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## **WIS@key reinforces its Strategy Committee with International business leaders to guide WIS@key's approach on Mobile Security**

Geneva (ots) -

WIS@key, the leading Internet Trust and Digital Identification Company, announced today the appointment of three leading business figures as members of its Strategy Committee. The committee, chaired by Carlos Moreira, founder of WIS@key, provides advice to the WIS@key board of directors and senior management regarding matters of strategic business development and future revenue growth for WIS@key. The new members originate from a wide variety of sectors, from Telco's to financial services to IT, which will be of critical importance to drive WIS@key's strategy.

The new members include:

1. Claude Béglé, Director General of SymbioSwiss and former Chairman of Swiss Post, Mr. Béglé is one of the most prestigious executives in Switzerland and will cooperate with WIS@key to implement its international expansion strategy, strengthen its links with the postal world and deal with micro remittances activities.
2. Gary Shainberg, Vice-President, Global Technology & Innovation Support BT Plc., Office of the Chief Scientist, BT. Gary Shainberg is responsible for ensuring BT's Innovation and Technology programs deliver (radical) solutions to business problems - which in turn drives improved business performance.
3. Serge Ferré served between 2007 and mid 2010 as Corporate Vice-President Nokia, EU Representation and Member of the Board of Nokia International Finance. Between 2003 and 2007 he worked as Nokia Vice-President Strategy. Between 1991 and 2003, he was Managing Director of Nokia Mobile Phones France at first, then President of Nokia France. Prior to that, he worked for Bang and Olufsen as Managing Director and Member of the Group Strategic Committees.

"I am delighted that this group of prestigious leaders accepted my invitation to join our Strategy Committee," said Carlos Moreira, founder and CEO of WIS@key. "These leaders bring their extensive experience and knowledge of the business community to WIS@key, and will help us set the right strategy for future growth. Our membership already includes a number of business luminaries and each of them brings vast experience in a variety of businesses from all around the globe. I thank all of our new strategy committee for their willingness to contribute their knowledge and experience to WIS@key."

"I am glad to cooperate with an organization as dynamic and innovative as WIS@key and help it to realize its potential. It is a pleasure for me to join WIS@key's Advisory Board and assist the company with the further expansion of its global reach into new markets," said Claude Béglé.

"I am very pleased to be supporting and advising WIS@key in the efforts to develop, drive and implement new and innovative security

solutions that have the ability to change the way the world does on-line security," said Gary Shainberg.

"I am honored and delighted to be joining and supporting WISeKey in introducing and systematizing innovative on-line solutions to better secure products and services in a vast array of Global Industries, particularly in the Telecom and Media sectors, obviously," said Serge Ferré.

One of the initial priorities of the strategy committee is to develop compelling business initiatives which will be implemented via WISeKey's existing strategic partners. These individuals are helping the company to identify the direction of global security markets and are providing strategic advice on how the company can most effectively and efficiently assist business in the sector.

As WISeKey, just recently nominated by the World Economic Forum as a Global Growth Company, expands its business worldwide to support enterprises in industries such as Telcos, eHealth, eGovernment, financial services, secure communications and professional services, the advice and guidance from the Strategy Committee will be paramount to helping the company to establish itself in these sectors. Reporting to the WISeKey board of directors, the Strategy Committee will meet regularly throughout the year to provide advice and recommendations, but will not have any legal or formal responsibilities. These 3 new members will join the existing Strategy Committee group, which includes, amongst others, Lenny Shrank, former CEO SWIFT, Mario Garnero, President of Brasilinvest and Fernando Chico Pardo, CEO Promecap.

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