

PRESSE-INFORMATION

IMCap Partners acquires Attensity Europe

- **Separation from US parent company**
- **Focus on the omni-channel customer service growth segment**

Saarbrücken, January 13, 2016 – Attensity Europe (@Attensityeurope), a leading solution provider in the customer interaction management market, is breaking away from its US parent company, Attensity Group Inc., thanks to investment from a consortium led by IMCap Partners and will now become an independent company. Thomas Dreikauss, CEO of Attensity Europe GmbH, will remain on board as CEO while also becoming a shareholder. The parties involved have agreed to not disclose any information on the purchase price or further terms of the transaction.

In future, the company will focus on the growth segment of omni-channel customer service. Attensity Europe's core product is the market-leading solution "Respond", a multilingual and omni-channel response management software, which was designed by the German team of developers in Saarbrücken and has been systematically developed into the market-leading enterprise solution for omni-channel customer service over recent years.

Respond enables customers to achieve a significant increase in productivity with the processing of written customer requests (e-mail, social media, etc.) and ensures continuous transparency over the service level, volume and structure of the requests. The solution is based on the leading categorization algorithm which was developed in cooperation with the German Research Center for Artificial Intelligence.

"The market for CRM solutions is growing by just under 14% a year on average, according to Gartner, and therefore at a much more rapid rate than the overall software market. With Respond Attensity Europe is focussing on the highly attractive and rapid-growth customer interaction management/customer care segment, providing a solution that also fully meets the requirements of very large customer service units. "The solution's analytics, scalability and integration capacity are setting

standards in the industry. Respond is a highly flexible, future-proof platform for customer service covering all written communication channels, including social media,” indicated Rolf Menne, operating partner at IMCap. “In cooperation with the highly motivated team at Attensity Europe, we see extremely attractive growth potential.”

“I very much look forward to setting new standards in the customer service solution market in collaboration with our new shareholder IMCap,” as Thomas Dreikauss commented. “As an independent European solution provider we can now react even faster and in a more specific manner to our clients’ needs and thereby expand our strategic partnerships for Customer Experience Management.“

As a result of the change of ownership and the strategic repositioning of the company, Attensity Europe will be rebranded in due course. It is envisaged that already for the CCW trade fair in February 2016 the company will present its innovative solutions for omni-channel customer service under the new brand.

IMCap Partners AG

IMCap Partners is a partner-owned investment firm that conducts direct investments in small- and medium-sized companies in the DACH Region. We invest with a focus on operational value creation alongside strong management teams. At the core of our investment strategy are companies with sustainable business models that are facing a period of transition. IMCap Partners is owned and operated by its partners and operates out of Offices in Zürich and Düsseldorf.

www.imcap-partners.com

Attensity Europe GmbH

Attensity Europe, headquartered in Saarbrücken, is a leading solution provider in the field of omni-channel customer communications and customer interaction management.

The software provider offers contact centres highly scalable, multilingual, multi-client-enabled and modularly upgradable solutions for strategic customer experience management. Attensity solutions set new standards in highly efficient, comprehensively designed service processes. The company is the initiator and a member of the Trusted Network for Innovative Omni-Channel Customer Service. As part of this cooperative venture, interfaces – such as specialised chat, translation and knowledge database solutions from market-leading providers – will be made available for the response management solution Respond. Attensity Europe GmbH’s well-known customers include Deutsche Telekom AG, Deutsche Postbank AG, Medion AG and Tchibo GmbH.

www.attensity.de

Pressekontakt Attensity Europe GmbH:

Jutta Lorberg

BSK Becker+Schreiner Kommunikation GmbH

Tel.: +49 (0) 2154 8122-22

E-Mail: lorberg@kommunikation-bsk.de