

## PRESS RELEASE

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### **beeOLED welcomes New Advisory Board Member and Chairman Gerd Günther**

**Dresden, 11.03.2024** - beeOLED, a leading Dresden-based deep-tech startup specializing in OLED materials, is proud to announce the appointment of Gerd Günther as the newest member and Chairman of its Advisory Board. This strategic addition marks a significant milestone in the company's pursuit of revolutionizing OLED display technology, particularly in enhancing the lifetime and efficiency of blue emitters. Gerd Günther will strengthen beeOLED's Board, which consists of representatives from the founders, alongside lead investors M Ventures, eCAPITAL and Innovation Industries.

Gerd Günther adds to beeOLED a wealth of experience and expertise in the OLED industry, where he has been deeply involved for many years. Gerd Günther brings more than 25 years of international management experience in consumer electronics and related fields. For example, he served as the long-standing CEO of Novaled, a frontrunner in the OLED sector. With his extensive network and profound understanding of the OLED industry, Günther perfectly complements beeOLED's existing skillset as the company is gearing up for commercialization of their revolutionary emitter technology.

Günther expressed his vision by stating, "I am delighted to join the beeOLED team and to take on the position of Chairman of the Advisory Board. The company has already made impressive progress in this very important area of OLED devices, and I look forward to working with the dedicated team at beeOLED to shape further OLED innovation."

Jan Blochwitz-Nimoth, CEO of beeOLED, commented on the appointment, "Following our successful Series A funding round in 2023, we are thrilled to welcome Gerd to our team. Having worked with Gerd and eCAPITAL for many years at Novaled, I am certain that his deep insights into the OLED market, combined with his experience in guiding German deep-tech startups, will undoubtedly be a tremendous asset to beeOLED. We look forward to successfully working with him."

With Gerd Günther's appointment, beeOLED reinforces its commitment to pioneering advancements in OLED technology and solidifies its position as a key player in the industry.

## **About beeOLED**

beeOLED was founded in 2020 by OLED (organic-light-emitting-diodes) industry veterans Carsten Rothe (CTO, ex Novaled, Idemitsu) and Volodymyr Senkovskyy (COO, ex Novaled) with the goal to solve the last big challenge of OLED displays. Led by serial entrepreneur and Novaled co-founder Jan Blochwitz-Nimoth (CEO), the deep tech startup develops an efficient & stable deep-blue emitter to improve displays in phones, tablets, laptops, TVs and other displays. Its technology is based on making elementary emission from atoms fit for use in today's vacuum processed OLED displays.

*Please visit our website for further information [www.beeoled.com](http://www.beeoled.com).*

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