PRESS RELEASE

CriticalArc Hires Key Staff to Accelerate SafeZone Growth

LONDON, UNITED KINGDOM, 20 APRIL 2018 – CriticalArc has made a series of key sales and technical appointments as it expands to meet growing demand for the SafeZone® personal protection and emergency response system.

Gerard Laurain joins the company as Global Marketing Director, taking responsibility for marketing, public relations and business development initiatives worldwide. With over 20 years' B2B marketing experience Gerard has previously led product marketing and communications for early stage tech companies that disrupted traditional business models and grew from pre-IPO to publicly traded.

He takes charge of marketing at a time when SafeZone® is being adopted by major organisations worldwide. Deployed as a critical command and control tool, it is fundamentally transforming the way users manage security, safety and emergency operations. It is now being used across multi-site and dispersed facilities in a wide range of vertical markets including higher education and healthcare.

Also joining the senior management team, Dominic Barnsley is the new Director of Product Development, based in Sydney, Australia. With more than 20 years' experience in corporate technology, Dominic is heading up software development, product delivery and management of the CriticalArc technical teams.

In the UK, Daniel Malone has been appointed as Technical Operations Manager (EMEA); Carl Martin joins the EMEA team as Sales Manager (Public Sector) and Christopher Whitting takes on the role of Sales Manager (Enterprise).

Between them they have a wealth of experience in security and B2B technology sectors. Christopher has almost 20 years' experience working with leading security tech brands, Carl has an extensive military and private security background and Daniel is a specialist in systems design and software, with a successful track record of over ten years.

"We are delighted to welcome Dominic, Gerard, Daniel, Carl and Christopher to the team at a time when demand for SafeZone is growing significantly," said Glenn Farrant, CriticalArc, Chief Executive Officer.

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26 Kings Hill Avenue
Kings Hill
West Malling ME19 4UA
United Kingdom
+44 (0) 800 368 9876
contact@criticalarc.com

"By making strategic investments in our people, we're confident we will continue to deliver the highest level of customer service as we expand into new markets."

Initially focused on the higher education market, SafeZone has been implemented in dozens of universities and higher education institutes across Australasia, Europe and North America. SafeZone has also been deployed at one of the UK's largest corporate enterprises as well as across FCC Group's international facilities that provide environmental services, water management and infrastructure works. Other applications include rollouts across gated communities and corporate enterprises in the Middle East and healthcare institutes in North America.

For more information on CriticalArc and SafeZone go to www.criticalarc.com,
www.safezoneapp.com or email contact@criticalarc.com.

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Media Contacts
Tara Farley, CriticalArc PR & Marketing Consultant
+44 (0)7785 707714 or e-mail tara@tmfmarketing.com

About CriticalArc
CriticalArc is a global technology innovator and the creator of the distributed command and control solution, SafeZone®, which has been adopted by dozens of universities and hospitals across the world. SafeZone fundamentally changes the way businesses manage safety and security operations across dispersed campuses and multi-site organisations, allowing proactive response that positively impacts the outcome of any incident.

Headquartered in Sydney, Australia, CriticalArc has offices and operations in the UK and North America providing an international delivery capability and reach. For more information on CriticalArc and SafeZone, please go to www.criticalarc.com, email contact@criticalarc.com or telephone +44 (0) 800 368 9876.

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