



## **BSI Software partners with new investor Bregal Unternehmerkapital, to continue its customer-oriented growth strategy in Europe**

**Funds advised by Bregal Unternehmerkapital partner with leading provider of innovative CRM and CX software in its focus industries. The transaction marks a full exit of Capvis Equity V LP. This new partnership is built to support the BSI team in the continuation of its customer-orientated growth strategy, expansion in Europe and the continuous expansion of the software platform. The existing team of founders, management and employees will continue to have a significant stake in BSI.**

Baden, 04.07.2024

Funds advised by Bregal Unternehmerkapital ("BU") acquire a majority stake in the Baden-based company, BSI Software AG ("BSI"), a leading provider of software solutions for customer relationship management ("CRM") and customer experience ("CX") in its focus industries.

As part of BU's investment, Capvis Equity V LP, the fund advised by the Swiss investment company Capvis AG ("Capvis"), sells its shares after four years of successful partnership with BSI. The BSI management team remains invested and will continue its successful work together with BU.

### **Holistic software platform for CRM & CX**

For more than 25 years, BSI has been providing innovative software solutions for companies that strive to lead the way in digitalisation and customer centricity. More than 500 employees work "with heart and soul" for their customers and the "BSI Customer Suite", which now comprises seven integrated products. The modern cloud solution is primarily used by sophisticated customers from the financial services, insurance, energy & utility, and retail sectors to digitise relationships with millions of end customers in a customer-oriented, efficient and intelligent way. The BSI Customer Suite comes with an Industry Cloud that integrates in-depth industry knowledge with specific processes and regulations into the software. A Existing IT systems are always fully integrated via various standard connectors to enable a high degree of automation and a consistent data flow. The software and data are stored in Swiss or German data centres.

Markus Brunold, CEO of BSI comments: "BSI connects people and software. The BSI Customer Suite combines customer focus and industry expertise based on a sophisticated no-code/low-code platform. With this recipe for success, we are continuing our growth strategy in Europe to inspire more customers."

### **Successful partnership with Capvis in recent years**

When Capvis partnered with BSI in 2020, the aim was to continue BSI's success story and at the same time provide further impulses for growth. Over the past four years, new software products have been developed, state-of-the-art cloud architectures rolled out, and the industry modules expanded. BSI has also been able to acquire three companies and expand the functionality of the Customer Suite with Snapview (GDPR-compliant video consulting), inSign (electronic signatures of the highest security level) and Riskine (software solution for advisory processes at banks and insurance companies).

André Perwas, Partner at Capvis, adds, "We were delighted when the founders and management chose Capvis in 2020. We have achieved a great deal in this partnership and are convinced of BSI's success in the next chapter of its growth."



## **Partnership with BU continues to focus on customer-centred growth and supports BSI's expansion in Europe**

With BU, BSI has gained a partner with a long track record of experience in the software sector. BU is the largest mid-cap investor headquartered in the DACH region and has been active in the investment area since 2015. BU has offices in Zug, Munich and Milan.

"Of course, our customers and our products will remain the focus of our further growth strategy," explains Markus Brunold, CEO of BSI, adding, "with BU, we can simultaneously drive forward internationalisation and expand in our focus industries within Europe".

Chris Rusche, co-founder and board member of BSI, adds, "The growing size allows us to continue to invest in our employees and products. All our customers benefit from BSI's success with a strong, comprehensive, European software platform for CRM and CX".

Philipp Struth, Partner at BU, commented, "BSI convinced us not only with its innovative product portfolio but, above all, with its unique corporate culture, which has turned a large part of its workforce into real co-entrepreneurs. At BU, we feel honoured to be able to help shape and support BSI's future growth."

The parties have agreed not to disclose the financial terms of the transaction. The completion of the transaction is still subject to the approval of the relevant authorities.

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### **About BSI**

With its Customer Suite, the Swiss software company BSI offers a holistic, AI-supported platform for the digitalisation of customer relationships. BSI provides everything that an excellent customer experience needs for banking, insurance, retail and energy & utilities. In addition to its many years of industry expertise, this also includes BSI's CRM system with a generative 360° customer view and a BSI Companion. Around 230 corporate customers use BSI's software to reach their more than 150 million end customers throughout Europe. Since its foundation in Switzerland in 1996, the company has established itself as the market leader in its focus industries in the DACH region. Its customers include renowned companies such as ADAC, the Raiffeisen Banking Group, Signal Iduna, PostFinance and Merkur Software and people working together - that's what BSI stands for.

[www.bsi-software.com](http://www.bsi-software.com)

### **About Capvis**

Capvis AG, Baar, Switzerland, is the exclusive adviser of the Capvis funds that primarily acquire majority stakes in leading medium-sized technological firms. Its activity is founded on its longstanding experience in creating local and global market leaders in the fields of healthcare, industrial technology, and advanced services & software from family or entrepreneurial owned companies. Close cooperation with strong management teams ensures that the potential of companies is developed to the full while creating long-term values. Capvis has a track record of more than 30 years in private equity and invested more than EUR 4 billion in 63 companies. The remarkable number of 10 IPOs documents the quality of the investments managed and developed by Capvis.

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### **About Bregal Unternehmerkapital**

Bregal Unternehmerkapital ("BU") is a leading investment firm with offices in Zug, Munich, and Milan. With €7.0bn in capital raised to date, BU is the largest mid-cap investor headquartered in the DACH region. The funds advised by BU invest in mid-sized companies based in Germany, Switzerland, Italy, and Austria. With the mission to be the partner of choice for entrepreneurs and family-owned businesses, BU seeks to partner with market leaders and "hidden champions" with strong management teams and outbreak potential. Since its founding in 2015, the funds advised by BU have invested over €3.0 billion in more than 100 companies with more than 27,000 employees. Thereby, more than 7,700 jobs have been created. BU supports entrepreneurs and families as a strategic partner to develop, internationalize, and digitize their businesses, while helping them generate sustainable value on a responsible basis with the next generation in mind.

[www.bregal.ch](http://www.bregal.ch)