

# Management change at X-CAGO: Ingo Kästner takes over the reins

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Berlin/Roermond – On 1 January, Ingo Kästner, Managing Director of PMG Presse-Monitor, will also take over the management of X-CAGO. The Dutch company is a leading international specialist for data and content conversion in the international publishing industry. The previous Managing Director and founder, Koos Hussem, will be taking his well-deserved retirement at the turn of the year, but will continue to be available to the company with his expertise.

Ingo Kästner has headed PMG Presse-Monitor since 2019. He played a leading role in initiating the acquisition of X-CAGO in 2021. Since then, he has been responsible for the Dutch company's business together with Koos Hussem.

Olivera Kipic, Chairwoman of the PMG shareholders' meeting and shareholder representative of Frankfurter Allgemeine Zeitung, emphasises:

'Ingo Kästner is an accomplished manager and expert in digital content marketing. In recent years, he has created new opportunities to successfully market high-quality content digitally. Under his leadership, PMG and X-CAGO have become a strong strategic unit. His takeover of the management is the next logical step in continuing this success story.'

Ingo Kästner bids Koos Hussem farewell with the following words: 'I would like to thank Koos warmly for the trusting collaboration over the last few years. With his commitment and vision, he has made X-CAGO one of the most sought-after providers of content management and data conversion since it was founded in 2000. It is an honour for me to continue on this successful path.'

Together with his first-class team, we will continue to expand X-CAGO's role as a technical pioneer and offer content producers worldwide perfect solutions for successful digital marketing.'

## About PMG Presse-Monitor GmbH & Co. KG and X-CAGO B.V.

With the largest daily updated press database in the German-speaking world, PMG Presse-Monitor GmbH & Co. KG is a leading provider of digital media monitoring, press review creation and media analysis.

PMG markets the content and rights of around 900 newspaper and magazine publishers. Of over 4,000 print and online sources, around 3,000 are available digitally in the PMG press database. The company supplies over 5,000 customers from companies, associations, public institutions, media monitoring services and PR agencies from its base in Berlin.

Founded in 2001, PMG is a joint venture of German newspaper and magazine publishers with the shareholders Axel Springer, Frankfurter Allgemeine Zeitung, Gruner + Jahr, Handelsblatt Media Group, Hubert Burda Media, Spiegel-Verlag, Süddeutsche Zeitung as well as the Bundesverband Digitalpublisher und Zeitungsverleger and the Medienverband der freien Presse.

In 2021, PMG is taking a major step towards becoming a central data hub for content publishers with the acquisition of Dutch data converter X-CAGO B.V. The company is internationally successful in converting and standardising a wide variety of content formats. ArchiveExpress, X-CAGO's digital archive solution, is used by publishers worldwide as a distribution platform for their content.

## Press contact

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