

PRESS RELEASE

msg systems Becomes Shareholder in Softproviding AG

msg plans to use the new majority shareholding to strategically expand the Food division.

Munich, April 5, 2016. Retroactive to January 1, 2016, msg systems ag has become a majority shareholder in Softproviding AG, and in doing so, has made the company part of the globally active msg group. Softproviding AG is a Swiss company headquartered in Basel. It specializes in SAP-based consulting business for the meat industry and realizes industry solutions in that field. With this new majority shareholding, msg is expanding its current portfolio in the Food division, a division the company considers strategically significant, to include a solution for the meat industry. The new addition will complement msg's existing SAP-based solution and consulting services for the dairy industry. Softproviding will continue to act independently within the msg group and will remain under the same management, Jan Grütter and Hans-Peter Jordi. Christoph Petznik of msg systems ag will join the executive management team and Hans Zehetmaier, Chairman of the Board of Directors at msg systems ag, will join Softproviding's advisory board.

Softproviding is the leader in SAP-based consulting business and in the realization of industry solutions for the meat industry. Today, the company has more than 20 customers in the global meat industry, who employ the Softproviding software in more than 60 production plants. In 2011, Meat Management by Softproviding became the only solution in the meat industry to be recognized as an SAP-endorsed business solution, lending Softproviding the status of an SAP-Endorsed Global Solution Partner (EBS). msg's participation will grant Softproviding access to msg's global wealth of resources, product development and technological competence. The skills of msg's global team of consultants for the dairy industry can also be translated to the meat industry, as the fields complement one another perfectly.

“Our participation in Softproviding will allow us to strategically expand the Food division, which we have already successfully established in the dairy sector. In collaboration with Softproviding, our

goal is to become the global market leader in the field of product-based industry solutions for the meat industry,” explains Hans Zehetmaier, Chairman of the Board of Directors at msg systems ag.

“We were looking for a strong partner with whom we could work to further expand our existing position in the market,” Jan Grütter, CEO of Softproviding AG, points out. “With msg we have found a partner who is already globally active and together our competences create very promising synergies we can use to further expand our position in the market.”

msg

msg is an independent, international group of companies with more than 5,500 employees around the world. The group of companies offers a holistic service spectrum of creative, strategic consulting and intelligent, sustainable and value-added IT solutions for the following industries: automotive, financial services, food, insurance, life science & healthcare, public sector, telecommunications & media, travel & logistics, as well as utilities, and has acquired an excellent reputation as an industry specialist during its more than 30 years in business.

Within the group, independent companies cover the wide variety of industry and issue-based competence: msg systems ag forms the core of the company group and works in close cooperation with the subsidiaries, both on a business and organizational level. This allows the competence, experience and know-how of all the members to be bundled into a holistic solution portfolio with measurable added value for its customers.

msg holds sixth place in the ranking of IT consulting and system integration companies in Germany.

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