

Globalmatix Continuing Growth Course – Timm Burmeister New Managing Director Sales

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- **To secure growth in terms of organization, Globalmatix is being divided more clearly into the divisions Engineering and Development, Service and Sales**
- **With his extensive experience, Timm Burmeister will be heading up the newly founded sales company Globalmatix GmbH, headquartered in Haar near Munich**
- **The former Executive Director International Sales Development at SIXT SE is taking up his new position on April 1, 2022**

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Due, among other things, to the great market success as well as the very good growth prospects in the car sharing and rental market, the Liechtenstein-based Group subsidiary Globalmatix AG has now founded a subsidiary in Germany, Globalmatix GmbH. With 3.4 million car sharing customers, more than 30,000 car sharing vehicles and around 260,000 rental vehicles, Germany offers enormous potential for telematics provider Globalmatix. Softing AG Group is taking this step to set the course for the digital future and be present in Germany, technologically one of the most important markets for telematics solutions. The new sales company will be headed up by Timm Burmeister who has more than 18 years of experience in the field of shared mobility and rental with market leaders in the industry.

Timm Burmeister is coming to Globalmatix from Sixt where he was Executive Director International Sales Development, responsible for the international acquisition of new customers for the B2B channels. "We would like to welcome Timm Burmeister to the team and to his new position. He is very well connected in the mobility industry and will help to successfully drive forward the strategies of Globalmatix," says Dr. Wolfgang Trier, Chairman of the Board of Softing AG.

"I am very much looking forward to the new challenge and, together with my colleagues, to driving forward the pioneering technology Globalmatix offers. The opportunity to get diagnostic data, position data, minor damage and accident analysis with appraisal of the damage as well as keyless door opening from a single hardware product is absolutely compelling," says Timm Burmeister.

About Globalmatix AG

Globalmatix AG, a subsidiary of the listed company Softing AG, Haar near Munich, is a Mobile Virtual Network Operator (MVNO) headquartered in Vaduz, Liechtenstein, which offers mobile data communication for vehicles and ma-

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chines of all kinds in Europe and North America, as needed in the areas of (partially) autonomous driving as well as in other “Connected Car Services” of vehicles and machines. The company uses its mobile network license to operate its own telecommunications and telematics platform. Agreements with leading mobile network operators ensure that Globalmatix has access to the best networks worldwide. This mobile data communication is enabled with the company’s own eSIM (embedded SIM chip). This is how CANbus-based diagnostic data from mixed-brand vehicles and machines is made available in real time to the vehicle and machine fleet manager over secure cloud systems.

Globalmatix supplies vehicle manufacturers and telematics providers worldwide with an innovative 4G/LTE / 5G CAN diagnostic logger and next-generation GPS telematics gateway for GPS positioning, tracking and remote vehicle diagnostics. This is needed for applications in the areas “Connected Car”, (partially) autonomous driving, predictive vehicle diagnostics and the management of fleets of all sizes, makes and models. The smart Car-to-Cloud-to-Company-Management service is safeguarded against unauthorized access with a patented security process by “Security by Design” and certified to the highest OEM requirements. For further information go to <https://www.globalmatix.com/>.