

16th July 2012: hippih™ strengthens its management team

In an ambition to accelerate hippih's future growth, the Board of Directors have appointed Danny van der Poel as the company's new CEO

hippих™ is proud to announce that it has recruited Danny van der Poel as its new CEO. Danny comes with very solid background from the mobile phone industry, where he was working for Nokia Inc for 16 years. During this period he has lead many mobile phone projects from early ideas to very profitable businesses worldwide. Danny has an entrepreneurial mindset with a strong desire to innovate new products, designed to make people's life more enjoyable. Danny holds an Executive MBA and a Bachelor of Honours Standard, Electronically Engineering.

Danny's main responsibility will be to define and execute hippih's new product strategy with focus on intelligent, innovative App enabled Accessory solutions for iOS, Android and Windows Mobile products. First products are expected to hit the shelves already during 3Q 2012.

About hippih

The team behind hippih is dedicated to developing innovative, affordable accessories and solutions that are designed to make your life easier. All of our products are designed using state of the art technology that not only looks good, but more importantly, really works. We are very proud of our products and we want you to enjoy using them, which is why we only work with the best raw materials and green technologies. Our team of experts includes artists, researchers, industrial designers, creatives and engineers, who work hard to turn our ideas into reality. For more information about the company visit www.hippih.com