

02 December 2024



Valereum Plc
("Valereum" or the "Company")

Carmen Elena Ochoa Appointed as Head of El Salvador for VLRM Markets, S.A. de C.V.

Valereum Plc (AQSE: VLRM) is pleased to announce the appointment of **Carmen Elena Ochoa** as the new **Head of El Salvador** for **VLRM Markets, S.A. de C.V.**. With over a decade of experience in the financial services and regulated markets sectors, Carmen brings a wealth of expertise and knowledge to the role. As a seasoned lawyer, she has extensive experience navigating both the traditional financial system and the rapidly evolving digital assets ecosystem.

Throughout her career, Carmen has developed a deep understanding of the regulatory environment in El Salvador, having worked with both the **Superintendencia del Sistema Financiero** (SSF), the country's primary financial regulator, and the **Comisión Nacional de Activos Digitales** (CNAD), which oversees the digital assets market in El Salvador. This experience equips her with a unique perspective on the intersection of traditional finance and digital innovation, positioning her to drive forward VLRM Markets' operations in the region.

As Head of El Salvador, Carmen will oversee the company's strategic initiatives in the country, focusing on fostering innovation, regulatory compliance, and expanding VLRM Markets' footprint in one of Central America's most dynamic and rapidly growing financial ecosystems.

Carmen Elena, Head of El Salvador, commented:

"I am excited to join VLRM Markets and look forward to contributing to Valereum's mission of bridging the gap between traditional finance and digital assets. El Salvador is at the forefront of blockchain adoption and digital asset regulation, and I'll be playing a key role in shaping VLRM Markets' development and growth in this emerging market."

Adrian Hogg, Head of VLRM Markets, commented:

"We are thrilled to welcome Carmen as Head of El Salvador at VLRM Markets. Her appointment marks a major milestone for us, as we establish a strong presence in El Salvador and lay the foundation for a dedicated local team. With her deep knowledge, experience and expertise, Carmen will drive our regional business development efforts and, together, we will work on product innovation to meet the needs of our growing pipeline of business, including the launch of our first RWA products in the near future. I look forward to seeing the impact she will make as we continue to expand in this dynamic market."

Further announcements to follow in due course.

For further information, please contact:

Enquiries:

Valereum Plc

James Formolli, Chairman

Tel: +44 7938 767319

Stanford Capital Partners

Bob Pountney

Patrick Claridge

Tel: +44 023 3650 3650

AQSE Corporate Adviser

First Sentinel Corporate Finance

Brian Stockbridge

Tel: +44 20 3855 5551

Further updates to follow in due course.

The directors of the Company accept responsibility for the contents of this announcement.

For more information, please visit the Company's website at www.vlrm.com

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRAQKCBQOBDDCDB