Verbatim Americas LLC
For Immediate Release

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# Verbatim Appoints Clive Alberts as Global CEO

*Charlotte, NC* - Verbatim, the leading data storage company, is excited to announce Clive Alberts as its new Global CEO. In this new role, Alberts will be responsible for unifying Verbatim's four regions: Verbatim EUMEA, Verbatim Asia Pacific, Verbatim Americas, and Verbatim Japan.

"I am thrilled to be taking on this important role at Verbatim and excited at the opportunities that will be available to develop and grow the organization through strong and innovative product development, more integrated operations and greater marketing coordination," said Clive Alberts. "We will continue to provide the terrific local customer service and strategies that Verbatim has been renown for over its long history, while also benefiting from the contributions that can be achieved from a truly global operation."

"We will build on our leadership in data storage where we are the number one in optical media and offer a wide range of other storage products and computer accessories, with a significant focus on SSDs this year."

Alberts previously worked for Freecom (2001 – 2010) as Head of Sales and Marketing for the DACH and CEE region (Germany, Austria, Switzerland and Central and East Europe). In 2011, Freecom merged with Verbatim – where Alberts took on a similar role within Verbatim EUMEA. He added the responsibilities of General Manager for Verbatim Europe Central in 2013 and appointed Sales Director for Verbatim EUMEA in 2016. In April 2019, Alberts assumed the role of President of EUMEA, before taking on his new role of Global CEO at the start of 2023.

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## About Verbatim™

*For more than 50 years, Verbatim® has built a future that seamlessly integrates technology in ways that improve how people everywhere live, work and play. As a pioneer in the development of floppy disks and optical media technology, we continue to lead the industry with an extensive selection of data storage devices, computer peripherals, gaming solutions and LED lighting technology, all renowned for their exceptional quality, performance and reliability. Verbatim® – TECHNOLOGY YOU CAN TRUST® www.verbatim.com*