

KREATIZE enters new market with well-known Austrian investors

"We are convinced of the potential and relevance for the Austrian industry"

- **KREATIZE receives a mid single-digit million euro amount to finance further growth**
- **the goals are the development of the Austrian market and the expansion of the market leadership in Europe as well as**
- **supporting a rapid, cost-optimised production ramp-up of Austrian industry in times of the COVID-19 pandemic**

Berlin, May 18, 2020 – KREATIZE, Germany's largest procurement platform for mechanical engineering, receives a joint investment from the Austrian B&C Innovation Investments (BCII) and the industrialist Martin Ohneberg and thus expands its business in Austria. The procurement of industrial components is often a costly, lengthy and non-transparent process. KREATIZE offers customers as a digitalized procurement partner access to industrial machine components made of metal or plastic. By means of a specially patented software equipped with artificial intelligence, the entire process from ordering to delivery is handled fully automatically. This automation results in great price and delivery time advantages for customers and at the same time better capacity utilisation for suppliers. With a volume of around 700 billion euros, the mechanical engineering market is one of the largest and at the same time highly fragmented B2B markets in Europe, according to a study by the VDMA.

Joint investment by B&C and industrialist Martin Ohneberg

B&C Innovation Investments (BCII) and the industrialist Martin Ohneberg have jointly invested a mid single-digit million amount in KREATIZE GmbH within the scope of a capital increase - with the aim of establishing their digital procurement solution in Austria and becoming the market leader in Europe. As the majority shareholder of Lenzing, AMAG and Semperit, the B&C Group is Austria's largest independent industrial holding company. Through BCII, B&C invests in technology and growth companies that offer added value to established industry.

KREATIZE fits perfectly into the portfolio of the investors

"The digital procurement approach of KREATIZE opens up a clearly measurable added value for the industrial purchasing of machine components. KREATIZE has already shown strong growth over the last years, and we are convinced of the further potential and relevance for the Austrian industry. Especially now, in the time after the shutdown due to the COVID-19 pandemic, a fast, cost-optimized production ramp-up of the industry is crucial for the location. KREATIZE fits ideally into B&C's IndustrialTech portfolio, with which we make relevant technologies and services from Austria and abroad accessible to the domestic industry", says B&C Managing Director Thomas Zimpfer. Since its foundation in 2016, B&C Innovation Investments has invested directly in seven technology and growth companies. In addition to KREATIZE, investments are held in TTTech, Flightkeys, Kinexon, Citrine, Frequentis and klarx.

Rapid procurement an important competitive factor

Martin Ohneberg, CEO of the Vorarlberg automotive supplier HENN and President of the Vorarlberg Federation of Industry, is co-investor at B&C's side in the capital increase of KREATIZE. He has already been able to convince himself of the advantages of the on-demand procurement service. "The time and cost factor plays a decisive role in the competitiveness of a company, in addition to the innovation activity. The Corona crisis will certainly bring about economic changes and force companies to further digitalise their procurement and production processes and to adapt or realign them to the new conditions. The economic success or even the existence of a company can depend on how quickly the changeover can take place", says Ohneberg and adds: "Thanks to the intelligent business model and the already large international supplier and customer base, KREATIZE will be able to meet one of the future trends of 'glocalization', i.e. the adaptation to local markets".

Intelligent order processing from one source

KREATIZE was founded by Simon Tüchelmann (CEO) and Daniel A. Garcia Rodriguez (CTO) in 2015 and has since established itself as the leading online supplier of components in Germany. "We automatically combine our customers' orders with free capacities of our suppliers and are the only contact person in the entire handling process. Our goal is to help mechanical engineering companies - the backbone of the European economy - to procure components more agile, faster and more cost-efficiently", explains Tüchelmann the business model of KREATIZE. The additional capital tapped by B&C and Martin Ohneberg is to be used primarily for growth: "In addition, we will benefit from the industrial expertise of the two investment partners, especially from access to Austrian industry," adds Tüchelmann. KREATIZE currently has around 150 customers, including global leaders as well as medium-sized companies, primarily in the fields of 3D printing, electromobility, micro-mobility, robotics and automation. The company has already been supported by several investors, including Earlybird Venture Capital.

About the B&C Group

The B&C Private Foundation (www.bcprivatstiftung.at) is an independent foundation which, since its establishment in December 2000, has pursued the goal of promoting Austrian entrepreneurship and Austria as a business location. Through its holding companies (www.bcholding.at), B&C performs the tasks of a stable core shareholder in Austrian industrial companies. It exercises its shareholder rights in the interest of the respective company, thereby providing companies with long-term planning security and a stable ownership structure. The B&C Group currently holds 50% plus 2 shares in Lenzing AG, 54.2% in Semperit AG and 52.7% in AMAG Austria Metall AG. In 2019 these listed companies achieved consolidated sales of EUR 4.0 billion and together employed a staff of about 16,000. B&C also holds a minority interest of 10% in VAMED AG. With B&C Innovation Investments, the B&C Group has been involved in investments in technology growth companies since 2016 and currently holds investments in this segment in the companies Flightkeys (approx. 18%), Kinexon (approx. 5%), Citrine (approx. 5%), Frequentis (approx. 10%), TTTech (approx. 11%) and klarx as well as in an Austrian start-up fund. In June 2019, B&C Privatstiftung and Berndorf Privatstiftung jointly established the MEGA Bildungsstiftung (www.megabildung.at) with an endowment of over five

million euros. The foundation is committed to fairness of opportunity in education and to the development of general business competence/life skills in Austria.

About KREATIZE

KREATIZE is the leading German procurement platform for the engineering industry. With locations in Berlin, Wrocław, Balingen and Tübingen, KREATIZE combines the best of both worlds - industrial know-how in the south and tech expertise in Berlin and Wrocław. Via the KREATIZE platform, mechanical engineering companies and manufacturing partners can easily handle the complete process from ordering to delivery of industrial components. Customers can request an offer with just a few clicks, order components and have full transparency about their order. Manufacturing partners benefit from higher capacity utilization and better market access. In February 2020, KREATIZE took over fabrikado GmbH and thus specifically expanded its range of services to include laser cutting, 3D printing and an online shop with immediate quotation generation. Since then CCO is Thomas Hoffmeister, one of the founders of fabrikado. KREATIZE is financed by well-known investors like Earlybird and Atlantic Labs as well as Gisbert Rühl (CEO Klöckner) and SCHÄFER WERKEN. KREATIZE currently has 70 employees.

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