| Press Release |

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CEBIT 2018 (11–15 June, Mon.–Fri.)

**“Fake Steve Jobs” and startup critic Dan Lyons to speak at CEBIT in June 2018**

Hannover. He created the “Secret Diary of Steve Jobs”, has worked as a screenwriter for a US TV satire about Silicon Valley and has published a book on his life as an employee in “startup hell”. Journalist and best-selling author Dan Lyons will be in Hannover, Germany, for CEBIT 2018, where he will share his impressions of the high-tech industry in a keynote as part of the show’s d!talk program on Thursday, 14 June.

In 2006, Lyons started the “Secret Diary of Steve Jobs”, a blog and parody of Apple CEO Steve Jobs. In 2007, he released the book “Options: The Secret Life of Steve Jobs”, a biting satire of Silicon Valley. In 2012, he accepted a job at a software marketing startup. His experiences at the firm are chronicled in his book “Disrupted: My Misadventure in the Start-Up Bubble”, which was published in 2016 to critical acclaim and became an instant *New York Times* best-seller. The *Los Angeles Times* hailed it as the “best book about Silicon Valley today”.

Lyons writes a monthly column for *Fortune* magazine about technology and transformation. He has also worked as technology editor of *Newsweek* and a technology reporter at *Forbes*. He has a special interest in artificial intelligence, robotics, supercomputing and various other emerging technologies. As a journalist, he was written about major technology corporations, including Apple, Google and Facebook, and has interviewed the CEOs of multiple startups. Lyons has also made guest appearances on Al Jazeera, CNBC, MSNBC, CNN, BBC, Bloomberg TV, Fox Business News and National Public Radio, and has written for the *New York Times Magazine*, *GQ*, *Vanity Fair*, *Wired* and the *New Yorker*.

**CEBIT Tickets for just 25 euros: Offer ends 15 August**

Reduced-price “Discover” tickets to CEBIT are an ideal way to see Dan Lyons live in action and save money. These €25 tickets can be ordered at <http://www.cebit.de/#tickets>. The offer closes on 15 August. The tickets are valid for admission throughout the full run of CEBIT, including the expo, the conference program and the supporting events taking place on the d!campus. After 15 August, ticket prices will rise in graduated steps over time.

**Deutsche Messe AG**

2017 marks the 70th anniversary of Deutsche Messe AG, which was founded in 1947 with the staging of Germany’s first-ever Export Fair. Seven decades later, Deutsche Messe has taken its place among the world’s top organizers of capital goods trade fairs, sporting a rich portfolio of events held in Germany and around the globe. With 2016 revenue of 302 million euros, the company ranks among the five biggest trade show companies in Germany. Its portfolio includes such world-class events as (in alphabetical order) **CEBIT** (business festival for innovation and digitization), **CeMAT** (intralogistics and supply chain management), **didacta** (education), **DOMOTEX** (carpets and other floor coverings), **HANNOVER MESSE** (industrial technology), **INTERSCHUTZ** (fire prevention, disaster relief, rescue, safety and security), **LABVOLUTION** (lab technology) and **LIGNA** (woodworking, wood processing, forestry). The company also regularly hosts a number of internationally renowned events by third parties, among which are **AGRITECHNICA** (agricultural machinery) and **EuroTier** (animal production), both of which are staged by the German Agricultural Society (DLG), **EMO Hannover** (machine tools; staged by the German Machine Tool Builders’ Association, VDW), **EuroBLECH** (sheet metal working; staged by MackBrooks) and **IAA Commercial Vehicles** (transport, logistics and mobility; staged by the German Association of the Automotive Industry, VDA). With more than 1,200 employees and a network of 58 sales partners, Deutsche Messe is present in about 100 countries.

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