

Soon after going public and completing its first acquisition, Optimizer International Group, Inc. (FRA:3OP) moves toward appointing a new CFO. Mr. Lawrence Sami was named Chief Financial Officer of the company in an emphatic statement released this afternoon.

Mr. Sami, is a chartered accountant whose career spans 30 years in finance, accounting, investments, financial services, factoring, sales & marketing. He started his career with Coopers & Lybrand (Chartered Accountants - now Price Waterhouse Coopers) then moved into the commercial arena in senior management financial roles, more prominently as Group Financial Controller for TGE group of companies, Group Financial Controller/Company Secretary for Datamatic Group of Companies; both technology industry leaders in their era and Director of Finance for the Auckland District Law Society.

Mr. Sami then went on to assist one of the largest global finance companies in 2010, to roll out their factoring finance venture as a white label opportunity in New Zealand. In 1999 Lawrence was awarded a Silver Apex Award and he is currently in the process of completing a MBA with Southern Cross University of Australia and also embarked on completing a post graduate qualification specializing in IFRS from UK this year. Optimizer HQ's CEO, Manas Kumar, said: "We are extremely excited about this appointment as having someone with the caliber of Lawrence adds to our competitive advantage and equips us to compete on a global scale with financial prudence and governance as is expected from us as a publicly listed company. Lawrence will bring an unmatched degree of financial stewardship and wisdom and strengthen our financial reporting and filings both for the exchange as well as for our shareholders." Kumar continued to state "With most of our core team in place, Optimizer HQ needed a CFO who is not only well versed in the business world but has also has a proven track record in Financial Management, Systems, Operations and Reporting." Sami commented: "I was attracted to the Optimizer HQ vision and impressed with the amazing rate the company has been grown at. The recent listing on the Frankfurt Stock Exchange was a sign for me that the company has come of age and is setting itself up for the next growth spurt." Sami then went on to say: "The Optimizer HQ team has a unique blend of skills to develop cutting edge technology for which there is a demand globally. In my 30 year career I haven't come across a high performing team like this anywhere in New Zealand."

Sami: "I knew immediately this was the place and the role to partner with CEO Manas Kumar to launch Optimizer HQ onto the world stage."

Mr. Sami brings into Optimizer HQ a dogged tenacity to achieve results combined with the professional skills and industry background to make things happen. He sees the future of Optimizer HQ at the centre of the world stage listed on the various leading world stock exchanges.

About Optimizer HQ

Optimizer HQ is a fast paced 'innovation factory' that serves the purpose of simplifying technology for small businesses around the world using the internet as a delivery vehicle. On November 30th, 2011 the company began trading on the Deutsche Boerse (Frankfurt Stock Exchange) as a public listed company and is one of only 8 New Zealand based companies trading on this exchange along with some other recognizable brands such as Fletcher Building, Telecom Corporation, Auckland International Airport and New Zealand Oil and Gas.

Contacts

Cornelis Boertjens

+6499294917

mailto: cornelis.b@optimizerhq.com