

PANTAFlix Technologies GmbH appoints Ulrike Freudenberg Marketing Director

Berlin, May 30, 2018 – PANTAFlix Technologies GmbH, operator of the video-on-demand platform PANTAFlix and 100% subsidiary of the Frankfurt Stock Exchange’s Scale 30 listed PANTAFlix AG, announces today the appointment of Ulrike Freudenberg as new marketing director. Freudenberg will move to the company from her current position with Zalando on July 2 and take charge of PANTAFlix Technologies GmbH’s global marketing strategy.

By expanding its marketing team, PANTAFlix Technologies GmbH aims to push ahead its global roll-out and further establish the VoD-platform at home and abroad. Only a few weeks ago, the company announced the VoD-platform’s availability in about 50 countries. Stefan Langefeld, chairman of the Board and CEO of PANTAFlix AG states: “To us, performance marketing is one of the most crucial tools to expand and accelerate our VoD-platform’s growth. As an expert in strategic online marketing and with her extensive experience abroad, we are sure Ulrike Freudenberg will optimally facilitate PANTAFlix’s global roll-out.”

“A globally available VoD-platform also requires a comprehensive global marketing strategy. I am very much looking forward to playing a substantial part in its creation and thus establishing PANTAFlix as an international brand,” says Ulrike Freudenberg.

Freudenberg has over ten years experience in digital marketing and worked in online marketing and brand management for various international companies. Recently, as Zalando’s marketing director Benelux, she was responsible for establishing the corporate brand in three countries more locally relevant. With PANTAFlix Technologies GmbH, her tasks will include the development, expansion and implementation of the VoD-platform PANTAFlix’s global marketing strategy, with a special focus on performance marketing and branding.

About PANTAFlix AG:

PANTAFlix AG (XETRA: [PAL](#), ISIN: [DE000A12UPJ7](#)) is one of the fastest growing media companies in Europe. Consisting of the video-on-demand platform (VoD) PANTAFlix, the traditional film production division *PANTALEON Films*, the music label *PantaSounds* and the brand integration unit *March & Friends*, the Group pursues a 360-degree approach to the production, distribution, exploitation, and marketing of films and series as well as their rights. The company’s high growth dynamics stems from its progressive distribution model for international film productions on PANTAFlix.



PANTAFlix already provides content to film and series consumers all over the world. PANTAFlix AG has cooperation agreements with renowned partners *such as Amazon, Warner Bros., Disney, StudioCanal and Sun Seven Stars Media*. In its German home market, the group is based in Berlin, Munich, Cologne and Frankfurt/Main.

About PANTAFlix (VoD platform):

PANTAFlix is a cloud-based video-on-demand platform “made in Germany” that for the first time enables film producers and rights holders to make their productions available to a global audience in just a few clicks. Its global orientation and direct market access break up the existing structures in the film business and offer producers the best possible remuneration for their films. Meanwhile, PANTAFlix offers film fans a particularly extensive and diverse portfolio with content from a wide range of genres that is precisely geared to their interests and needs. With digital expert Stefan Langefeld and media manager Nicolas Paalzow, it has a unique management team with deep roots in the film/TV- and technology industry.

For further information, visit www.pantaflixgroup.com and www.pantaflix.com.

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