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CODE_n a VIP Ticket to CeBIT for UK Startups

UK's participation as partner country guarantees maximum publicity at the world's largest IT trade show

London, September 17, 2013 – Big data startups from the UK now have the one-of-a-kind chance to showcase their business ideas in the most spectacular hall of the world's largest IT trade show, CeBIT in Hanover. For free! As part of the CODE_n Contest, which will be taking place for the third year in a row, 50 startups will again have the chance to win a space at the exhibition. With this year's slogan, "Driving the Data Revolution," the CODE_n innovation platform is presenting some of the world's most promising young companies across 4,500 square meters of space in its own designer hall from March 10-14, 2014. Participation has become particularly attractive for young companies from the UK, especially since last week's announcement that the UK will be the partner country for CeBIT 2014. "We are thrilled about this decision as it will draw attention to companies and solutions from the UK – the perfect setting for our young and innovative tech scene to present itself on an international stage," says Helen Thomas, Sales Director at GFT Technologies AG in London.

GFT established CODE_n in 2011. The initiative aims to support young businesses, provide them with a platform for dialog, and therefore stimulate and accelerate innovation in the field. Its central component is a contest for digital pioneers.

"Each year, we search for the most exciting startups, ones with the potential to set something new in motion with their digital business solutions. They have to have it, that 'code of the new'," explains Thomas. "To find them, we

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choose a socially relevant global megatrend as a theme each year. This time, it's big data."

Driving the Data Revolution

Young companies with business models that provide solutions along the complete value chain for "data business" are invited to apply. Special emphasis is being placed on solutions that target user industries such as health, finance or engineering. "The prospects for using big data technologies and applications are immense. Unfortunately, in many cases potential users aren't aware of them. Or the benefits aren't tangible enough. And that's exactly what we want to change with CODE_n at CeBIT," Thomas believes. She hopes active participation by the startup scene in London as well as the rest of the country has a role to play here. "My goal is to leave our mark in Germany by showing just how creative, innovative and groundbreaking our own young entrepreneurs are," Thomas adds.

Participation via the CODE_n Website www.code-n.org

Through October 31, 2013, young companies founded between January 2009 and today can enter the CODE_n Contest for their chance to win a coveted spot at CeBIT. The winner of the CODE_n14 Award will then be chosen from the top 50 applicants and receive prize money totaling €30,000.

"CODE_n is a unique opportunity for all young companies," explains Nick Miles, Commercial Director and Co-Founder of TheGreenAge. The London-based startup was a finalist in last year's CODE_n Contest. "We highly recommend taking part in CODE_n to other startups from the UK. The

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countless contacts we made at CeBIT have really moved our business forward,” says Miles.

Partnership Opportunities for Companies and Media from the UK
Established businesses, network organizations and media outlets from the UK still have the opportunity to become CODE_n partners and make themselves seen in the high-innovation setting at CeBIT. It’s the ideal way to exchange insights with the big data avant-garde, take advantage of synergies, and get the most out of the event. Interested? Just send us an email to partner@code-n.org.

About CODE_n:

CODE_n is an international initiative for digital pioneers, innovators and groundbreaking startups. Initiated in 2011 by the GFT Group, the goal of this network is to support outstanding business talents and their exceptional business ideas, provide them with a platform for dialog, and therefore stimulate and accelerate innovation in the field. CODE_n stands for “Code of the New”, the DNA of innovation. Global partners are EY and CeBIT.

This year, CODE_n will bestow the third annual CODE_n Award under the motto: “Driving the Data Revolution”. The contest is looking for business models devoted to the intelligent and efficient handling of large data volumes. For more information, please visit: www.code-n.org.

About the GFT Group:

The GFT Group is a global technology partner for future digital issues – covering everything from discovering innovation to developing and implementing sustainable business models.

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Within the GFT Group, GFT stands for competent consulting and reliable development, implementation and maintenance of customized IT solutions. The company is one of the world's leading IT solutions providers in the banking sector.

emagine offers companies the opportunity to staff their strategic technology projects both quickly and flexibly with capable experts. To achieve this, emagine has an international network of highly qualified IT and engineering specialists at its disposal.

CODE_n is the international innovation platform developed by the GFT Group. It networks promising startups from around the world with established companies. It's where ideas become business.

Headquartered in Germany, the GFT Group has stood for technological expertise, innovative strength and outstanding quality for over 25 years. Founded in 1987, the GFT Group is expected to achieve revenues of around €260 million in 2013. With a global team spanning 2,000 employees, the company is represented in eight countries by its 32 local offices. The GFT Group is listed on the Frankfurt Stock Exchange (Prime Standard).

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