

# FACT SHEET

## Empowering companies to transform

SoftwareONE is a leading global provider of end-to-end software and cloud technology solutions, headquartered in Switzerland. With capabilities across the entire value chain, we help companies design and implement their technology strategy, buy the right software and cloud solutions at the right price, and manage and optimize their software estate. Our offerings are connected by PyraCloud®, SoftwareONE's proprietary digital platform, that provides customers with data-driven, actionable intelligence.

SoftwareONE's shares (SWON) are listed on SIX Swiss Exchange.



### Worldwide presence

- Global headquarters in Stans, Switzerland
- Sales and service delivery in 90 countries
- Able to transact in 150+ countries
- 3 global service delivery centers, 6 regional service delivery centers
- 24/7 support in 13 languages



### Strong relationships

- Around 5,800 employees, encompassing sales, customer success, technology and advisory specialists
- Around 65,000 customers worldwide, diversified across geographies, SMEs and enterprises



### Trusted vendor partner

- Relationships with over 7,500 software publishers, including elite partnerships with Microsoft, Adobe, Oracle, Red Hat, VMware, Symantec and many more
- Largest channel partner globally for Microsoft and largest partner for Microsoft's fast-growing cloud platform Azure <sup>1)</sup>

<sup>1)</sup> SoftwareONE estimate based on global transaction volume

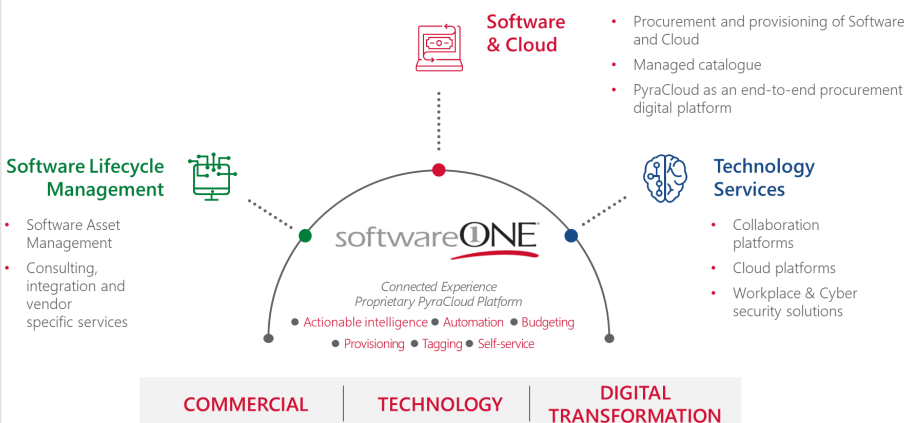


### Cloud experts

- Over 10 million users migrated to cloud-based solutions
- Approx. 2 million cloud users supported



## Integrated platform with end-to-end value proposition



## Successful track record and significant future potential

- SoftwareONE manages around CHF 13 billion purchasing volume (software, solutions & services) for customers. We have a long-term track record of double-digit top line growth with significant margin expansion and strong cash generation.
- Our broad customer base in the software and cloud business offers substantial cross- and up-selling opportunities for attached services and solutions. This has allowed us to significantly grow our gross profit from existing customers over the last few years, and has accelerated our transition from a traditional reseller to an end-to-end technology solutions leader.

# FACT SHEET

## Leadership

### Executive Board

Dieter Schlosser  
Chief Executive Officer,  
with SoftwareONE since 2012

Hans Grüter  
Chief Financial Officer,  
with SoftwareONE since 2014

Alex Alexandrov  
Chief Operating Officer,  
with SoftwareONE since 2017

Neil Lomax  
President of Sales,  
with SoftwareONE since 2008

### Board of Directors

Daniel von Stockar  
Chairman, Founding Shareholder

José Alberto Duarte

René Gilli  
Founding Shareholder

Timo Ihmoutila

Peter Kurer  
Lead Independent Director

Marie-Pierre Rogers

Jean-Pierre Saad

† 2018: Patrick Winter  
Founding Shareholder

## History and milestones

- 2000 Softwarepipeline, specialized in software license management and IT security, is founded in Zurich, Switzerland, by Daniel von Stockar and Patrick Winter.
- 2001 Softwarepipeline develops first version of a web-based application for software asset management services.
- 2005 Softwarepipeline merges with Microware, a Swiss local software licensing company founded by René Gilli in Stans, Switzerland, in 1992. Combined firm becomes market leader in Switzerland, serving international customers.
- 2006 Softwarepipeline acquires SoftwareONE, a US-based software licensing company founded in 1985, and adopts its name. Beat Curti joins Daniel von Stockar, Patrick Winter and René Gilli as Founding Partners of SoftwareONE.
- 2010-14 Further international expansion from 25 into 80 countries, strengthening position as a leading global provider of software services and portfolio management solutions.
- 2015 KKR, a leading global investment firm, makes a minority investment in SoftwareONE.
- 2015 Acquisition of the software licensing business of US-based CompuCom.
- 2015 Acquisition of The House of Lync, a US-based unified communications services provider.
- 2016 Launch of proprietary PyraCloud®, an automated platform for procuring, monitoring and optimizing the value of software assets.
- 2017 Acquisition of UC Point, a global unified communications and collaboration services provider based in Switzerland.
- 2018 Acquisition of ISI Expert, a managed services and infrastructure provider based in France.
- 2019 Transformational acquisition of Comparex, a global software, cloud and IT solutions provider based in Germany with 2,500 employees in 36 countries across Europe, Asia and the Americas.
- 2019 Acquisition of RightCloud, a managed infrastructure provider based in Singapore.
- 2019 Acquisition of SAMSentry, a UK-based specialist in software governance technology.
- 2019 Acquisition of a significant stake in InterGrupo, one of Latin America's leading cloud technology consulting and application modernization providers, based in Colombia.
- 2019 SoftwareONE conducts an IPO on SIX Swiss Exchange and becomes a public company on 25 October 2019.
- 2019 Acquisition of Massive R&D, a Tokyo-based Amazon Web Services (AWS) specialist.
- 2019 Acquisition of BNW, a specialist in SAP platform transformation, public cloud migration and application management services based in Australia.
- 2020 Acquisition of GorillaStack, a cloud cost management and real-time event monitoring SaaS platform based in Australia.
- 2020 Acquisition of B-lay, a leading provider of Software Asset Management (SAM) advisory and managed services for SAP and Oracle solutions.
- 2020 'make it noble'-founders join SoftwareONE to broaden its Microsoft Azure and 365 capabilities.

## Investor Relations

SoftwareONE  
Anna Engvall  
Senior Investor Relations Officer  
Telephone: +41 44 832 41 37  
[anna.engvall@softwareone.com](mailto:anna.engvall@softwareone.com)

## Media Relations

SoftwareONE  
Panthea Derks  
Senior Communications Manager  
Telephone: +41 44 832 82 03  
[panthea.derks@softwareone.com](mailto:panthea.derks@softwareone.com)

## Corporate Headquarters

SoftwareONE Holding AG  
Riedenmatt 4  
6370 Stans  
Switzerland  
[www.softwareone.com](http://www.softwareone.com)