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## PRESS RELEASE

Bonn, Oslo, April 25, 2017

### **Privacy consultancy 2B Advice to assist personalization leader Cxense with GDPR compliance**

2B Advice, an international consulting firm based in Germany and specializing in data privacy, has been named adviser to data management and personalization company Cxense, an international software-as-a-service company listed on the Oslo stock exchange. 2B Advice will advise Cxense on upcoming changes to data management brought on by the EU General Data Protection Regulation (GDPR) and related law to take effect in May 2018.

"Cxense has a clear vision of how data can improve people's online experiences and companies' sales revenue from digital channels. Today they are among the leaders in data management and personalization. This means that Cxense handles a large and growing amount of user data that requires the company to continuously solidify their data protection and privacy capabilities. We are pleased that Cxense has chosen 2B Advice as an adviser and look forward to offering them our solutions," said Hans Joachim Bickenbach, Director of Sales at 2B Advice.

"2B Advice has a strong track record in privacy consulting, servicing leading companies such as Microsoft, Lufthansa and Campari. They offer deep expertise and leading tools to assist a company like Cxense with its data management as we move into the next iteration of European data regulation. We believe it is a perfect match," said Vigleik Takle, Cxense's Chief Operating Officer.

### **About Cxense**

Cxense (pronounced "see-sense") enables the world's leading media, e-commerce and consumer brands to take control of their audience data to deliver more engaging and personalized user experiences. Businesses using Cxense's advanced real-time analytics, data management (DMP), advertising, search and personalization technology gain more

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engaged users, increased digital revenue and higher sales conversions. Cxense is headquartered in Oslo, Norway, with offices worldwide.

Customers include the Wall Street Journal, USA Today (Gannett), Grupo Clarin, El Pais, Bonnier, Naspers, Ebay, The Golf Channel, PGA, NBA, NFL, ABC News, FOX Sports, Singapore Press Holdings, South China Morning Post, AEON, DMM, Rakuten and many more. For more information: [www.cxense.com](http://www.cxense.com), Twitter: [@Cxense](https://twitter.com/Cxense). Cxense is listed on the Oslo Stock Exchange with the ticker 'CXENSE.'

### **About 2B Advice**

2B Advice – the privacy benchmark – is an international corporate consulting firm with locations in Berlin, Bonn, Munich (2B Advice GmbH, Germany), Brezno (2B Advice s.r.o., Slovakia), New York and San Diego (2B Advice LLC). 2B Advice offers solutions on all issues having to do with data privacy: consulting, implementation, software, testing, and certification. 2B Advice bridges the gap between technology and law, combining legal expertise and outstanding technical and organizational skill. The company's stated goal is to become the leading international consulting firm specializing in data privacy.

In January 2014, 2B Advice created a subsidiary to take over management of the European Privacy Seal, an internationally renowned quality seal for privacy known as "EuroPriSe" (<https://www.european-privacy-seal.eu>), from public authorities in Germany. This step has increased the visibility of EuroPriSe in the long-term, and further reinforced the reputation of 2B Advice as an all-round supplier of privacy solutions.

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