

FOR IMMEDIATE RELEASE

AEB Appoints Frans Kok as General Manager for Asia

Frans Kok to leverage established channel partner network and take advantage of opening borders across ASEAN to amplify AEB's regional expansion

Singapore. October 8, 2014 – [AEB](#) (Asia Pacific), a leading provider of IT solutions for global trade and logistics, today announced the appointment of Frans Kok as General Manager for Asia Pacific. In this role, Frans Kok replaces Thomas Halliday who is moving into a regional leadership role in Supply Chain Consulting. Thomas has spent the last years establishing a solid framework of channel partners and a regional sales strategy for approaching market sectors.

Frans Kok joins AEB with over 15 years' experience in the IT solutions and manufacturing industry in Asia Pacific. Frans Kok was recently regional sales director for Magic Software Enterprises, a provider of mobile development and integration platforms, where he was responsible for channel development in the Asia Pacific region. Prior to this, Kok held leadership positions at Honeywell in both the European and Asian headquarters, where he helped grow regional revenue for Asia by 200 per cent over five years. His mandate is to lead AEB's go-to-market strategies for accelerated growth across the region, armed with an experienced and highly knowledgeable team in the established Singapore office. Frans Kok will report directly to the global CEO of AEB, Markus Meissner.

"This is an opportune time for Frans to join AEB as the supply chain blueprint for the ASEAN community takes hold and we see more regional borders opening up. Thomas' contribution has been valuable in solidifying our foundation for further growth and now we can leverage Frans' expertise to increase the depth and breadth of our IT solutions across multiple logistics providers and markets," said Markus Meissner, global CEO, AEB.

“I am very enthusiastic by the opportunity to lead AEB’s regional growth at such an exciting time,” said Frans Kok. “The growth potential to build on AEB existing customer base and its channel partners, while continuing to enhance the company’s value to multiple service providers and manufacturers in Asia will expand AEB’s regional operations to its next phase of growth.”

About AEB (Asia Pacific) Pte Ltd

AEB is one of the leading providers of supply chain logistics software and has been delivering solutions to customers for over thirty years. With worldwide presence AEB supports over 5,000 customers in executing their business processes – locally and worldwide. AEB’s Asia Pacific headquarters is based in Singapore.

AEB’s comprehensive solution suite facilitates all logistics processes in global business. It offers a complete set of business services for end-to-end logistics, including international goods movements, making it possible to standardise and automate business processes in supply chain execution. Above all, it creates transparency and provides a reliable basis for making the right decisions about the planning, monitoring, control and continual optimisation of supply networks - even beyond the boundaries of the business.

The solution suite offers full functionality via a wide range of modules including Visibility & Collaboration Platform, Order Management, Warehouse Management, Transport & Freight Management, Customs Management and Compliance & Risk Management.

www.aeb.com.sg)

###

Media inquiries:

Pradnyesh Kothare

Havas Worldwide Siren for AEB

+65 6317 6740

pradnyesh.kothare@havaswwsiren.com