



For Immediate Release

Genetec Announces New Strategic Appointments to its EMEA Sales Team to Support Rapid Growth

Company Appoints New Sales Director, and Regional Directors for Transport, Retail and Banking

MONTREAL, September 15th 2014 - [Genetec™](http://www.genetec.com), a leading provider of unified IP security solutions today announced a number of strategic hires and promotions to its Europe, Middle East and Africa (EMEA) region to address increased business growth in both regional and vertical markets.

Nick D'hoedt, who was previously the Genetec Regional Sales Manager for Benelux (Belgium, Netherlands and Luxembourg), has now taken on the position of Regional Sales Director for the Benelux, Nordics, and DACH markets. In this new role, Mr. D'hoedt is responsible for developing sales strategies that further increase Genetec's reach in these fast-growing markets, recruiting and hiring new regional sales managers in key countries, and expanding the company's network of certified systems integrators.

David Lenot recently joined Genetec as Director of Transportation, EMEA, where he is responsible for developing tailored solutions in concert with Genetec's sizeable transport install base to help them increase security and reduce operational costs for complex projects. Mr. Lenot joined Genetec from Bosch Security Systems where he was Business Development Manager - IP Sales - EMEA. With over a decade of industry experience, Mr. Lenot has lived and worked in the Netherlands, India, Dubai and Germany, where he helped numerous airports, subway systems, and railway operators implement complex IP-based security infrastructures.

Matthieu Seys has been appointed as Genetec's Manager of Retail & Banking in Europe. In this newly created position, Mr. Seys is responsible for developing market strategies for the fast growing retail and banking sectors in Europe. Matthieu joined Genetec from Axis Communications, where he was a regional account manager.

"Thanks to increasing market demand for IP access control, video surveillance and automated number plate recognition solutions, Genetec has experienced year-on-year revenue growth rate in EMEA of over 27 percent. We have developed an integrated security platform that meets the needs of end-users across all sectors of the industry, with specifically increased demand in the retail, banking and transportation sectors," said Ted Ghali, Vice President of Sales, EMEA. "With Mr. D'hoedt's experience in developing international sales strategies, and Mr. Lenot and Seys' expertise in the transport, retail and banking sectors, we are better positioned than ever to support our customers' needs in EMEA, while continuing to advance Genetec's market leadership with superior technology and one of the largest partner ecosystems in the industry," added Ghali.

About Genetec

Genetec develops open-platform software, hardware and cloud-based services for the physical security and public safety industry. Its flagship product, Security Center, unifies IP-based video surveillance, access control and license plate recognition (LPR) into one platform. A global innovator since 1997, Genetec is headquartered in Montreal, Canada, and serves enterprise and government organizations via an integrated network of resellers, integrators and consultants in over 80 countries. Genetec was founded on the principle of innovation and remains at the forefront of emerging technologies that unify physical security systems. For more information about Genetec, visit: www.genetec.com

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North America

Véronique Froment
Highrez PR
Email: veronique@highrezpr.com
Tel: +1 603.537.9248

Mexico / Caribbean

Patricia Tawil—IDESIA Ideas
Estratégicas Aplicadas
Email: ptawil@idesa.com
Tel: +52 555 109 05 94

Brazil

Luciane Bernardi—Capital Informação
Email:
luciane@capitalinformacao.com.br
Tel: +55 11 3926-9517
Mob: +55 11 98 224-4404

EMEA/ UK

SAY Communications (UK)
Email: genetec@saycommunications.co.uk
Tel: +44 (0) 20 8971 6400

Meda Casunean (FR)
France/Italy/Portugal/Spain/ Middle East
Email: mcasunean@genetec.com
Tel: +33 (0) 6 16 43 24 89

Scandinavia

Discus-Communications (Denmark)
David Schou-Elsass
Email: dse@discus-communications.dk
Tel: +45 5155 2009 Office Tel: +45 33 32 03 00

Asia Pacific

Jaime Li
Genetec PR
Email: jli@genetec.com
Tel: +65 6334.75.38

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