



Press Release

Wao! CEO relocates to California

The CEO of Wao!, since the company was founded in 2010, Anders Christjansen, has resigned to realize a dream about a career in California. He continues until a new CEO is found.

"Anders has played a key role and he has been as successful as we had expected when we hired him . Three years in a row, Wao! has overachieved its targets which we set when we founded the company , and in the last two years, Wao! has won the prestigious award of being the consumers preferred broadband company . We had hoped that Anders would continue from the startup phase now that the company is established on the market , but unfortunately will not get to experience this" says Chairman of Waoo ! and CEO of Verdo , Kim Frimer .

"Anders has created the strong organization which has succeeded to build our unique national brand, and today Wao! is a commercial success with excellent sales figures. It's a rock solid business, that Anders is leaving behind, and the board of directors would like to thank him for his efforts " says Kim Frimer .

Since the establishment of Wao! in 2010, the customer base has more than doubled to over 270,000, and the company has, over the last year, created massive success in a new segment with home owner associations where contracts corresponding to 85,000 households enables accelerated customer growth. The energy companies behind Wao! have rolled out FTTH to almost a third of all Danish households so the target market is expanding.

Anders Christjansen will continue as CEO of Wao! until a new CEO is found, and at the same time the Wao! CFO Jørgen Stensgaard will join the Executive Board.

"With Jørgen Stensgaard joining the Executive Board, we ensure the necessary continuity in the management of the company" said Chairman Kim Frimer .

Anders Christjansen has been proud to lead Wao! successfully throughout the start-up phase but is now ready to try something new.

"It's been a great journey with the Wao! team from start-up to this year's revenues of approximately half a billion DKK. Three years in a row we have overachieved our objectives , and I feel ready for a new adventure. So why not California" says Anders Christjansen, CEO of Wao!.

There are further changes in Wao! as CMO Ole Herstal, has been offered the position of Commercial Director with the possibility of becoming partner in one of the largest advertising agencies in the country, Envision . Ole Herstal has a background in advertising, and the new job is a great career opportunity for

him. Ole Herstal has been instrumental in creating the Wao! brand with actor Søren Østergaard in front. Ole will continue to work with Wao! but now servicing the company from the advertising agency.

This press release was issued on behalf of Wao ! (www.wao.dk) by the communication agency Line-of-Sight (www.lineofsight.dk) . Photos for free editorial use can be downloaded here: [www.wao.dk / OmWao / images](http://www.wao.dk/OmWao/images). Additional information: Chairman Kim Frimer 24 80 26 00 and CEO Anders Christjansen on mobile 20 20 05 14