



## Media Release

### The Social Chain AG appoints Christian Senitz as Chief Financial Officer

- **Expanding the Executive Board for sustainable growth**
- **Senitz has broad experience in international controlling and financial reporting**
- **Strong expertise in venture capital and M&A**
- **Dr. Georg Kofler, Chairman of the Supervisory Board: "With Christian Senitz we are winning an internationally experienced Chief Financial Officer with extensive expertise."**

**Berlin, 13 January 2021.** THE SOCIAL CHAIN AG (WKN: A1YC99) is growing and expands its Executive Board. The Supervisory Board of the integrated social commerce and social media company has appointed Christian Senitz as Chief Financial Officer with effect from 1 March 2021. Together with CEO Wanja S. Oberhof, he will be part of a two-member Executive Board at Social Chain AG. Senitz has broad experience working as a financial expert for various companies, in the field of venture capital and in capital market communication. Among other things, he was involved in the IPO and uplisting of Rocket Internet to the Prime Standard of the Frankfurt Stock Exchange. Dr. Georg Kofler, Chairman of the Supervisory Board and anchor shareholder of Social Chain AG: "With Christian Senitz, we are winning an internationally experienced CFO with extensive expertise. In addition, as a member of the Executive Board, he will strategically develop the profile of Social Chain AG together with Wanja S. Oberhof."

Christian Senitz is joining us from EyeEm, a global marketplace for stock photography and professional photo and video production with several million members, where he served as CFO and managing director. From 2012 to 2019, he was Senior Vice President Finance International at Rocket Internet SE. As part of his role, he was responsible for controlling the international investments and, as Managing Director and Supervisory Board member, shaped the development of the international investments – including Jumia Technologies AG, Global Fashion Group SA and Home24SE. He also helped to build the venture capital investments through Global Founders Capital. Senitz started his career at EY (formerly Ernst & Young), initially as an auditor, then also in transaction services. Throughout his career, he was involved in numerous international M&A projects. The 42-year-old Senitz holds a degree in business law (FH), is a certified public auditor and tax advisor.

Wanja S. Oberhof: "With his entrepreneurial mindset and financial background, Christian Senitz combines both perspectives: That of the listed company and that of the active investor. An important part of our strategy is to accelerate the organic growth of the Social Chain AG through targeted acquisitions. With his expertise, we will be able to support our high acquisition dynamics and further professionalise our international controlling and financial reporting. We will further sharpen the segments of our group and communicate the value drivers of Social Chain more transparently. This includes the conversion to IFRS and an expansion of our investor relations activities".



Christian Senitz: "I am very much looking forward to working with the excellently positioned team at Social Chain AG. Social Chain is a real pioneer, especially in the area of social commerce. The deep integration, the different market segments and the international orientation require a sophisticated set of planning and controlling devices. I think that with my experience I can contribute to structuring the dynamic growth of Social Chain. It is important to me to support the operating units in the segments and in the group with smart controlling tools in order to grow profitably. Together with Wanja S. Oberhof, I look forward to introducing investors and partners to the forward-looking business model of Social Chain."

**Contact:**

Jana Walker | Senior Corporate & Brand PR Manager | E: [press@socialchain.com](mailto:press@socialchain.com)

**About The Social Chain AG**

The integrated social media company combines social media and social commerce. Social Chain is a pioneer in the creation, development and scaling of social media brands. The company's headquarters are in Manchester with offices in Berlin, London, New York, and Munich. The company has a total of around 500 employees. The Social Chain AG shares are traded on XETRA and several other German stock exchanges.

*The content of this press release is for information purposes only and does not constitute investment advice or other recommendations pursuant to the German Securities Trading Act by The Social Chain AG or its affiliated companies. The information provided cannot replace investment advice. The information contained in this press release is not to be construed as an assurance of possible price developments and should not be construed as a request to enter into a transaction. The information contained herein does not constitute an offer to sell or the solicitation of an offer to sell securities or rights, or a solicitation to trade in securities or rights. Accordingly, The Social Chain AG and its affiliates make no representations or commitments as to the accuracy, completeness or correctness of the information or opinions contained herein. We assume no liability for direct or indirect damages caused by and/or in connection with the distribution and/or use of this document. The statements correspond to the status at the time of the preparation of this document. They may become obsolete due to future developments without the document being changed.*