

Press release

Susanne Moosreiner takes the lead as the new CEO of SEP AG: A success story enters the next generation

- Successful generational change at the top of the German software company
- Handover takes place after the most successful year in the company's history
- Co-founder and former CEO Georg Moosreiner remains in the company in an advisory capacity

Holzkirchen – 22nd of February 2024 – A new chapter begins for SEP AG, the leading manufacturer of platform-independent backup and disaster recovery solutions "Made in Germany". Susanne Moosreiner (43), previously responsible for finance and human resources, took over the role of CEO in January 2024. This position was previously held by Georg Moosreiner, founder of SEP in 1980. Georg Moosreiner will continue to make his knowledge and experience available to the company as a consultant. The change comes at a time of growth, after 2023 was the most successful financial year in the history of SEP AG to date.

Susanne Moosreiner is determined to continue and expand the path we have taken. Her goal is to continuously increase growth and, in particular, to drive forward the further development of the core product, the backup solution "SEP sesam". Her focus is on the continuous development of the solution's cloud capability and security, particularly with regard to protection against current threats such as ransomware. Together with her strong and competent team of specialists, she also wants to further strengthen customer orientation and position SEP as a leading company in terms of customer satisfaction. SEP has already been able to prove this with several awards, including as the leading company in the field of data protection solutions in the PUR-S study by analyst firm techconsult.

Susanne Moosreiner, daughter-in-law of Georg Moosreiner, has extensive management experience, which she gained at well-known companies such as Vodafone and the BMW Group before joining SEP in 2002. Since 2004, she has headed the Finance, Human Resources and Marketing departments at SEP and was a member of the SEP AG management board. In recent years, she has focused in particular on the areas of finance and human resources and has grown into the role of CEO alongside Georg Moosreiner. She is also a shareholder of SEP AG with a stake of over 20 percent.

"I am grateful to everyone involved for the smooth transition to my new role as CEO of SEP AG and am delighted with the trust placed in me by the shareholders and employees," says Susanne Moosreiner. "I would especially like to thank my father-in-law, Georg Moosreiner, for his thorough preparation for this important task."

Georg Moosreiner, former CEO and co-founder of SEP AG, comments: "I wish Susanne all the best in her new role. Through our many years of cooperation and her commitment to SEP AG, she has already proven that she is up to this new role. We owe the successes of recent years to the efforts of



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our entire team and her commitment in particular. I am delighted that I can continue to support the transition in an advisory capacity."

Georg Moosreiner, who founded SEP in 1980 and focused on the development of backup software in 1992, has received numerous awards for his services, including the Medal of Honor of the Munich Chamber of Industry and Commerce in 2004 and the Cross of Merit First Class of the Order of Merit of the Federal Republic of Germany in 2010. Through the continuous development of SEP AG as well as diverse technology partnerships with industry giants such as SUSE, Novell, SAP (partner for over 20 years), Red Hat, IBM, HPE and others, Georg Moosreiner has significantly shaped the success of SEP AG.

The SEP sesam backup solution is developed "Made in Germany" and supports a variety of virtual environments, operating systems, applications and databases - from development to support without backdoors. The universal support of complex system environments clearly sets SEP sesam, with the current version Apollon, apart from its competitors. Customers appreciate the ability to consolidate multiple backup systems in just one centrally managed solution. The immutable solutions, which provide unchangeable protection for backup data even against ransomware, also contribute to additional security. With the SEP Cloud Application Protection Service (CAPS), SEP also offers a GDPR-compliant cloud-to-cloud backup and data loss prevention solution for Microsoft 365, Salesforce, Google Workspace and Dynamics 365.

About SEP AG

SEP AG is a manufacturer of backup and disaster recovery software solutions for the protection of cross-platform, heterogeneous IT environments. The data backup solution "SEP sesam" protects a wide range of virtual environments, operating systems, applications and databases "Made in Germany". Founded in 1992, the company is headquartered in Holzkirchen near Munich. Support and sales are provided in America by the SEP Corporation. SEP has a strong partner network and relies on well-trained system houses for sales. Customers in more than 50 countries include Aldi Nord, SPIEGEL-Verlag, federal ministries, public utilities, universities and manufacturing companies.

Further information can be found at www.sepsoftware.com



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Image material

(All images source SEP AG - released for editorial use)



Susanne Moosreiner, new CEO of SEP AG

https://www.dropbox.com/scl/fi/6b93tccij51rj1ip5aaau/SEP_Susanne_Moosreiner.jpg?rlkey=9qobbmaoi6ilui8cm3g68y25x



Successful handover, co-founder and former CEO of SEP AG, Georg Moosreiner and the new CEO, Susanne Moosreiner

<https://www.dropbox.com/scl/fi/n5c4l1oq7zuu166616e4v/SEP-Moosreiners.jpg?rlkey=pafx00kn5o7ctvop1vuve5gan>

Further images and portrait photos:

<https://www.dropbox.com/scl/fo/gnwjhgpkzgsaioak4h3y7/h?rlkey=wb3lleb2ucwm11slpfvk08q64>



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Logo SEP AG

https://www.dropbox.com/s/jnh0lqmryaak8ky/SEP-Logo_The-Data-Protection-Company.jpg

Awards from SEP

<https://www.sep.de/company/awards/>

Social Media

Twitter: <https://twitter.com/SEPHybridBackup>

LinkedIn: https://www.linkedin.com/company/sep_4

Facebook: www.facebook.com/SEPHybridBackup

YouTube: www.youtube.com/user/SEPsesam/

Customer references

<https://www.sep.de/resources/references/>

Note

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