



**ICONIC
FUTURE**

TAKING BRANDS
INTO GAMES
AND APPS

– PRESS RELEASE –

Iconicfuture appoints new dynamic management duo

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Hamburg – Johannes-Philipp Berendes and Moritz Burmeister have been named new Managing Directors at Iconicfuture. With a lean and entrepreneurial business approach the two young managers aim to make the company more flexible and agile to operate successfully in the rapidly changing games market.

After having played a key role in coordinating Iconicfuture's operations, Berendes is now responsible for the company's finance and business development. Prior to Iconicfuture, he worked several years in M&A, Private Equity and Alternative Investments. He structured and executed national and cross-border transactions for small and mid-sized companies as well as private equity investors.

Burmeister's main focus lays on the set of services and products that Iconicfuture offers to its customers. The media management specialist, who has been in a leading position at Iconicfuture since it was founded in 2011, oversees all aspects of development and launch of IP integrations with developers and licensors who partner with Iconicfuture.

The dynamic new management team is dedicated to tailor Iconicfuture's offering specifically to its customers' needs and to continue being a pioneer in digital licensing.

"Game developers should be rewarded for all the blood, sweat and tears they put into their products. By making licensing even easier, faster and more affordable we want to enable them to write marvelous new success stories.", Burmeister says.

About Iconicfuture:

Iconicfuture's brand licensing service increases engagement, retention and monetization in any game or app by delivering the most suitable branded content to developers and making licensing fast, simple and cost-effective.

Out of unlimited top entertainment, sports and celebrity brands a unique matchmaking algorithm identifies the perfect match to a specific game or app. Millions of branded items have been sold through Iconicfuture resulting in a significant increase in game and app downloads.

For more information, please contact:

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[Pictures of the new management can be found here.](#)

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