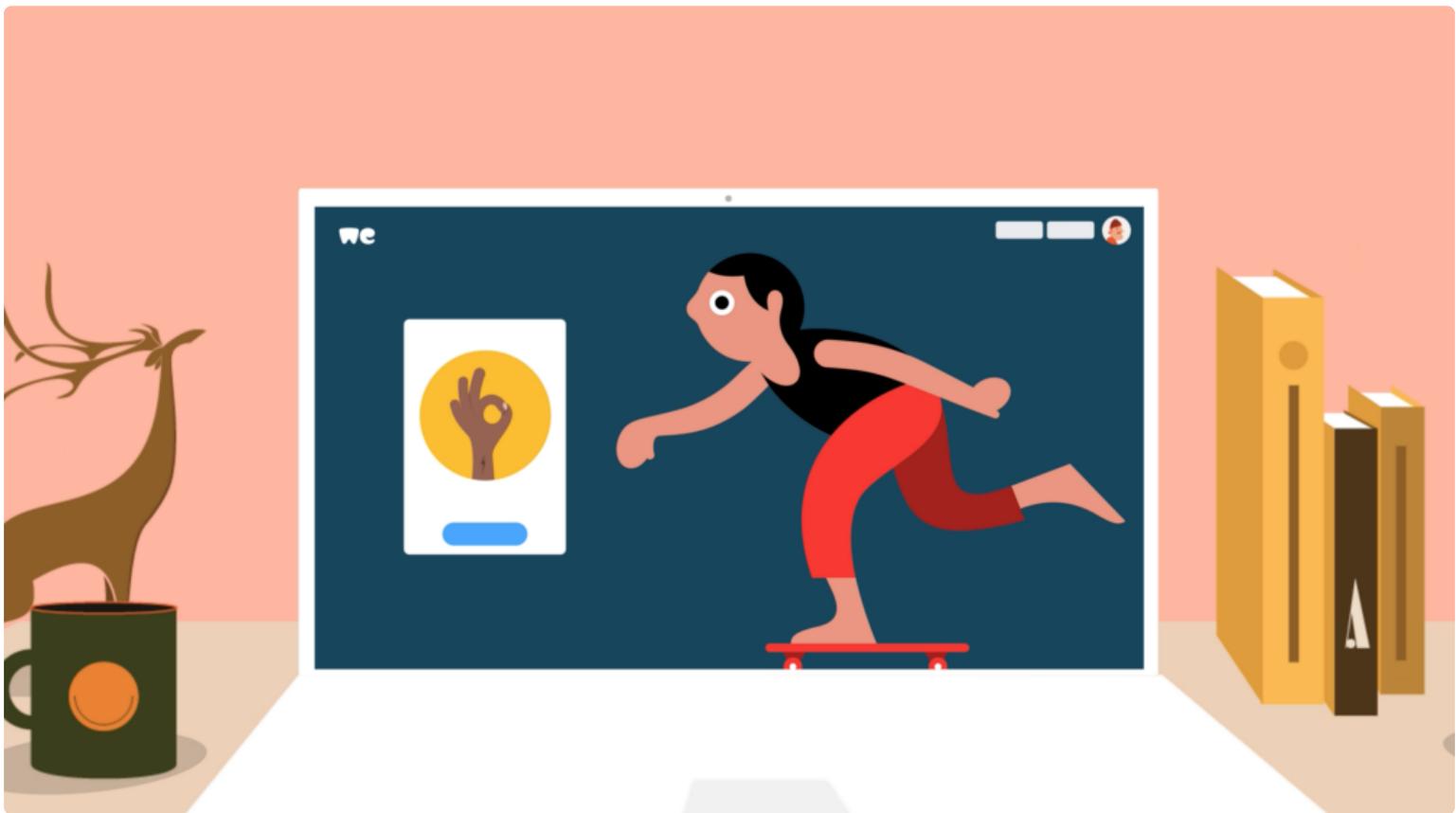


23 august 2017

Natascha Chamuleau Joins WeTransfer as VP of Sales

Former Facebook and eBay executive will help WeTransfer further expand globally



WeTransfer is excited to announce that Natascha Chamuleau will join the company as the new Vice President of Sales. Most recently, Chamuleau was Facebook's Head of Client Solutions & Sales Manager, Global Marketing Solutions, based in Dublin. Prior to that, she worked in a variety of leadership roles at eBay Classified and Marktplaats, ranging from Sales to Growth and Product Innovation.

Natascha will further develop WeTransfer's business strategy and will be managing the international sales

team. She will lead WeTransfer's mission to help brands speak to the service's creative audience in the most interesting and innovative ways possible.

"Natascha's comprehensive international experience with digital media, advertising and growth makes her a great fit for this position," says Gordon Willoughby, WeTransfer's CEO. "Since we launched our full-screen platform back in 2009, we've been pushing our advertising formats forward. From electronic billboards to video and interactive, we love finding new ways to pique people's interest. We look forward to working with Natascha on further strengthening our advertising proposition and expanding our business internationally."

Natascha Chamuleau says: "I am very excited to be joining WeTransfer, a company I had long admired for its creative character and brand safety. WeTransfer not only protects how and where messages are seen but shows them alongside highly-crafted art and design. The quality of paid-for ads and curated artworks feels the same, enhancing the experience of the millions of users who rely on WeTransfer every day. With more than 70% of WeTransfer users being hard-to-reach creatives, I see amazing potential for further growth."

Natascha will start her new position on August 28. She will be based in WeTransfer's Amsterdam office and reports into the company's co-founder and CIO Nalden.



