

Rotkreuz, 10 December 2024

Letter of recommendation

To whom it may concern,

As freelance Interim Manager, Markus Drewes was responsible for the development and management of Group-wide Corporate Communications for the Infinigate Group, reporting directly to me as CEO, from May 2022 to October 2023. He subsequently took over the management of CEO Communications until May 2024, also advising and supporting our company in various communication projects until August 2024. This included another acquisition and a communication campaign on the EU "NIS2" directive ("Network and Information Security"). The Infinigate Group is a value-added distributor for cybersecurity, secure network, and secure cloud. Since June 2022, our Group has expanded from being a distributor with subsidiaries in 11 countries and around 700 employees in Europe to a company with global ambitions through several acquisitions, for which Markus was responsible for all communication. We now operate 30 national companies and 50 offices in the EMEA and APAC regions serving 100 national markets, employing 1,300 people, and generating an annual turnover of 2.3 billion euros in 2024. Markus' main tasks as Head of Corporate Communications (ad interim) were to establish, implement, and manage efficient, modern structures for the internal and external corporate communications of the Infinigate Group.

These tasks essentially included:

- The development and implementation of a global communications strategy.
- Advising members of the Executive Management team and the management of various national companies on all issues relating to the planning and implementation of internal and external communication.
- Managing permanent employees and recruiting and managing freelancers and external agencies, including budget responsibility and monitoring results.
- As a member of the Integration Management Office (IMO), responsibility for the development and implementation of effective communication support structures for post-merger integration: the publication of regular newsletters, the development of a web application, and the development, supervision, and support of the work of the so-called Sounding Board.

I would particularly like to emphasize:

- The organization of regular, internal, virtual events – so-called "Town Halls" – which enjoyed a very high participation rate and excellent ratings for content and clarity of messaging.
- The development and roll-out of a Group-wide intranet within eight months.
- The systematic further development of our LinkedIn profile, resulting in a five-fold increase in followers during the project period.
- The development and implementation of prudent crisis communication in connection with organizational changes, restructuring, changes in management, the closure of locations and, as a member of the Incident Response Team, in the event of a potential data breach.
- The conceptual design of several videos and series for external and internal channels as well as the development of a photo database.
- Strengthening social cohesion through Group-wide campaigns including personalized trees in the rainforest, branded polo shirts, and campaigns on the intranet.
- Internal and external communication on the occasion of Day One, the launch of our new corporate identity and ESG reporting.
- Responsibility for press relations at the it-sa 2023 trade fair.
- The launch of a Wikipedia page about the Infinigate Group.

In his role as Head of CEO Communications (ad interim), he was responsible for the development and implementation of my internal and external positioning, including:

- Designing media training, organizing exclusive interviews, and ghostwriting articles.
- Developing a concept to intensify my communication with the business and financial press as well as with analysts and venture capital companies.
- The conceptual design and implementation of regular monthly internal video messages on current topics and the business situation.

In this context, I would particularly like to emphasize the development and design of my AI-generated avatar, which was very well received by our employees.

In summary, I am very happy to confirm that Markus has always fulfilled all assignments to my and our complete satisfaction. Markus has a quick grasp of things, precise analytical skills, comprehensive specialist knowledge, a high level of solution orientation and creativity, and above-average self-motivation. He is held in the highest esteem by internal and external contacts and enjoys my and our utmost trust.

Thanks to his systematic approach and cooperative management style, he always reliably completed projects on time and on budget. There was always a productive and positive working atmosphere in his area of responsibility. He found and implemented effective solutions to even the most difficult problems and always achieved excellent results. He managed employees and agencies economically and efficiently. Even in project teams, he was able to convince and motivate colleagues in the best possible way. He also has the ability to build up sustainable networks within a short period of time that support him in the efficient execution of his tasks. As the tenure for each of his roles drew to an end, Markus ensured a smooth handover to the permanent employees or the contracted staff.

I would like to thank him, also on behalf of the Infinigate Group, for the very good and pleasant cooperation at all times and wish him all the best for his professional future and continued success. Should the need arise in the future, we would happily approach him for his services again.

Best regards,



Klaus Schlichtherle
CEO Infinigate Group