

PRESS ANNOUNCEMENT

IMCap GmbH acquires majority stake in IntelliShop AG

Transaction will support further growth of the company's B2B eCommerce software business

Karlsruhe, December 12th, 2017. IntelliShop AG, a leading software and solution provider for B2B eCommerce, will be supported by a new lead investor. An investor consortium advised by IMCap GmbH acquired the majority of the Karlsruhe-based software company. The transaction will also make additional growth capital available to the company. The successful management team led by CEO Thomas Mondelli will remain on board. The parties involved have agreed to not disclose any information on the purchase price or further terms of the transaction.

The company will keep its focus on development and marketing of the IntelliShop eCommerce platform, a sophisticated software for the digitalization of sales and trade processes in B2B markets. The product is well suited for customers that sell complex technical products. It is a highly efficient and differentiated solution for larger mid-sized companies, with a superior feature set, excellent time to market and attractive total cost of ownership. To further accelerate implementation times, IntelliShop has developed industry-specific product editions, optimized for the specific needs and processes of the respective sector. Editions include medical engineering, electrical engineering, mechanical engineering and construction industry as well as wholesale.

„Today many companies try to address their complex B2B eCommerce-requirements by using modified B2C-webshops. Full-fledged B2B eCommerce solutions differ significantly however. The standard feature set of IntelliShop's eCommerce platform already includes functions such as comprehensive connectivity to eProcurement systems and market places, hierarchical legitimation and authorization systems for purchasing departments as well as customer-specific pricing mechanisms and rebate schemes. These common B2B-requirements are typically not supported by traditional B2C-shopsystems.

This is a clear strength of IntelliShop's standardized approach.", explains Jens Weiss, Partner at IMCap: „We consider IntelliShop to be very well positioned in the attractive market for B2B eCommerce-Software, currently growing at c. 15 percent per annum.“

„I'm looking forward to grow and develop IntelliShop's business together with our new shareholder IMCap", says CEO Thomas Mondelli: "We will continue to support our customers with their international eCommerce activities and the complex challenges of successful digitalization: Our software is an integral part of future customer interactions.."

www.intellishop-software.com

IntelliShop

Founded 2004, IntelliShop AG has established itself as one of the most innovative providers of complex enterprise shop systems.

The modular architecture and the innovative process manager support a full adaptation of the shop system to proven company processes. The integrated middleware supports a fast and easy integration into the existing IT-infrastructure.

Customers include Eppendorf, Miltenyi Biotec, Wieland Electric, Gemü, Jordan, Knauf, Kaut-Bullinger, Nordwest Handel, T-Mobile, telering and eismann.

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IMCap

IMCap GmbH is a partner-owned investment firm that originates, executes and manages direct investments for investors in small- and medium-sized technology 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 its Düsseldorf office.

www.imcap-partners.com

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