

PRESS RELEASE

Arne Henne appointed to the Executive Board of weclapp SE

Frankfurt/M., Germany, 19 August 2021 – The Supervisory Board of weclapp SE has appointed Arne Henne to the company's Executive Board. As Chief Revenue Officer (CRO), Arne Henne will make a decisive contribution to driving weclapp SE's growth in Germany and internationally.

Arne Henne (born 1983) holds a degree in business administration and has long-standing experience of SME corporate clients in Europe, Africa and the Middle East (EMEA). In various management positions, he was responsible for internationalisation and sales projects at Facebook and Vistaprint, among others. As an expert in the sale of innovative, forward-looking technological solutions, Henne expanded the distributor business of listed Yext Inc. which is revolutionising online search with its AI-based platform solution.

As CRO, Henne will be responsible for the areas of sales and partner management at weclapp SE.

As part of continuously implementing its growth strategy, weclapp SE has therefore set about intensifying sales for its multi-award-winning, cloud-based platform for enterprise software (ERP) and is preparing to enter further European markets. Going forward, weclapp's aspiration is to become the preferred ERP solution for SMEs (small and medium-sized enterprises) worldwide.

"In Arne Henne we have found a leader who has already demonstrated deep understanding of innovative platform solutions and strategic growth. I am looking forward to working with my fellow board member. With his experience and success, for example in international B2B and partner sales, but also in company acquisitions, coupled with his hands-on approach, he will swiftly and purposefully assist in expanding weclapp's international presence," says CEO and founder Ertan Özdil.



CEO Ertan Özdil with CRO Arne Henne

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About weclapp:

weclapp SE was founded in 2008 and has been offering the cloud-based platform of the same name since 2013. Since market entry, the company has grown by an average of almost 100% every year (CAGR) and is turning a profit. With Software-as-a-Service (SaaS), it mainly addresses small and medium-sized enterprises, with integrated ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) functionalities in particular. Customers thus have unrestricted access to their business transactions and data from any Internet-enabled device and from any location connected to the Internet. With storage and computing capacities in Germany and Switzerland and ISO 27001 certification, weclapp offers a high level of data security. The platform has repeatedly won awards as ERP system of the year. weclapp SE is operated out of Frankfurt am Main and maintains branches in Marburg and Kitzingen. It is a subsidiary of Marburg-based 3U HOLDING AG.

 www.linkedin.com/company/weclapp