

## Ryte Announces Investor James Bagan as Chairman of the Board of Directors

**The UK-based investor will help support Ryte in fulfilling its ambitious global expansion plans**

MUNICH / LONDON, Feb. 24, 2021 – Ryte, the global leader in Website Quality Management software, today announced the appointment of James Bagan as Chairman of the Board of Directors. The appointment of SaaS industry veteran Bagan comes off the back of last month's news of Ryte's growth funding round led by leading UK Investor, Octopus Investments.

Bagan is a UK-based investor and advisor who sits on the boards of several B2B SaaS businesses in Europe, focusing on commercial execution and go-to-market strategies. With an impressive track record and extensive experience spanning roles running global sales teams and leading tech businesses in the UK and US, Bagan will now bring his extensive know-how to award-winning SaaS company Ryte to help support its ambitious international growth plans.

Ryte is headquartered in Munich, Germany, and supports over 1,500 clients globally to monitor their SEO performance and Website Quality Management including Allianz, Conde Nast, Daimler, SIXT and TUI. Bagan's appointment -- along with the creation of a dedicated UK team and office -- serves to underline the importance of the UK market to Ryte.

"I was originally introduced to Andy Bruckschlögl and Ryte through the Octopus Investments advisory network. I have

personally invested in the business with its best-in-class technology which has created a fantastic opportunity in a fast-growing, global market. For me though, the real attraction was to work with Andy the CEO and his leadership team in Munich. Andy's attitude and approach is infectious and his thinking on culture and values is closely aligned with mine. I'm really looking forward to watching his journey over the next few years and making a positive difference wherever I can," said Bagan.

"I couldn't be more pleased to have James join Ryte as our new Chairman. James has an impressive track record and hands-on experience within the SaaS industry that quite simply makes him the perfect fit for us. As a company, we're excited to tap into his wealth of knowledge around internationalisation and market expansion as we pursue our ambitious growth targets," said Bruckschlögl.

Bagan's appointment comes at a time when demand for Website Quality Management is accelerating globally. Industries that have emerged as winners in the pandemic have been increasing spend into optimizing the digital user experience, with a particular focus on brands' most important marketing and sales asset: the website. It is a trend that is particularly prevalent in Ryte's core industry of e-commerce, with Adobe's recent report estimating that the pandemic

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accelerated e-commerce growth by roughly 4-6 years, with online spend up by roughly 77% YoY.

## About Ryte

Ryte, an award-winning SaaS company with headquarters in Munich, Germany, is one of the fastest-growing technology companies in Europe. Ryte supports companies and agencies in sustainably optimizing their website quality and success in search engines with state-of-the-art software. More than 1 million users worldwide trust in the Ryte Suite. The Ryte Suite is made up of three tools to help users increase traffic and conversion rates of their websites: Website Success, Content Success and Search Success. The product portfolio also includes BotLogs, an innovative alternative to log file analysis, which enables SEOs to easily analyze bot traffic on their website in real-time.

Ryte currently has offices in Munich and Ho Chi Minh City with 78 employees. Globally active companies such as Allianz, Boehringer Ingelheim, Daimler, and Sixt rely on Ryte's technology and innovation to reach their website's full potential.

Further information is available here: [ryte.com](http://ryte.com).

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