

MOTORK ANNOUNCES TWO STRATEGIC APPOINTMENTS TO BOOST OPERATIONAL EFFICIENCY

Automotive SaaS provider MotorK appoints Yair Pinyan as SVP, Head of R&D and Jason Fitzpatrick as Chief Operations Officer

LONDON – 7 July 2022 – MotorK, a leading SaaS provider for the automotive retail industry in the EMEA region, announces the appointment of two senior leaders, **Yair Pinyan** as **Senior Vice President, Head of R&D**, effective June 27th, and **Jason Fitzpatrick** as **Chief Operations Officer**, effective July 4th, with the purpose of increasing the company's organisational functionality and cohesion.

Mr. Pinyan will be based in Israel and will act as a business enabler in charge of MotorK's technology, leading the Engineering, IT Operations and Quality Assurance teams. With over twenty years of experience in R&D organisations and thanks to his extensive knowledge of advanced technologies to solve complex problems, Mr. Pinyan will help MotorK evolve and innovate by overseeing the implementation and enhancement of the company's technology infrastructure. Mr. Fitzpatrick will be based in London and as COO, he will play a key role in improving MotorK's efficiency to better face the company's current scale-up process. With his relevant experience in technology, building and growing services and operations teams, Mr. Fitzpatrick will facilitate cross-departmental communications and ensure MotorK's organisational development efforts are geared towards rapid programme and business growth. Both will directly report to Marco Marlia, MotorK's Co-Founder and CEO.

Marco Marlia, Co-Founder and CEO of MotorK, commented: *"We are delighted to have Yair and Jason on board. Thanks to his leadership and problem-solving skills, Yair will be the central point for technology innovation and ensure MotorK's organisational efficiency"*. He then continued: *"Jason's broad experience in technology and proven track record of success in driving fast corporate transformation will benefit MotorK as we continue with our rapid expansion, ensuring customer success, operational excellence and business development"*.

Marlia also added: *"We are in an extraordinary moment for the business and I'm particularly proud of how the MotorK family is also growing richer in competences and cultural diversity, while we expand our geographic footprint in EMEA. We currently work with people of 26 different nationalities and the leadership team is no exception, as we've just confirmed with Yair and Jason's appointments"*.

Yair Pinyan commented: *"I'm super excited to join MotorK at this stage of hyper growth. I'm impressed by the company's execution on its strategy, so far, as well as its inspiring leadership team, and as such, I'm committed to make sure that the platform we deliver to our customers is designed to best serve the changing needs of the digitising automotive retail market across Europe, fueled by smart engineering and bright innovation"*.

Jason Fitzpatrick declared: *"I am excited and honoured to be joining the MotorK family at such an important time in the company's growth. Marco and team have built a fantastic culture and I'm keen to help them grow the organisation, create further synergies within our internal teams, driving operational excellence and building a partner centric delivery ecosystem to ensure our customers are hugely successful"*.

Yair Pinyan's Biography

Mr. Pinyan is an innovative executive, with strong expertise and knowledge of technology products as well as big data analytics. He most recently held the role of Vice President of Research & Development at BKS (Britannica

Knowledge Systems), where he successfully transferred an on-prem product into a SaaS solution, while establishing a new organisation of 70 engineers working remotely during Covid-19 pandemic. In 2015 he worked as Director and Global Product Organisation Co-Manager for Orbotech Ltd., where he led over 80 engineers, deploying new advanced business methodologies and technologies to improve the effectiveness of all disciplines operating under the research and development branch. Previous experiences include leadership roles at Correlor Technologies Ltd., Microsoft and Gteko Technologies Ltd. Mr. Pinyan holds a Bachelor Degree in Economics and Computer Science from Bar Ilan University, in Israel, as well as an Executive MBA from Quantic School of Business and Technology in Washington, D.C., United States.

Jason Fitzpatrick's Biography

Mr. Fitzpatrick is a highly experienced business executive who has spent over 20 years focusing on leading transformation and growth within cloud-based Services and Customer Success teams. He most recently held the position of Vice President of the EU Commercial Services business unit at Veeva, an American cloud-computing company in the field of pharmaceutical and life sciences industry applications, where he successfully implemented the delivery of services and value to customers, growing the Commercial Services team both financially, reaching over \$50m/year in services revenue, and operationally, with 250 people based across 14 different countries. In 2012 he joined Oracle Consulting as Senior Practice Director for the Human Capital Management (HCM) Practice, managing over 180 staff and contributing to revenues of over \$55M while delivering strategies for the new SaaS agile delivery model. Previous experience includes leadership roles at Barclays Capital, Remedy Corporation, Taleo, Siemens Enterprise Communications and DayNine Consulting.

ABOUT MOTORK

MotorK (AMS: MTRK) is a leading software as a service ("SaaS") provider for the automotive retail industry in the EMEA region, with over 400 employees and eleven offices in eight countries (Italy, Spain, France, Germany, Portugal, the UK, Israel and Belgium). MotorK empowers car manufacturers and dealers to improve their customer experience through a broad suite of fully integrated digital products and services. MotorK provides its customers with an innovative combination of digital solutions, SaaS cloud products and the largest R&D department in the automotive digital sales and marketing industry in Europe. MotorK is a company registered in England and Wales. Registered office: 124 City Road, London, EC1V 2NX - Company Registration: 9259000. For more information: www.motork.io or www.investors.motork.io.

FOR FURTHER INFORMATION

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