

Fell Tech – press release

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Michael Jacobs joins as CEO of Fell Tech

Michael Jacobs will take over as CEO of Fell Tech from October 2021. The company is facing an exciting time with major growth and commercialization in new business areas, both in Norway and internationally.

"I look forward to helping create a Norwegian industrial adventure. Fell Tech develops incredibly exciting technology that helps people to have a smarter, better and greener everyday life", says Michael Jacobs

Fell Tech

Fell Tech develops and manufactures innovative security products and services to offer increased security, freedom, and a simpler everyday life for everyone. In Fell Tech, great emphasis is placed on understanding the user's needs and how to meet these with customized solutions based on the company's own technology.

The company was founded in 2013 and has established itself as a solid player in product development, digital service development and electronics production. In recent years, Fell Tech has signed cooperation agreements with, and delivers products to several major customers in the maritime segment internationally and is now also investing in smart IoT services for residential and commercial buildings. Fell Tech's vision is to become a leading player in user-friendly and reliable IoT and security products that are essential in our customers' everyday lives. The company is now scaling to become a unique IoT player with exciting product synergies across its technological platform.

Major focus on growth in Norway and internationally

Fell Tech has created a solid base to grow into a leading IoT player. With background from advanced safety products in marine, residential and construction, there is now a broader focus on further development of products and services in the existing channels, while the company is now continuing to focus on nearby synergies in the automotive and health markets.

"The company has a unique position with its technological platform to capitalize across existing products and develop new exciting verticals" - says Jacobs.

Michael Jacobs comes from the position as CEO of Atea Norway and has extensive management experience from companies such as Microsoft, Dell and Oracle, both in Norway and internationally. He has a degree from California Lutheran University and continuing education from, among others, Harvard.

Fell Tech has a very competent team today and will further expand within the focus areas with additional new positions. The founders Christian Frost Røine and Fredrik Eriksen will take over the positions as COO and CTO in Fell Tech from October, respectively.

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Om Fell Tech

Fell Tech was established in 2013 with a vision of transforming the future of IoT safety and security products. We create products that provide increased safety, freedom and convenience for our customers to fall in love with. We started in the marine market and have since evolved into several other market segments, building on the same fundamental principle; putting our customers lives and needs first as guiding stars for all our products.

Today we are a developer and manufacturer of electronics, specializing in wireless safety and IoT technology. Driven by innovation at its core, Fell Tech combines pioneering wireless and electronics technology with deep industry experience in product development, electronics, and manufacturing to the marine, home- and commercial buildings and outdoor markets. Fell Tech is globally present with products through our subsidiaries and directly involved in co-development projects with large international B2B customers. Our strongest motivation comes from delivering superior products that are an essential part of our customers and partners lives.

Our goal is to fundamentally change the markets we operate in, changing our users' lives through user-friendly technological innovation.

Link to homepage: www.felltech.no

Waterguard is a leading player in smart water protection and delivers water leak protection products to private homes, commercial and public buildings.

Link to homepage: www.waterguard.no

Fell Marine is the market leader in the maritime recreational boat market with its own product brand MOB + Wireless Man Overboard System and 1st Mate Marine Safety & Security System developed in collaboration with Brunswick and Mercury Marine.

Link to homepage: www.fellmarine.com