

## **ASX Announcement**

19 September 2017

## Former Microsoft Global Strategist to lead expansion into Germany, Austria and Switzerland

- Michael Maurer, former senior employee at Microsoft joins LiveTiles to establish and run the Company's operations in Germany, Austria and Switzerland (the DACH region)
- Brings over 12 years of experience in the IT industry, with 7 of these at Microsoft, serving pharmaceutical, manufacturing, government and financial services customers
- Michael will be responsible for driving new customer growth from the region through direct, partner and Microsoft channels
- The expansion is delivering on LiveTiles' strategy to grow its sales reach and drive global customer and revenue growth and follows the successful \$12 million equity raise in the quarter

LiveTiles Limited (ASX:LVT) ('LiveTiles' or 'the Company'), a global software company providing digital workplace software to the commercial, government and education markets, is pleased to announce it has appointed former Microsoft Global Account Technology Specialist, Michael Maurer to establish and run the Company's operations in Germany, Austria and Switzerland (the DACH region).

Michael brings strong experience in consultative selling and digital transformation, with over 12 years of experience in technology. He spent over 7 years at Microsoft and was most recently a Global Account Technology Strategist where he was responsible for several major accounts including a large global Swiss bank. Formerly an IT consultant at EDS/Hewlett-Packard and Avanade, Michael has strong experience identifying and articulating the value of business transformation for his customers. A strong team leader, Michael has sold and managed the delivery of productivity solutions to achieve efficiencies for his customers.

As LiveTiles' General Manager DACH Region, Michael will be responsible for establishing the Company's operations in Germany, Austria and Switzerland and for driving sales from the region through direct, partner and Microsoft channels. Michael will be based in Zurich, Switzerland.

LiveTiles' expansion into the DACH region gives it access to one of largest economic regions in the world which is home to some of the world's largest companies, such as Volkswagen Group, Allianz, Nestlé, Daimler, Siemens, BMW Group, Novartis and Zurich Insurance Group.

The expansion into the DACH region is an important step in the Company's plans to aggressively grow its global footprint, and management expects strong revenue growth will result directly from its investment into the region. LiveTiles is well funded to continue to invest in sales, marketing and customer success teams to drive global customer and revenue growth, following the successful raise



of \$12 million earlier this quarter.

Karl Redenbach, LiveTiles co-founder and Chief Executive Officer said: "It is with great pleasure that we welcome Michael Maurer to the LiveTiles team and we are thrilled to have someone of his caliber on board to establish operations in the DACH region and drive our expansion into Germany, Austria and Switzerland. We remain focused on rapidly growing our global footprint and we expect our investment into sales and marketing will directly drive strong revenue growth in FY18 and beyond."

"Michael brings a wealth of experience gained from strategic and consulting roles at Microsoft, Hewlett-Packard and Avanade and with his senior relationships and extensive sales and digital transformation experience, I have no doubt his contribution to LiveTiles will be invaluable."

Commenting on his appointment, Michael Maurer states: "I'm very pleased to be joining LiveTiles and excited to be working with such an innovative company and product. LiveTiles is truly empowering its users to develop their own digital experiences with its technology removing the high cost barriers of bespoke IT development. I'm looking forward to driving the Company's growth forward and introducing its products to a whole range of new enterprises based in the region."

## For further information, please contact:

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## **About LiveTiles:**

LiveTiles is a global software company headquartered in New York, with offices in Sydney, Hobart, London, Seattle, Tri-Cities (Washington State) and Minneapolis. LiveTiles offers digital workplace software for the commercial, government and education markets, and is an award-winning Microsoft Partner. LiveTiles' products comprise LiveTiles SharePoint, LiveTiles Cloud, LiveTiles for SAP Software, LiveTiles MX and LiveTiles Mosaic. LiveTiles' customers represent a diverse range of sectors and are spread throughout the United States, United Kingdom, Europe, the Middle East and Asia-Pacific.