

## Summary

TrekSoft AG invests in Giant Monkey and forms a strategic partnership to penetrate the museum market.

## TrekSoft Group acquires stake in Berlin-based company Giant Monkey

Interlaken, February 8, 2023 – The Swiss group of companies TrekSoft AG (TrekSoft Group) is taking a stake in the Berlin-based company Giant Monkey GmbH (Giant Monkey). For the TrekSoft Group, the strategic investment in Giant Monkey is the next logical step to reach museums throughout Europe in the future.

For several years, Giant Monkey has been successfully realizing projects in the museum world and equipping museums with integrated systems. Now, in particular, the reach into the DACH and entire EU region is to be expanded by making both modern payment and omnichannel solutions accessible to museums and cultural institutions.

TrekSoft is the fourth shareholder, alongside the former shareholder Combase AG from Dresden and the founding shareholders Adrian Fuhrmann and Lion Vollnhals. The management remains with the previous managing directors.

The managing director and co-founder of Giant Monkey, Adrian Fuhrmann, says: “We are proud to have brought another strong partner on board with TrekSoft. The participation underlines the success of our strategy so far, which we will continue in the future and offer the market the most innovative solutions for international visitor management.”

“We look forward to working with the team at Giant Monkey. We are a group of software providers for diverse tourism service providers such as theme parks, ski schools and experience providers, and we are happy to have added Giant Monkey, the market leader in the museum sector. Within the group we share “best practices” and learn from each other, while offering opportunities for “cross-selling”. But apart from that, we run a decentralized setup, and nothing will change for Giant Monkey's customers.” says Philippe Willi, co-founder and Group CEO of TrekSoft Group.

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About TrekSoft:

The TrekSoft Group was founded in 2010 with headquarters in Switzerland and currently has 6 portfolio companies that provide software solutions for various tourism service providers such as theme parks, ski schools and experience providers. In total, the TrekSoft Group employs over 130 people. The group is organized in a decentralized manner and shares “best practices” as well as “cross-selling” options among each other. The group is growing both organically and inorganically through acquisitions.

About Giant Monkey:

Giant Monkey GmbH was founded in Berlin in 2012 and produces visitor management solutions for museums and cultural institutions. The company currently employs 24 people.