



Media Release

Blue Horizon appoints Marc Duceck as Head of Communications

Zurich, 7 June 2021 – Blue Horizon, a pure play impact investor in the future of food, has hired Marc Duceck as Head of Communications.

Marc joins the team as the firm's first Head of Communications as Blue Horizon continues to expand its team to ramp up its investments in new food technologies that accelerate the world's transition away from animals in food to a more sustainable food system

Marc, who will be based in the team's headquarters in Zurich, will be focused on building Blue Horizon's brand in the media, food ecosystem and global investor community.

He joins Blue Horizon from Avaloq, a global leader in digital banking solutions, where he built up the corporate communications team. With 13 years of professional experience in investment writing, media relations and corporate communications, he has held positions at various leading asset managers including UBS, Man Group and GAM, where he was an Executive Director and Head of Public Relations. He holds a bachelor's degree from Berry College in the US, a master's degree from the University of St. Gallen (HSG) and he is also a graduate of the Impact Investing Programme at the Saïd Business School, University of Oxford.

On joining Blue Horizon Marc said:

"I'm thrilled to join Blue Horizon because of one main reason: the impact we will have on the planet. Blue Horizon helps build innovative companies that are better for human health, animal health and the health of our planet. If we get this right, the effect we will have will be tremendous.

"There are very few investment companies out there that have such an ambitious vision who are truly committed to creating a more sustainable future and changing attitudes towards the production and consumption of food. I'm excited for this new challenge to help shape and tell the stories that will potentially change the world."

Sedef Köktentürk, Managing Partner & COO of Blue Horizon, said:

"Communications is key as Blue Horizon enters its next phase of growth being one of the lead investors in the future of food and we are therefore pleased to welcome Marc to our team. Having spent the majority of his career in the investment management industry, he brings deep expertise and valuable experience and will help us expand our global footprint."

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About Blue Horizon

As a pure play global pioneer with privileged access in the Food 4.0 ecosystem, Blue Horizon has shaped the growth of the alternative proteins market. The company aims to transform the global food industry through impact capital and value creation, and invests across the lifecycles of companies that are mission aligned to replace animal proteins with healthy and sustainable alternative sources of protein. Blue Horizon was founded by Roger Lienhard in 2016 and is based in Zurich. To date, the company has raised over USD 650 million and invested in more than 50 companies in the alternative protein sector. Its business model offers an attractive opportunity to invest in the evolution of the global food ecosystem while contributing to a healthy and sustainable world. www.bluehorizon.com