



Fidelity Head of Legal Germany, Andrea van Almsick, Appointed as General Counsel at tradias

Frankfurt, December 9, 2024 – tradias, a leading BaFin-licensed trading house for cryptocurrencies and digital assets specialist, announces today the appointment of Andrea van Almsick as General Counsel. This key appointment strengthens the company's regulatory expertise to meet the growing challenges in the fast-paced world of digital assets and blockchain technologies.

Andrea van Almsick brings extensive expertise in legal and regulatory matters, acquired through leadership positions at international firms such as Fidelity International and AXA Investment Managers.

With her years of experience, Andrea van Almsick will significantly advance tradias' legal and regulatory strategy. Her focus will be on developing robust solutions that enable the company to grow in a dynamic market environment and develop innovative products, in line with an ever-evolving regulatory landscape.

"We are delighted to welcome Andrea van Almsick as our new General Counsel. Her impressive track record in the financial industry, her expertise coupled with strategic foresight, and her experience in leading teams and complex projects are a real asset to tradias. We are confident that she will make a significant contribution to achieving our strategic goal of becoming the leading one-stop liquidity provider for crypto and tokenized traditional assets," says Michael Reinhard, CEO of tradias.

"I am excited to join such an innovative company and to further strengthen the legal and regulatory infrastructure in one of the most exciting and dynamic industries in the world with my experience and expertise. The digital assets market presents us with exciting challenges but also enormous opportunities. My goal is to develop solutions as part of the tradias team that allow us to grow in compliance with regulatory standards," says Andrea van Almsick.

In her new role as General Counsel, Andrea van Almsick will be responsible for the Legal and Compliance departments. She and her team will implement and further develop legal and regulatory strategies, thus making a significant contribution to European expansion.

About tradias:

tradias was established in 2020 with the aim of introducing regulated cryptocurrency trading in Germany and providing institutional investors with secure access to digital assets. Today, tradias has emerged as one of Europe's leading trading houses, specializing in three core business areas: over-the-counter (OTC) cryptocurrency trading, tokenization of real-world assets, and market-making on regulated exchanges. The company facilitates the trading of 150 cryptocurrencies against EUR, USD, and CHF.

tradias serves a diverse clientele, including traditional banks, neobrokers, FinTech companies, established corporations, asset managers, family offices, and public sector entities.

Contact:

Nils von Schoenaich-Carolath

+49 176 62 99 97 97

n.carolath@tradias.de

www.tradias.de