



MOBOTIX AG Appoints New Chief Sales and Marketing Officer to Drive Strategic Growth in Defense and Healthcare Markets

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Winnweiler, 21 Juli 2026 – The Supervisory Board of MOBOTIX AG has appointed Aleksandar Smiljanic as the company's new Chief Sales and Marketing Officer (CSMO). Effective October 1, 2026, he will join the Executive Management Board alongside Giovanni Santamaria (CRO), Dr. Christian Cabirol (CTO) and Klaus Kiener (COO).

With this appointment, MOBOTIX is strengthening its international sales and market development. The focus will be on further expanding the company's global core business in AI-powered video security while strategically entering new, high-margin growth markets.

Aleksandar Smiljanic brings many years of international leadership experience in technically demanding B2B markets. He has extensive expertise in building global sales structures, developing strategic customer relationships and opening new business opportunities. He is already familiar with MOBOTIX through previous joint projects involving security-critical applications and has built a strong international network, particularly within the defense sector, military medicine and high-growth international markets.

At the same time, he sees significant opportunities for MOBOTIX in the healthcare sector, where privacy-compliant intelligent sensor systems can help make processes safer and more efficient during surgical procedures, in hospitals and in long-term care facilities. With this background, he will strengthen MOBOTIX AG's ability to strategically position its technology solutions in high-margin international markets, expand into new industrial and institutional customer segments and develop forward-looking partner ecosystems.

A particular strategic focus will be placed on security-critical applications that require the highest standards of cybersecurity, reliability and technological sovereignty. These include, in particular, the defense industry, critical infrastructure and the MedTech sector. Demand for highly precise, robust and cyber-secure sensor technologies, intelligent image processing and decentralized video security solutions continues to grow steadily across these markets.

"MOBOTIX combines technological excellence with a unique corporate culture. I have known and valued MOBOTIX for many years through our previous joint projects. I know the teams, the solutions and the tremendous potential of the company. Today, a camera is no longer just an eye—it is increasingly becoming the brain: an intelligent system that captures, connects and processes sensor data. This is precisely where new opportunities arise—and together with a strong ecosystem of partners, it enables solutions that have the potential to establish new industry standards," said Aleksandar Smiljanic.

The Supervisory Board is confident that the appointment of Aleksandar Smiljanic establishes the right commercial leadership to support the company's next phase of sustainable, profitable growth. The objective is to further strengthen MOBOTIX's existing market positions, capitalize more effectively on international sales opportunities and reinforce the company's presence in strategically important future markets.



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About MOBOTIX AG

MOBOTIX is a leading manufacturer of intelligent IP video systems in premium quality and sets standards in innovative camera technologies and decentralized security solutions with the highest level of cyber security. MOBOTIX was founded in 1999 and is headquartered in Langmeil, Germany. The company relies on its own research and development as well as its own production "Made in Germany". Customers around the world trust in the durability and reliability of MOBOTIX hardware and software. The flexibility of the solutions, the integrated intelligence and the highest level of data security are appreciated in many industries. MOBOTIX products and solutions support customers in areas such as industrial manufacturing, retail, logistics and

healthcare. With strong and international technology partnerships, the company is using artificial intelligence and deep learning modules to expand its universal platform and new applications in a wide range of sectors.

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