About Advenica

Advenica is a leading European provider of cybersecurity. Advenica offers advanced cybersecurity solutions and services for business-driven information exchange, secure digitalisation and high assurance. For more than 20 years Advenica has, by providing future-safe and sustainable solutions, enabled for organisations and companies to take digital responsibility. Read more at www.advenica.com

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