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KLOPOTEK PRESS RELEASE

Klopotek has acquired Prinovation to strengthen Print Procurement Services

Effective from 20 December 2022, Klopotek AG has taken over 100% ownership of Prinovation AG.

Prinovation offers various Print Management Services: production consulting, product consulting, material usage, strategic and operational purchasing, print specification, supplier management, and outsourcing for print media. Customers benefit from competence and guidance for optimizing the print procurement process including the complete outsourcing of specific procurement and print media delivery services. In 2022, Prinovation achieved a revenue of 1+ million CHF.

The company also provides to its clients 'Noosh' – a leading e-procurement platform for media companies for planning, completing procurement processes for, and processing print media of all kinds – as a Cloud Solution. The publishers of the Holtzbrinck Group (S. Fischer, Kiepenheuer & Witsch, Rowohlt, and Droemer Knaur) have been using this platform – branded 'bookworXs' by Holtzbrinck – for several years enabling them to manage a seamless and paperless print procurement process. In the German-speaking area of Europe, various print service providers are users of the platform, allowing them to provide a complete digital e-procurement process from the managing initial offer request to handling the final invoice.

Peter Karwowski, Co-CEO & CTO of Klopotek, explains the reasons for this acquisition: "Procurement related to print management has become a major topic for publishers, as a result of significant cost increases for paper and logistics, in many cases combined with efforts to manage products in a more environmentally-friendly way. With the powerful 'Noosh' platform used by over 6,000 clients and suppliers worldwide, we can now offer a hugely competitive Print Management solution, both in the fields of services and consultancy, to our growing customer base to make their business more efficient and sustainable. Especially for small- and mid-sized publishers with limited resources, this service, combined with the platform, can lead to cost optimization. I am happy that the founder of Prinovation, Jakob Röschli, has decided to stay 'on board' of the successful business he created by supporting us in further business development."

Jakob Röschli, who established Prinovation almost 18 years ago and has owned the business until December 2022, illustrates the reasons for putting his business in the hands of Klopotek: "For me, it was time to find a sustainable, future-proof solution for

the company and its employees. I know Klopotek as a well-established, reliable and truly innovative provider of solutions to publishers. Their interest in additional service offerings and our portfolio go together extremely well. This transition clearly was the best result I could think of when working on a succession plan for my company. I'm happy that we reached an agreement and look forward to supporting Klopotek in integrating the offerings of Prinovation with its large portfolio of print procurement services many clients rely on."

Prinovation will continue its business as subsidiary of Klopotek AG based in Pfäffikon, Switzerland. The existing customer contracts and requests will be fulfilled without interruptions providing excellent quality.

Klopotek will promote the print management services of its newly acquired subsidiary and the e-procurement platform Noosh to the publishing and media industry. Customers of Klopotek will benefit from a seamless integration of these solutions.

For more information, please contact

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About Klopotek

The Klopotek Group is the international market leader in the area of publishing software. We contribute to the success of more than 400 publishers with more than 3,000 imprints, with over 24,800 users, in 140+ locations. In 2021, the Klopotek software was used to process invoices or royalties totaling approximately 4.6 billion Euros net. Our software supports more than 6 million titles on Klopotek Title Management.

<https://www.klopotek.com/>

About Prinovation

Prinovation AG was founded by Jakob Röschli in Pfäffikon, Switzerland in 2004. For over 18 years, the company has been advising professionals in the fields of market business development and key account management on optimizing procurement and production processes in the media sector – from customers and creatives to production specialists and suppliers. Today, Prinovation is one of the leading Certified Solution Partners of Noosh's cloud-based, integrated project and procurement solution in the German-speaking area (Germany, Austria, Switzerland). Prinovation offers the product Noosh as a cloud solution and print management services.

<https://www.prinovation.ch>

About Noosh

Noosh is a system for planning, the procurement of, and processing individual products and services in the media sector by integrating internal departments, marketing, purchasing, as well as suppliers and agencies. Noosh is a cross-company software-as-a-service application. Standardized interfaces are available.

Prinovation is a Certified Solution Partner of Noosh.

Detailed and individual product and service descriptions can be created using the intuitive Noosh editor.

Users collaborate with team members and suppliers, approve order changes, and manage new or renewed orders. Noosh supports monitoring the order status in real time, increasing transparency in the process and reducing costs by making use of multi-faceted systemic procurement management. Noosh is the "system of records". All transactions in the overall process can be tracked at a glance.

Noosh is used worldwide and across all industries: over 20,000 users, over 6,000 companies and more than \$1.6 billion in transactions.

<https://www.noosh.com/our-product>