



FOR IMMEDIATE RELEASE

**APOLLO ENTERPRISE SOLUTIONS, LTD. WELCOMES RECOGNITION BY FINANCIAL TIMES OF CUSTOMER EXPERIENCE TREND DESERTING BRANCHES FOR DIGITAL SUPERHIGHWAY**

Los Angeles, California, June 2, 2015 - Apollo Enterprise Solutions, Ltd. ("AES") (AES:BH; OAL:GR), the leader in advancing the science of Customer Experience, welcomes the Financial Times acknowledgement of AES' long-standing assertion that the digital customer experience is banking's wave of the future. "We are very pleased with the Financial Times' acceptance of the banking trend we have been pioneering ever since our launch of the digital customer experience," stated Joseph Konowiecki, AES' Chairman & CEO. "With the launch of our new Psychographic Persuasion™ Customer Experience platform, we are pleased this movement to digital superhighway banking is being broadly recognized, since AES is poised to service this tectonic shift in banking with our suite of products," Konowiecki emphasized.

**About AES**

AES' patented Psychographic Persuasion™ technologies advance the science of Customer Experience for a wide range of industries, including financial institutions, government agencies, utilities and consumer brand marketers. In addition, the Company's TruePay+™ System utilizes these proprietary technologies to enable banks, utilities and other large credit portfolio operators achieve improved operational efficiencies, reductions in write-offs, increases in collections, and new Big Data insights, while enhancing the customer experience and brand loyalty. More information about Apollo Enterprise Solutions, Ltd. (AES:BH; OAL:GR) is available at <http://www.aestruue.com>.

**AES Contact:**

Europe  
Luca Bensaia  
Director, Investment Banking  
+44 203 282 7596  
[luca.bensaia@contiadvisors.com](mailto:luca.bensaia@contiadvisors.com)

USA  
LuAnne Woodbridge  
(562) 513-3709  
[lwoodbridge@aestruue.com](mailto:lwoodbridge@aestruue.com)

#