

Stans, 28 April 2023

Press release

proxia holding ag, Alter Postplatz 2, 6370 Stans, Switzerland

Stefan Krauss and Sven Lüscher to join proxia as members of the Board of Directors

Stans, 28 April 2023 – proxia has appointed Stefan Krauss and Sven Lüscher as members of the Board of Directors of proxia holding ag with effect from April 28, 2023.

At the same time Dr. Adriano Viganò, a current member of the Board of Directors, is stepping down from the Board for personal reasons.

Stefan Krauss is an internationally experienced manager with outstanding expertise in the solutions business and comprehensive knowledge of the market. As an executive sponsor for global companies, he has an in-depth understanding of customer requirements and is highly trusted by top customers from all sectors of the manufacturing industry.

“Stefan Krauss has worked closely with us for years in the development of proxia VSS as part of the “Co-Innovated with SAP” program. During this time, our mutual trust has grown and Stefan Krauss has come to appreciate proxia's professionalism. His high level of expertise, his proximity to SAP and his attachment to our company and our strategy as a solution provider make him an indispensable member of our Board of Directors.”

Dr. Peter Lindtner, President of proxia's Board of Directors

Stefan Krauss has been Senior Vice President at SAP SE Germany since 2014 and heads the "SAP Industry Solutions for Discrete Manufacturing Industries" unit at global level. In this role, he is responsible for the global industry and solution strategy of SAP SE. Stefan Krauss holds a degree in mechanical engineering and an Executive MBA from ESSEC & Mannheim Business School. He started his career at SAP SE in 1990 as a consultant in the manufacturing industry and as a global project manager in automotive development. Since then, he has held various management positions.

Sven Lüscher, attorney-at-law, Managing Partner of the law firm Werder Viganò AG, Zurich, is a recognized expert in all legal aspects of business life and will support proxia in all areas of business and corporate law as well as intellectual property law.

“I am pleased to be able to continue the long-standing and successful cooperation with Werder Viganò AG with Sven Lüscher. We have come to know Sven Lüscher as an extremely competent and solution-oriented contact person.”

Dr. Peter Lindtner, President of proxia's Board of Directors

Sven Lüscher has worked as a lawyer since 2002. In addition to various directorships in companies in the transport and logistics sector and in the financial industry, he regularly exercises mandates as an investigator on behalf of the Swiss Financial Market Supervisory Authority FINMA. In addition, he is responsible for providing ongoing corporate legal advice to several SMEs.

Sven Lüscher holds a Master of Law degree (lic.iur.) from the University of Bern and is a practicing attorney registered with the Bar Register of the Canton of Zurich.

About proxia holding ag

proxia holding ag is an international management consultancy with headquarters in Switzerland and branches in Europe, MENA, Asia and the USA.

proxia is a partner for the digitalization of sales and aftersales processes in the vehicle and construction machinery industry as well as discrete manufacturing. As an SAP partner, proxia designs digitalized end-to-end processes, defines IT architectures and implements and supports the solutions used.

As an SAP Gold Partner, proxia works closely with SAP, develops its own solutions and markets them through a global partner network. A core offering is proxia's Vehicle Sales and Service (proxia VSS). This leading dealer management system is "co-innovated" with SAP. It is based on SAP S/4HANA, is under continuous development and is part of the SAP Industry Cloud for Automotive.

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