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Jonny Crowe appointed Chief Digital Officer of Ringier Axel Springer Media AG

Zurich (ots) -

As of October 1, 2013, Jonny Crowe (43) will be joining Ringier Axel Springer Media AG as Chief Digital Officer (CDO), where he will serve as the executive lead on the digital portfolio across the Group. Patrick Boos (46), who joined Ringier Axel Springer Media AG as CDO in 2010, will continue working as consultant for the Group until the end of 2013.

Jonny Crowe joins Ringier Axel Springer Media from MIH, a leading emerging market internet and media investor (and wholly owned subsidiary of Naspers [JSE:NPN]), where he served as Chief Operating Officer for Europe until October 2012. Jonny founded or co-founded a number of London-based startups before joining MIH in 2008. He also worked for US incubator idealab, launching their European operations, then was part of the founding team of Overture Europe (bought by Yahoo! Inc., in 2003). Since leaving MIH in October 2012 he has advised a number of global private equity houses and innovative businesses.

"Ringier Axel Springer Media has significantly grown its digital share over the last three years and will continue investing in this field. Jonny Crowe has deep knowledge and operational experience in the digital field. He will accelerate the digitization of our media brands and introduce new digital platforms and offerings at Group-level. My sincere thanks are due to Patrick Boos for his excellent and valuable contribution to the Joint Venture for the last three years as CDO," says Mark Dekan, CEO of Ringier Axel Springer Media AG.

About Ringier Axel Springer Media AG:

Ringier Axel Springer Media AG was founded in 2010 by the Swiss Ringier AG and the German Axel Springer AG and bundles the two shareholders' activities in Central and Eastern Europe. The company operates in the four growth markets of Poland, the Czech Republic, Slovakia and Serbia with a broad media portfolio made up of more than 130 online and print services. The company has its headquarters in Zurich and employs a total of around 3,100 people.

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