



F5 Appoints Christian Hentschel as VP Sales for APJ

F5 Networks, Inc. (NASDAQ: FFIV), the global leader in Application Delivery Networking (ADN), today announced the appointment of Christian Hentschel as Vice President of Sales in Asia Pacific and Japan. Hentschel is based in Singapore and will be responsible for growing the F5 business across 14 countries in the region.

"By integrating sales leadership in the APAC and Japan theatres, we will enhance our focus on this strategically significant area of the world," said Mark Anderson, Senior Vice President of Worldwide Sales at F5. "I'm delighted that Christian will lend his considerable talent, experience, and energy to help develop our business in these regions. We believe that his extensive experience implementing sales strategies across Asia makes Christian an excellent addition to our management team and a great asset to the company."

"I'm excited to join a company that has an impressive history of delivering innovative, market-leading solutions that have become a strategic necessity for today's global data centres," said Hentschel. "F5 is well positioned to address the challenges that enterprises and service providers face due to the explosive growth of Internet traffic and data, increasing numbers of mobile users with a range of new devices, and demand for rich media content. I look forward to working with the regional F5 teams to continue the company's strong momentum and build market share by deepening F5's account penetration across Asia and Japan."

Hentschel brings to F5 over 16 years of experience in the technology market. Prior to F5, Hentschel held various positions in the Asia Pacific region and Germany during a successful 13-year career at Cisco, gaining expertise in sales and channel leadership, business development, and product marketing.

Hentschel has a Bachelor of Arts degree in International Business Studies from Germany's Worms University of Applied Sciences.

About F5 Networks

F5 Networks is the global leader in Application Delivery Networking (ADN), focused on ensuring the secure, reliable, and fast delivery of applications. F5's flexible architectural framework enables community-driven innovation that helps organisations enhance IT agility and dynamically deliver services that generate true business value. F5's vision of unified application and data delivery offers customers an unprecedented level of choice in how they deploy ADN solutions. It redefines the management of application, server, storage, and network resources, streamlining application delivery and reducing costs. Global enterprise organisations, service and cloud providers, and Web 2.0 content providers trust F5 to keep their business moving forward. For more information, go to www.f5.com.

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