

PRESS RELEASE

Expanded management: Christoph Fröhlich becomes Managing Director of Studio One

Hamburg, September 29, 2021 - Christoph Fröhlich will take over as Managing Director of Studio One, the content marketing unit of public imaging GmbH, on October 1st, 2021. In this role, the experienced journalist will be responsible for the reorganization, content alignment and operational management of the newly established department from the financial communications group. Fröhlich, 33, studied Media and Communication Sciences and German Language & Literature in Halle/Saale and previously worked for stern.de for ten years. There, among other, he headed the department for service topics of the media brand, which is well known throughout Germany.

Peter Ehlers, founder and managing partner of Studio One, DAS INVESTMENT, der fonds and private banking magazin: "I am delighted to welcome Christoph Fröhlich, an imaginative and renowned journalist, to this strategically important position. He combines journalistic passion, a digital mindset and a modern management style. We have very big plans that will revolutionize the financial industry."

"I can't wait to get started as Managing Director at Studio One, we have a terrific concept and I see enormous potential in it," says Christoph Fröhlich. "Together with Peter Ehlers and all the motivated colleagues, I want to take the digital communication of the financial services industry to the next level."

Studio One offers content marketing and scalable social media distribution. "Communication is continually changing. In addition to traditional formats such as press releases and advertisements, new digital storytelling forms and channels are increasingly coming to the fore. If you want to be relevant in the future, you have to radically rethink," says Peter Ehlers. "At Studio One, we are embracing this development and combining in-depth technological know-how with editorial expertise in finance."

About Studio One

Studio One is the content marketing division of public imaging and combines financial know-how, editorial expertise and social media competence. We create editorial content in text, video, podcast or infographic formats.

About public imaging GmbH

public imaging was founded in 1996 by Peter Ehlers, managing partner. In addition to traditional and online PR, the Hamburg-based service provider offers full service in the areas of content marketing, digital solutions, social media, film productions, media planning and corporate media in the financial, insurance and real estate sectors. Its client base includes companies such as AllianceBernstein, BMO Global Asset Management, Credit Suisse Asset Management, Edmond de Rothschild Asset Management, HSBC Global Asset Management, Robeco, Schroders, UBS Asset Management and VanEck. Further information at: www.publicimaging.de .

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