



## **Big Bang Ventures Announces Investment and the Appointment of a New CEO at TrustAlert**

*Antwerpen, July 16, 2009.*

Big Bang Ventures is pleased to announce that it is leading a EUR 2 million round at TrustAlert. TrustAlert develops and markets smart two-way authentication solutions that enable enterprises to increase the security of online critical systems through the use of easy to deploy certificate technology.

In combination with this new investment, the company has also appointed Alex Bogaerts as its new CEO. Most recently, Alex acted as Founder and President of Internet Security Systems' (ISS) EMEA division, which he grew into a profitable €50 million business.

TrustAlert plans to use the proceeds of this round to fund the commercial rollout of its product.

The existing investors and new CEO Alex Bogaerts have also contributed to this round. As a result of this investment, Frank Maene of Big Bang Ventures will join Frans Broekhof (a major investor in the company and former General Manager at Install Data, Select Data and Knoware) and Willem Maeyer (a former top senior executive at Philips) on the board of directors.

Frans Broekhof, Director TrustAlert: "We're very pleased to having Big Bang as investor and board member and Alex Bogaerts as our new CEO. They bring additional market insights and provide hands-on assistance if needed. Therefore I am very pleased to leverage their experience and network for the further expansion of TrustAlert."

Frank Maene, Managing Partner at Big Bang Ventures: "We look forward to help grow TrustAlert into a strong force in the controlled access space and are also happy to have contributed in sourcing Alex Bogaerts as its CEO."

### **About TrustAlert**

TrustAlert develops and markets smart two-way authentication solutions that enable enterprises to increase the security of online critical systems through the use of easy to deploy certificate technology. TrustAlert customers are companies with a dispersed or mobile user community, ranging from tens of users up to many thousands. They include Interbank (10.000 intermediaries); PINS/Appcare, (SAAS); Van Ameyde (claim handling, intermediaries); OCE (5000+ field & sales engineers in 12 countries); Council of the European union (secure access to SAP); ATP (secure access). TrustAlert's headquarters are based in Soesterberg, the Netherlands.

For more information, visit [www.trustalert.com](http://www.trustalert.com)



### **About Big Bang Ventures**

Big Bang Ventures focuses on seed and early-stage venture capital funding for high-growth ICT companies. In addition to funding, Big Bang Ventures leverages its extensive operational experience and worldwide network to actively help start-ups accelerate their growth. Formed in 2000, Big Bang Ventures has over EUR 40/\$55 million under management, with investments ranging from EUR 0.5 to 3 million in the ICT sectors of enterprise software, digital media, mobile applications, infrastructure software and storage.

For more information, visit <http://www.bbv.be>.

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