

PRESS RELEASE

APEN Ltd.

Zug, July 5th, 2010

APEN Ltd. (the "Company") today announced the appointment of David Salim as its new chief executive officer. David Salim replaces Andrew Fletcher, who filled out this role for the past six years. Following the Company's restructuring in 2009 and the sale of select portfolio funds in 2010, the board of directors decided to hand over the operating responsibility of the repositioned Company into new hands.

The board of directors is pleased to announce that David Salim will assume the role of chief executive officer starting in August 2010. David has over 10 years experience in the private equity sector. He was chief executive officer of Swiss Life Private Equity Partners from 1999 through 2003. Since 2004, he has established himself as an independent advisor for private and institutional clients with private equity and corporate finance needs.

APEN Ltd. is a Swiss investment company domiciled in Zug. The Company's objective is to achieve long-term capital growth for shareholders by actively managing a well balanced portfolio of private equity funds and direct investments in privately held operating companies. With over ten years of experience, the Company possesses a mature investment portfolio. APEN Ltd. is listed on the SIX Swiss Exchange under the ticker symbol %APEN+and is traded daily.

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