

## SUZOHAPP - New Appointments to Support Continued Expansion in Europe

De Meern, The Netherlands, February, 03 2022 - SUZOHAPP is pleased to announce an enhancement of its Sales and Business Development Teams in Europe led by Markus Prader as the new Business Development Director. Prader joined the SUZOHAPP team in 2018 as a Key Accounts Manager and will now focus on building and sustaining the Business Development arm of the business, focused on our customers, their experience and interaction with our sales team and platforms. Prior to joining SUZOHAPP, Prader spent several years in business development management roles and held a number of senior positions in casino operations and marketing around the world. Prader founded MP Gaming in South Africa and was a partner at Tajitsu Industries.

"To further cement our position as the trusted hardware experts in the gaming, amusement, and sports betting markets in Europe, we are looking at new ways to enhance our customers' experience," says Prader. "I am excited to execute significant changes that will make it easier for customers, current and new alike, to do business with SUZOHAPP, implementing tools, platforms and strategies to meet and exceed our customers' expectations in the new post pandemic market."

To fill Prader's former role, SUZOHAPP is appointing of Anette Jauch as Senior Account Manager for Europe. Jauch brings with her decades of experience in the gaming sector. This new position has been specifically designed for Jauch, and is tailored to suit her previous career in the European gaming industry in various sales and marketing positions for companies such as Mikohn, IGT, FutureLogic and CPI. Jauch will focus on customer relationship development, predominantly in the DACH portion of Europe, as well as Scandinavia and other key individual accounts.

For SUZOHAPP's operations in the UK, Norman Ridall has been promoted to Director of OEM Sales and will take over leading the UK team towards another record year of growth in this market.

"We are pleased to have Markus and Norman assume their new roles within our team, and we welcome Anette Jauch on board, as we embark on the next chapter of strengthening our already solid, focused and terrific sales team in Europe." said Tim Kennedy, Vice President of Sales for Europe at SUZOHAPP. "They will each bring a wealth of knowledge, experience, and positive energy to their new roles and to our organisation."

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### **About SUZOHAPP**

SUZOHAPP is a world leader in the manufacturing and distribution of gaming, amusement, and sports betting products. Serving operators and OEMs for over 60 years, SUZOHAPP carries a vast portfolio of components available for immediate distribution and for developing custom built solutions. More information, along with a comprehensive online components catalogue, is available at [www.suzohapp.com](http://www.suzohapp.com). SUZOHAPP is owned by affiliates of ACON Investments, L.L.C., a Washington, D.C.- based international private equity investment firm that has responsibility for managing approximately \$5.5 billion of capital. For more information, visit [www.aconinvestments.com](http://www.aconinvestments.com).

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