Press release

Berliner Start-up continues to grow

Torsten Eckert strengthens the management team of hyScore.io GmbH

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

- **Torsten Eckert strengthens the management team as Executive Director Business Development & Sales**
- **He is responsible for the expansion in D-A-CH and the further internationalization of hyScore**

Berlin, April 3rd, 2019 – Digital expert Torsten Eckert joined the management team of the internationally active content intelligence platform hyScore.io on 1st March 2019 as Executive Director Business Development & Sales. hyScore.io specializes in speech and text analysis (NLP). The company is thus accelerating the expansion of its commercial activities and continues to focus on growth.

"I'm looking forward to the new, exciting tasks at hyScore.io and working with the experienced team," says Torsten Eckert. "The company and the diverse use of hyScore technologies convinced me directly. I was 'infected' by the commitment of the founders and share their vision to make hyScore the leading provider of cloud-based and flexible Natural Language Processing (NLP) solutions. I will help them do that."

"With Torsten we not only gain a very experienced man, but also someone who understands and masters digital topics and processes very well. His great expertise, his network and his experience are a great asset for our company. I am looking forward to laying the foundations for the further international growth of the company with him", says Michael Böcher, COO. "With Cengiz Kurt, who joined us in January as CEO, and Torsten as Executive Director, we are now perfectly positioned. NLP-based solutions are relevant for all industries and markets as digital transformation and automation continues to accelerate. As a business enabler, we want to become the primary partner for B2B customers".

Torsten Eckert brings more than 20 years of experience to the table, including extensive expertise in the field of consulting-intensive and innovative digital services. Most recently, he successfully established nugg.ad and led it to become the market leader for predictive behavioral targeting in Europe. He also worked in leading positions at Axel Springer, Netzeitung and berlin.de.

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/).

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