

## InCoax strengthens the organization with sales manager in Germany to accelerate sales

With the appointment of Michael Smoll as Sales Manager for Germany, InCoax strengthens its commercial expertise and presence in Germany.



Michael Smoll has a long and solid experience from sales and business development roles from areas such as telecom, broadband, multimedia and fiber in the German market, from companies such as Unitymedia, Versatel, Siemens and Telefonica.

*"According to Analysis Mason, Germany is the country in Europe that has the greatest potential for our in:xtnd™ solution. The German market is therefore a priority in our strategy. To succeed in Germany, it is important to have a local organization in place. With the strengthening of the organization and Michael's long experience in the industry, I look forward to being able to develop our sales quickly," says Håkan Rusk, Chief of Sales and Marketing Operations for InCoax.*

In:xtnd is a broadband solution that enables gigabyte speed through the regular TV-antenna socket. As the solution fully reuses existing coaxial networks, it is both easy to install and environmentally friendly. In:xtnd is based on a future proof and upgradable standard and can be integrated with existing network management systems, which minimizes risk for operators.

*"I am convinced that InCoax, with its hardware components in the field of indoor broadband deployment, have the right prerequisites to succeed. I look forward to supporting InCoax's sales expansion on the German market. High-speed Internet affects us all," says Michael Smoll.*

Michael Smoll will start November 1<sup>st</sup> and report to Håkan Rusk, Chief of Sales and Marketing Operations.

### For more information:

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### About InCoax Networks AB

InCoax Networks AB (publ) is innovating the future of broadband access. In:xtnd™ provides the next-generation smart and sustainable networking solutions to the world's leading telecom and broadband service providers. For additional information about how we are saving the world from complicated, visit [www.incoax.com](http://www.incoax.com). Augment Partners AB, tel. +46 8-505 651 72 [info@augment.se](mailto:info@augment.se), is acting as the Company's Certified Adviser.