

## News

### **adesso subsidiary ARITHNEA merges with adesso SE**

**Dortmund, 10. August 2020**

**The adesso subsidiary and e-commerce and CMS specialist ARITHNEA GmbH is merging with adesso SE. The integration measure will allow IT service provider adesso to strengthen its offerings in the field of customer experience and provide customers with improved service from a single source.**

Counting more than 280 employees, the adesso Group's ARITHNEA digital agency exemplifies the digitalisation of customer-focused business processes, primarily in the B2C context. In future, it will operate as an integral part of adesso SE, allowing adesso Group customer experience activities to be further bundled under the adesso brand. More importantly, the merger means that the agency services will be more engaged with adesso's industry expertise. To ensure best possible results, ARITHNEA will be transferred to the adesso Digital Experience business area. A merger agreement to this effect was signed by both parties.

ARITHNEA was initially acquired by adesso in 2012 as a majority shareholding, then becoming a wholly owned subsidiary in 2016. For years now, the agency has stood for the successful development of digital brands including the conception, implementation and operation of corresponding technology platforms. These include market-leading e-commerce applications, content management systems, websites, portals and CRM systems. This is illustrated by partnerships with market leaders such as e-Spirit or SAP for the Commerce Cloud Suite. The transformation will also enable ARITHNEA's consulting, IT project and service business to be further strengthened thanks to the extensive technological expertise of the parent company. Dirk Pothen, the responsible adesso Executive Board member, explains the reasoning behind the decision: "This step allows us to further integrate the digital agency's expertise with our extensive understanding of the industry here at adesso. Our customers will thereby benefit from specific, tailored and integrated solutions for the management of their customer journey. The merging of sales activities will simultaneously strengthen our market presence."

Above all, it will be the closer cooperation with adesso's other business areas that will open up a much wider spectrum of customers. For Guido Ahle, head of adesso's new Digital Experience business area, this move signifies both a commitment and an opportunity: "The complete integration of ARITHNEA shows that we are both clearly committed to the digital agency's existing business model and are upgrading the existing range of services through an additional

area for online marketing activities. At the same time, the portfolio will be given the opportunity to increase its market visibility and recognition beyond its current sphere of activity due to the wide range of leverage opportunities at the adesso Group.

adesso SE will continue its business operations with all employees at the existing locations following the merger of ARITHNEA with adesso SE on 1 November 2020. In balance sheet terms, the merger is to be completed retroactively as at 1 January 2020.

*approx. 2,930 Letters*

### **adesso SE**

adesso is one of the leading IT service providers in the German-speaking area and focuses its consulting and software development activities on the core business processes of companies and public authorities. adesso's strategy is based on three pillars: the deep industry-specific know-how of its staff, the comprehensive expertise in technology and the application of reliable methods in software implementation projects. Following this approach, adesso develops superior IT solutions, which enhance the competitive position of a company.

adesso was founded in 1997 in Dortmund and currently employs about 4,200 members of staff. The share is listed on the regulated market. Among the most important customers in the banking segment are Commerzbank, KfW, DZ Bank, Helaba, Union Investment, BayernLB and DekaBank, in the insurance segment Munich Re, Hannover Re, DEVK, DAK, Zurich Versicherung, Medizinischer Dienst der Krankenversicherung (MDK-IT) as well as cross-industry Daimler, Bosch, Westdeutsche Lotterie, Swisslos, DZR Deutsches Zahnärztliches Rechenzentrum, TÜV Rheinland, Beschaffungsamt des Bundesministeriums des Innern.

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