

BSI continues its strategic growth trajectory and acquires leading provider of electronic signature solutions in the insurance industry “inSign”

Baden, January 12, 2023 – CRM and marketing automation manufacturer BSI acquires inSign, provider of digital signature solutions in the German insurance industry. In doing so, BSI is consolidating its market position in the DACH region in the banking and insurance sectors and will in future also offer new digital applications for a seamlessly integrated and automated customer process for other sectors.

BSI is acquiring inSign GmbH as of December 2022. inSign will be released from the overall company iS2 AG, a subsidiary of the insurance group die Bayerische, and will become part of the BSI Group. “With this acquisition, we are strengthening our banking and insurance sectors in the DACH region and are consistently continuing our strategic growth trajectory,” says BSI CEO Markus Brunold. “With the seamless integration of inSign into our customer management software, we are extending the standard processes offered up to the conclusion of a contract with a legally compliant signature. This enables us to offer our customers and their customers real added value. This is done in compliance with regulatory requirements and can be embedded into all types of hybrid advisory processes at any time.”

BSI acquires 100% of the shares of inSign. Martin Hierhager, previously Member of the Management Board of the inSign business unit within iS2 AG, is moving to BSI with his entire team.

“BSI and inSign are long-standing and proven partners and market leaders among German insurance companies. This makes us doubly strong, as it demonstrates our expertise in the DACH region, which is subject to strict regulatory requirements,” says Martin Hierhager, Managing Director of inSign.

“With the acquisition by BSI, we as inSign will be able to invest even more consistently and sustainably in the development of our electronic signature solution.”

The inSign signature solution has been integrated into BSI’s video consultation solution for some time now, enabling consultants and clients to process and digitally sign documents in a video call in a legally compliant manner. Originally, inSign was a joint project between iS2 and the insurance group die Bayerische. Martin Gräfer, member of the Board of Directors of die Bayerische: “For us as die

Bayerische, it has always been important to act as a driver of innovation. With the establishment of “inSign” at the time, we reached a major milestone in the field of digitalisation. This was an innovation in the financial and insurance sector. The project is constantly growing and conquering new sectors and markets beyond the insurance industry. A truly successful project that now serves BSI as a new tool for expanding its portfolio. What a success!

For iS2 AG, the sale results from the long-term strategy of focusing more strongly on its core business and the predominantly German target market. “With this reorganisation, we want to focus on our core business and our core technologies and invest more in optimising our sales processes and diversifying our product portfolio. Innovative product developments are just as important to us as expanding our expertise as a partner, particularly to medium-sized insurers, in the digitalisation of their sales and customer processes,” says Felix Kugelmann, member of the iS2 Management Board.

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About BSI

With its BSI Customer Suite, the Swiss software company BSI provides a comprehensive platform for the digital transformation of customer relationships. It offers everything needed for an outstanding customer experience in the retail, banking, insurance and energy & utility industries. At the core of the innovation is the company’s many years of industry experience. In the insurance industry, BSI is considered the market leader for CRM software, which 130 banks, insurers and trading companies use to reach around 27 million end customers across Europe. Founded in Baden, Switzerland, in 1996, BSI has about 413 employees and 7 additional offices in Germany and Switzerland. BSI’s customers include companies and organizations such as ADAC, Signal Iduna and HDI and other market-leading companies throughout Europe.

www.bsi-software.com

About Capvis

Capvis is one of the leading private equity companies in Europe. Capvis AG, the exclusive Capvis funds advisor, mainly acquires majority shareholdings in leading medium-sized companies. Its aim is to support management teams in unlocking entrepreneurial potential and achieving new levels of top performance. Capvis focuses on regional champions in local markets and global niche leaders in Industry & Technology and Advanced Services. Since 1990, Capvis has completed 61 transactions representing a total invested capital of over EUR 3.5 billion. Capvis has listed ten companies on the stock exchange and has been repeatedly voted Switzerland’s best private equity company by the international press.

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About iS2

The IT service provider and solution provider iS2 Intelligent Solution Services AG has been a partner to the insurance industry since 1990 and combines industry know-how and technological expertise to optimise sales and distribution processes. As a product manufacturer, iS2 develops software to support consulting processes for pensions, biometrics and holistic needs analysis. In addition, the creation of tools to improve the customer experience for hybrid insurance customers is playing an increasingly important role in the portfolio. In addition, iS2 is an established partner for strategy and process consulting and the development of sales and customer portals as well as individual IT projects at numerous insurance and financial companies.

About die Bayerische

The die Bayerische insurance group was founded in 1858 and consists of the companies Bayerische Beamten Lebensversicherung a.G. (the parent company), BL die Bayerische Lebensversicherung AG and the composite insurer BA die Bayerische Allgemeine Versicherung AG. The Group's total premium income amounts to more than EUR 722 million. The Group is continuously increasing its equity and is well above the industry average. Investments of over EUR 5 billion are managed. More than 12,000 personal advisers are available to die Bayerische's approximately 1 million customers nationwide. The rating agency Assekurata awarded the parent company a quality rating of A- ("very good") in a recent credit rating and attests to the company's financial strength, which is far above that of the industry. BA die Bayerische Allgemeine AG was also awarded an A- as part of a credit rating. BL die Bayerische Lebensversicherung AG received an A+ rating as part of a comprehensive corporate rating.