

TWINT aims to consistently put customers centre-stage with its new management structure

Jens Plath – new Chief Marketing Officer of TWINT

Jens Plath, responsible for establishing PayPal's P2P business in Germany, Austria and Switzerland, has been appointed Chief Marketing Officer of TWINT and is also assuming responsibility for the End Customer segment. In addition, other business functions will also be consistently geared towards meeting customer needs.

Following the very strong growth recorded over the last few months, TWINT is laying the foundations for the further ramping up of its business with a new management structure. After the announcement of the new Core Executive Board, the composition of the extended Executive Board is now also being revealed.

Jens Plath joins TWINT as Chief Marketing Officer (CMO) after having previously worked as an advisor and a co-founder in the start-up environment, mainly in the Fintech sector. The experience that he has in the payment industry was predominantly obtained during his time working at PayPal from 2011 to 2018. Here, he was initially appointed as the Head of Partnerships DACH and subsequently helped PayPal to expand and become the leading P2P payment service in the Germany, Austria and Switzerland region. In addition to his role as Chief Marketing Officer, Jens Plath is also directly responsible for heading the End Customer segment, i.e. the management of the 2.5 million TWINT users. He is also a member of the extended Executive Board.

Plath will be joined there by **Thomas Wicki**, the new Chief Financial Officer (CFO) and successor to Anton Stadelmann, who is now working in the Core Executive Board as Chief Customer Officer and Deputy CEO. Wicki joined TWINT in 2018 after having worked as a financial specialist at Credit Suisse and THM Capital. Wicki reports to the CEO, Markus Kilb.

The consistent focus being placed on customers is also reflected in the newly defined responsibilities within the extended Executive Board:

In his role as Chief Sales Officer (CSO), **Adrian Plattner** will now focus on and be responsible for the relationships with merchants, acquirers and integrators. Plattner joined TWINT in 2018, making the

move from the Aduno Group where he headed the Sales department as a Director.

A new function has been created in the form of the Chief Customer Operations Officer. **Gökhan Filizer**, who has been Head of Operations at TWINT since 2019, will take on the management of this new area, the aim of which is to improve the customer support for end customers, merchants and banks from a single source. The Client Support business area will act as the point of contact for all questions and complaints related to these customer segments. In so doing, TWINT hopes to be able to resolve the concerns of its customers in a quicker and more efficient manner.

René Hägeli, who had been responsible for the development of new product offerings in his role as Chief Product Officer (CPO) since 2018, will likewise take a seat on the extended Executive Board in his new role as Chief Banks Officer (CBO) and will be responsible for the relationships with the banks. Prior to joining TWINT, he headed the Digital Payments business area at Zürcher Kantonalbank in his role as Product Manager. Operational product management will remain the responsibility of **Thomas Graf** as Head of Product.

Plath, Plattner, Filizer, Hägeli and Graf report to the new CCO.

Simon Wehrli began his career at TWINT as a Software Architect in 2017 and is now responsible for the Architecture and Technology business area in his function as Chief Technology Officer (CTO).

He reports to the CIO Paul Kreis.

This means that the Chief Customer Officer (CCO) will oversee all customer and product-related functions on the Core Executive Board and the Chief Information Officer (CIO) is responsible for the entire technical operation and further development of Production.

“This new organisational structure will allow us to focus on all of our customer segments during the realisation of the anticipated further growth. The extended Executive Board represents the main business areas within the company and guarantees that our offering will be developed in line with the respective requirements of each of our fast-growing



customer segments. With this new management team, I look forward to being better able to fulfil the expectations of our customers,” stated Markus Kilb, CEO of TWINT.

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Further information

Some 75 Swiss banks offer their customers TWINT as a mobile payment solution. TWINT customers can pay direct and cashless from their bank account in e-commerce, at the cash register and at vending machines. It is also possible for money to be transferred between private individuals and for payment requests to be made. TWINT users benefit from additional features, such as the ability to save customer loyalty cards. With around 2.5 million registered users, TWINT is the most

widely used payment app in Switzerland. TWINT AG belongs to Switzerland's biggest banks: BCV (Banque Cantonale Vaudoise), Credit Suisse, PostFinance, Raiffeisen, UBS, Zürcher Kantonalbank as well as SIX and Worldline.

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