

Press release

IRF Communications broadens its expertise

Daniel Piller joins the company as a new partner – Stefan Mathys, previously Senior Consultant, becomes a partner

Zurich, 17 January 2013. **Daniel Piller** (44) is joining IRF Communications as a new partner on 1 February 2013. He will strengthen the IRF team, which ranks among the leading providers of specialized services for business and financial market communications. Daniel Piller has gathered extensive cross-border experience in corporate communications and as a financial journalist. He will advise corporate accounts, organizations and associations as well as private individuals in all areas of strategic and operational communications.

Daniel Piller was a corporate communications executive at Roche Group during the past 13 years and is therefore familiar with the issues and challenges typically associated with the healthcare sector. A graduate of business administration and economics, he will apply his profound knowledge of the healthcare sector in his new position at IRF Communications. He previously served as Head of Employee Communications at Roche Group, where he was responsible for internal communications worldwide. Prior to that, he shaped the healthcare group's external communications in his more than ten-year tenure as head of the company's national and global media relations activities. During this period his responsibilities included planning and executing communications in connection with strategic financial market transactions such as the full takeover of the California-based biotech company Genentech, the acquisition of a majority interest in the Japanese pharmaceutical company Chugai and the divestment of the Group's vitamin and OTC business.

Before his time at Roche, Daniel Piller worked as a financial journalist for the Neue Zürcher Zeitung and also managed a development project in southeastern India. Daniel Piller holds a degree in Economics and Business Administration from the University of Basel and completed a Corporate Communications and Management program at the University of St. Gallen. He was also a guest lecturer of corporate communications at the University of Applied Sciences in Business Administration Zurich for a number of years.

Stefan Mathys (39), Senior Consultant at IRF Communications since July 2012, is now a partner at the firm. His areas of expertise are media relations, public affairs, corporate publishing and event communications. Stefan Mathys was previously a partner at Barino Consulting from 2009 to 2012, where he managed various projects in the fields of corporate communications, media relations, publishing and event communications. From 2001 to 2008 he served as Head of Public Relations and Public Affairs at KPMG Switzerland, where he was responsible for external communications. Stefan Mathys worked part-time from 1995 to

2000 as a financial journalist for the Handelszeitung and the professional journal "Schweizer Bank" during his studies at the University of Zurich, where he earned a Masters of Business Administration and Journalism in 2000, and he also managed his first PR projects on a freelance basis during this time.

Stefan Mathys was a lecturer and examinations expert at the Institute of Communications and Marketing of the Lucerne University of Applied Sciences and Arts from 2008 to 2011 and a member of the Managing Board of the Swiss Public Affairs Society (SPAG) from 2006 to 2009.

IRF Communications

IRF Communications is a leading provider of end-to-end communications services with strong international links. Its clients include private and listed companies, business organizations and individuals. Its services range from position and strategic consultancy to the implementation of individual campaigns.

Contact

Martin Meier-Pfister, IRF Communications AG, tel. +41 (0)43 244 81 44
www.irfcom.ch