

MEDIAGENIX welcomes Aksel van der Wal to Board of Directors

New independent board member brings digital vision and experience to the table as senior media executive

Groot-Bijgaarden (Belgium), 14 September 2021. MEDIAGENIX today announced the appointment of Aksel van der Wal as new non-executive Director of MEDIAGENIX.

Bringing the knowledge and experience of this former senior executive of Turner/WarnerMedia to the table, will further support MEDIAGENIX in their strategy of strong global growth in the field of innovative Content Supply Chain Management solutions for media companies. It shows the determination of MEDIAGENIX to stay at the forefront of innovation as a mature global player, by anticipating the media companies' need for greater agility, scalability, and efficiency with the continuous development of their product WHATS'ON and their services.

"We are very pleased to welcome Aksel van der Wal to the Board of Directors," says Dirk Debraekeleer, Chairman of the Board. "I strongly believe having Aksel on board will be of great added value for MEDIAGENIX. His background and extensive knowledge of the media business — with a clear vision of its digital future — will be invaluable to MEDIAGENIX as we continue our global growth and expansion. His network and his personality, too, will strengthen the efforts of this Board to lead with passion and give the right support and direction to the company."

Aksel van der Wal was COO International DTOI at Turner/WarnerMedia in London before he decided last year to move back to Amsterdam. Prior to this role as COO,



he held senior executive roles at Turner International, including EVP Digital Ventures & Innovation, CFO International and SVP Finance EMEA.

“I am very excited to join the MEDIAGENIX team,” says Aksel van der Wal. “It is a first-class team with a market-leading product. It is also an exciting time to join the team, due to the continuously changing media landscape. My focus will be to support the global expansion and innovation ambitions of the company.”

About MEDIAGENIX

MEDIAGENIX ranks among the top tech vendors in the international media industry with M&E Business Management Platform WHATS'ON.

Over 130 media companies across the globe rely on WHATS'ON to unify their content supply chain across linear and nonlinear, and streamline all workflows related to content, content rights, planning, and curation with a view to ensuring agility and profitability. Clients include OTT streamers and VOD platforms, public and commercial radio & TV stations, telcos, and video service providers. Together they manage a total of more than 2,000 channels and services.

WHATS'ON enables them to offer the right content at the right time to the right audience on the right device through whichever platforms and delivery methods, and with whatever mix of business models that are best suited to achieve their aims.

This propels major efficiencies and innovations from content acquisition, rights management, planning and multichannel/multiplatform scheduling and curation, to content publication and promotion, and smart analytics. The bottom line of continuous innovation is always to help clients engage target audiences, contain OPEX and maximize content ROI.



MEDIAGENIX

More than 230 employees are working from offices in Europe, America, and Asia.

More information about MEDIAGENIX at www.mediagenix.tv

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