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TRIAX Press Release

2 September 2019

TRIAX appoints Uffe Byskov as Chief Commercial Officer

Uffe Byskov leads global sales and commercial development of TRIAX Solutions and Products

Hornsyld, Denmark – Uffe Byskov has today joined the TRIAX Group as Chief Commercial Officer.

Uffe's formidable profile in international B2B technology sales, business development and leadership will strengthen TRIAX's commercial focus and strategic Business Development across the two business areas, Solutions and Products.

Uffe comes with many years' experience from IBM and a proven track record in Sales Excellence, most recently as VP Strategic Alliances and Emerging Markets EMEA for Stibo Systems.

"I am delighted to welcome Uffe Byskov as our new CCO and member of the Executive Management Team," says Peter Lyhne Uhrenholt, TRIAX CEO.

"His wealth of international sales experience will be pivotal in realising our strategic direction, fulfilling our growth aspirations and strengthening relationships in the Partner ecosystem."

"I'm thrilled to be joining the TRIAX executive team," says Uffe Byskov. "I look forward to developing TRIAX's commercial profile, delivering business growth across all business areas and markets, and bolstering our commitment to TRIAX business partners around the world."

Uffe will be based at TRIAX A/S headquarters in Hornsyld, Denmark, leading a commercial management team spread across subsidiaries in Denmark, Sweden, France, Germany, Austria, UK, Spain, Hungary and Dubai.



*Mr Uffe Byskov, Chief Commercial Officer,
TRIAX A/S*

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About TRIAX: TRIAX is a global supplier of reliable, innovative products and solutions for the reception and distribution of video, audio and data signals. Our Products are used in homes, businesses and operator networks by broadcasters, satellite, cable and telecom operators. Our Solutions combine our hardware and software expertise to deliver value to hospitality and related markets, through a partner network of system integrators, large installers and operators. TRIAX's headquarters, production and R&D base is in Denmark. With 9 international sales subsidiaries we operate in more than 60 distributor countries. The TRIAX team consists of 300 employees and is owned by Polaris Private Equity. See www.TRIAX.com for further info.

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