



Press Release

YPOG advises CRM software company BSI on acquisition of Snapview

Berlin, November 29, 2021 – A YPOG team led by partner Martin Schaper provided comprehensive legal and tax advice to CRM software company BSI Business Systems Integration AG (BSI) on the acquisition of Munich-based SaaS company Snapview GmbH, a leading customer engagement platform for the financial sector. BSI, a portfolio company of the leading Swiss private equity investor Capvis, is acquiring 100 percent of the shares in Snapview. Snapview will initially be continued as a company. It will be integrated into BSI in the medium term. The purchase price was not disclosed. According to BSI CEO Markus Brunold the acquisition not only means a significant product expansion for BSI's existing focus sectors of insurance, banking and retail. Together with Snapview, they are further expanding its position in the DACH home market and closing the gap between customer acquisition and contract conclusion. Further it enables BSI to offer a seamlessly integrated digital marketing and sales solution.

Snapview was founded in 2004 in Mannheim by Erik Boos and Mark Zondler. The company employs around 30 people and provides a video consulting solution for digital sales closures for banks, insurance companies and financial services companies, which is used by well-known companies such as ING, Swiss Life, LBS and Hanse Merkur. It is one of the most comprehensive and fully regulatory compliant solutions for face-to-face customer consultation and virtual contract conclusion. Snapview's founders will remain with the company with continued responsibility for Snapview's customers and employees.

The law firm PWWL advised on the transaction alongside YPOG on employment law aspects.

Advisors to BSI: YPOG

Dr. Martin Schaper (Lead/Transactions), Partner
Dr. Malte Bergmann (Tax), Partner
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Stefanie Heinemann (Transactions), Transaction Lawyer

Advisors to BSI (Labor Law): Pusch Wahlig Workplace Law

Dr. Marius Fritzsche, Partner
Dr. Luca Rawe, Managing Associate

About BSI

BSI, a Swiss software company headquartered in Baden, offers a comprehensive platform for the digital transformation of customer relationships through its BSI Customer Suite. Based on many years of industry expertise, the company develops and sells powerful, specially designed solutions for retail, banking and insurance industries. It was founded in Baden in 1996, has seven additional offices in



Germany and Switzerland and employs approximately 400 employees. BSI's customers include market-leading companies in Europe. www.bsi-software.com

About Capvis

Capvis, the Swiss investment company, came on board in 2020 to support BSI's corporate development through strategic acquisitions. Capvis focuses on medium-sized companies in the DACH region. Its business is built on many years of experience shaping local and global market leaders in healthcare, industrial technology and advanced services & software. Since 1990, Capvis has concluded more than 60 transactions with an investment volume of more than €3 billion. It has taken ten companies public and has repeatedly been voted the best investment company in Switzerland by the international trade press. www.capvis.com

About YPOG

YPOG is a boutique law firm for tax and business law which is active in the core fields of Tax, Funds, Corporate, Litigation, Transactions, IP/IT and notarial services. The Team at YPOG represents a broad client base, which ranges from emerging technology companies and family-run SMEs to large corporations as well as private equity and venture capital funds. YPOG has become one of the leading players for venture capital, private equity and fund structuring in Germany. The firm and its partners have been recognized nationally and internationally by JUVE, Best Lawyers, Legal 500, Focus and Chambers and Partners. Today, YPOG has more than 70 experienced lawyers and tax specialists and a notary, in three offices in Berlin, Hamburg and Cologne. More information about YPOG: www.ypog.law and www.linkedin.com/company/ypog.

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