

PRESS RELEASE

Arago Appoints Jean-Philippe Baert as COO to Thrive Global Expansion of Arago's Cutting Edge AI Technology

- **Baert takes on the role of COO to provide the operational excellence for Arago's continued growth**

Frankfurt/Main | GERMANY, 12 April, 2018: Arago, a pioneer in artificial intelligence (AI) and a leader in intelligent IT automation, announced today the appointment of Jean-Philippe Baert as Chief Operating Officer (COO) for boosting the company's business development and global expansion.

As a hands-on strategic leader with a passion for profitability of start-ups, Baert brings nearly 30 years of experience to the table, and the recognition as a specialist and veteran of the digital marketing world. Baert will ensure continued operational development across Arago's global business processes. As a German AI leader/pioneer that helps Fortune 500 companies to automate their processes by applying a proprietary general AI, Arago has opened new branches in the Silicon Valley and Bangalore, India.

Reporting directly to Chris Boos, founder and CEO of Arago, Baert will play a vital part in ensuring the company's continued advantage/success in Global HR, Internal IT, and Employee Services automation.

"We welcome the three decades of senior experience Baert brings to his role," said Boos. "It's an exciting time for a COO with such a distinguished background as Arago's technology is more in demand globally than ever. His wealth of industry experience will be a valuable asset as we continue to accelerate our global growth agenda. I am looking forward to working with him."

"Arago is at an exciting juncture for cutting-edge technology," said Baert. "I look forward to start innovating alongside a world-class team, delivering AI-based automation solutions. I am incredibly thrilled to realize the full potential of Arago and to help lead the business and our cutting edge AI technology to its next phase of growth and development."

Baert was formerly EVP EMEA at Cheetah Digital. Prior to that, Baert held different senior positions in the marketing and IT sectors, such as VP South EMEA at Salesforce, QAD (NASDAQ: QADA), VP EMEA at INFOR, and Global SVP Sales at Lawson Software. Lastly, he was the VP Sales Europe at GE Digital. Baert graduated from the *Institut Franco Américain de Management (IFAM)*, and the *University of Hartford (CT)*. Additionally, he is the former President of SignalSpam, the French anti-Spam association and board member of MyFeelBack, Reelevant and Toucan Toco Advisor.

About Arago

Arago is a leading artificial intelligence company that helps businesses automate their processes through intelligent automation. Its AI platform HIRO™ uses reasoning and a knowledge-based problem-solving engine to deliver cutting-edge enterprise automation solutions to clients worldwide. Founded by renowned computer scientist Chris Boos, based in Frankfurt (GER), New York City (USA), Redwood City (USA), Exeter (UK) and Bangalore (INDIA), Arago is powering decision making for [industry leading companies](#). Since 2014 leading global investment firm [KKR](#) has supported Arago's international expansion. To learn more about HIRO and intelligent automation solutions for enterprises visit <http://www.arago.co>.

Contact

For Arago

Benedikt Schepp | Director Corporate Communications | +49-69-40568-105 | media@arago.co