

Press release  
Zurich, 27 November 2024

# SMG's CISO wins Cybersecurity Excellence Award

**SMG Swiss Marketplace Group proudly announces that its Chief Information Security Officer (CISO), Mostafa Hassanin, has been awarded the Cybersecurity Excellence Award at the Global Cyber Conference 2024, held on 26 November in Zurich. The award recognises the contributions of Hassanin and his team to strengthening cybersecurity in Switzerland's digital economy and highlights SMG's strategic investments in advanced security measures.**

The Global Cyber Conference, a leading international event in this field, brings together senior cybersecurity stakeholders, public authorities, and academics to network, share insights, and strengthen cyber resilience. During the Swiss CISO Awards ceremony, Mostafa Hassanin, Chief Information Security Officer (CISO) at SMG, was honoured with the Cybersecurity Excellence Award. This recognition underscores the efforts of Hassanin and his team in safeguarding Switzerland's popular online marketplaces and advancing cybersecurity best practices.

## **Pioneering cybersecurity initiatives**

Under Hassanin's leadership since 2022, SMG has made significant strides in cybersecurity, investing a mid-range single-digit million amount annually. With his 12-member team, Hassanin has implemented advanced solutions and bolstered protections across SMG's diverse platforms. Key initiatives include:

- State of the art digital identity solutions: Advanced login systems with adaptive Multi-Factor Authentication (MFA), including smart push notifications and passwordless login features, which are unique in this form on online marketplaces in Switzerland and across Europe.
- Cybersecurity awareness campaigns: Through external and internal campaigns, SMG actively promotes a culture of security and social responsibility, making cybersecurity accessible and understandable.
- Ricardo MoneyGuard: A trusted payment solution that ensures safe transactions for both buyers and sellers.
- Participation in global standards: As a member of the FIDO Alliance, SMG contributes to worldwide security standards, demonstrating its dedication to actively shaping the future of digital security.
- Collaboration with authorities: Cooperation with law enforcement agencies to disrupt cybercrime in Switzerland, including research and preventive work with the Swiss Crime Prevention initiative, which helps raise awareness and combat cybercrime effectively.

These examples reflect SMG's commitment to maintaining customer trust, safeguarding infrastructure and data, and ensuring a secure experience for millions of users.

"I am truly honoured to receive this award, which reflects the dedication of the entire team," said Mostafa Hassanin. "Our recent achievements, especially with Ricardo and Homegate, have demonstrated how investing in cybersecurity can make our online marketplaces safer and more trusted for everyone."

### **Cybersecurity as a pillar of SMG's sustainability strategy**

As part of SMG's sustainability strategy, cybersecurity plays an important role in fostering trust and safety in the digital ecosystem. Recognised as one of the four strategic key pillars, these efforts are integral to ensuring long-term resilience and responsibility. Together with Hassanin and his team, SMG will continue to invest heavily in cybersecurity, with a roadmap of future initiatives aimed at raising the bar even higher. More information about the sustainability strategy and its initiatives can be found on the website: [www.swissmarketplace.group/esg/manifesto](http://www.swissmarketplace.group/esg/manifesto)

### **About Mostafa Hassanin**

With over a decade of experience in information and cybersecurity across banking, finance, and online marketplaces, Mostafa Hassanin has significantly influenced Switzerland's digital security landscape. His contributions include developing security strategies for leading Swiss brands, authoring industry standards for the financial sector, and leading SMG's efforts to protect its platforms and customers. In addition to his professional role, Hassanin serves as an ICT expert for the Canton of Zug, is a member of the Cybersecurity Committee of digitalswitzerland, and sits on the Advisory Board of InfoSec Global. He holds a BSc in Computer Science (Loughborough), an MSc in Software and Systems Security (Oxford), and an Executive MBA (INSEAD).

Images 1 and 2: Handover of the Cybersecurity Excellence Award to Mostafa Hassanin

### **Contact**

SMG Swiss Marketplace Group  
Roswitha Brunner  
Head of Corporate Communication & Public Affairs  
[media@swissmarketplace.group](mailto:media@swissmarketplace.group)  
+41 76 577 15 29

### **About SMG Swiss Marketplace Group AG**

SMG Swiss Marketplace Group AG is a pioneering network of online marketplaces and an innovative digital company that simplifies people's lives with groundbreaking products. SMG Swiss Marketplace Group AG provides its customers with the ideal tools for their life choices. Its portfolio includes real estate (ImmoScout24, Homegate, Flatfox, Immostreet.ch, alle-immobilien.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, IAZI), automotive (AutoScout24, MotoScout24), general marketplaces (anibis.ch, tutti.ch, Ricardo) and finance and insurance (FinanceScout24). The company was founded in November 2021 by TX Group AG, Ringier AG, Die Mobiliar and General Atlantic.