

Press release

Berlin Start-up starts in 2019 with momentum

Cengiz Kurt strengthens management of hyScore.io GmbH

Below you will find the current press release of hyScore.io GmbH (summary):

- **Cengiz Kurt strengthens management as Chief Executive Officer (CEO)**
- **Michael Boecher changes to the role of Chief Operating Officer (COO)**
- **Reorganization sets the course for the future**

Berlin, February 28th, 2019 - Since January 1, 2019, Cengiz Kurt has been the Chief Executive Officer (CEO) of hyScore.io, an international content intelligence platform specializing in speech and text analysis (NLP). Michael Boecher will assume the role of Chief Operating Officer (COO).

The reorganization with the dual leadership in the management forms the basis for the further growth of the company in the coming years.

"I am looking forward to the new, exciting tasks at hyScore.io and the now even closer cooperation with my co-founders Michael and Lucas," says Cengiz Kurt. "Since I accompanied and advised the company before it was founded in 2017, I was able to join seamlessly. We are currently expanding our sales activities and want to establish ourselves as a leading provider of cloud-based and flexible Natural Language Processing (NLP) solutions in Germany and internationally".

"Cengiz Kurt perfectly complements our team with his great expertise and experience. I am looking forward to sharing the tasks with him and to tackle the challenges and next milestones for the company together," says Michael Boecher. "I am now concentrating on further developing the company and its products. NLP-based solutions are becoming more relevant to all industries and markets as digital transformation and automation continues. As a business enabler, we want to become the primary contact for B2B customers".

Cengiz Kurt is an entrepreneur with more than 15 years of experience in online advertising, video content syndication and publishing.

Michael Böcher has more than 15 years of international experience in software as a service (SaaS), online advertising, Internet technologies and publishing in leadership roles and as a founder.

About hyScore.io

hyScore.io is an independent, cross-industry provider of cloud-based natural language processing (NLP) solutions. The Berlin-based company uses its flexible and easy-to-integrate technology to analyze content (texts, websites, audio/video) in real time. The technology, which is based on machine learning, identifies and weights relevant content such as keywords, categories and sentiment in real time. The hyScore.io products range from text and speech analysis (text/web/audio/video) to search technologies and individual adaptations and can be used across industries. A team of experienced experts supports and advises customers on the use and application of NLP solutions.

hyScore.io was founded in March 2017 by Michael Boecher, Lucas Hausmann and Cengiz Kurt. The founding team has many years of experience and expertise in the digital economy and speech and text analysis. Well-known investors such as Martin Sinner and VEMAG Verlags- und Medien AG, as well as other business angels support the company.

hyScore.io is a registered member of the German Startups Association (Bundesverband der Existenzgründer) and the German Digital Economy Association (Bundesverband Digitale Wirtschaft, BVDW).

Pictures can be found in the hyScore.io Press Section (<https://hyscore.io/company/press/press-materials/>).

Press Contact:

Herr Michael Boecher

E-Mail: pr@hyscore.io

Phone: +49 (0)172 6505 330

Adress:

hyScore.io GmbH

Press department

Reichenberger Str. 35

10999 Berlin, Germany

Web: <https://hyscore.io>