

Press Release

16.02.2009

Excentos – new technology for online shops and manufacturers.

Capital investment of the BC Brandenburg Capital through the BFB Beteiligungs-Fonds Brandenburg supports growth of the excentos GmbH in Potsdam

Potsdam/Frankfurt (Oder)

As manager of the BFB Beteiligungsfonds Brandenburg of the ILB and the VC-Fonds of the Sparkassen in Brandenburg (S-UBG), the BC Brandenburg Capital GmbH (BC GmbH) is investing in excentos GmbH.

excentos develops software for online shops and manufacturer, which enables the user to find very easily what they are looking for on the Internet. The software recommends products at Internet search to the users and enables market recommendations. The software can seamlessly be integrated into existing Internet pages. excentos delivers the design, set up and service of their online product advisors. Their target groups are brand manufacturers and mail order companies.

“We are convinced that the product advisor software is setting new benchmarks. Online shopping is growing steadily by 20% annually (25 billion turnover in Germany in 2007). This also increases the demand for competent online advice, as the decision to buy is increasingly taken online. With the excentos Guided Selling-Technology consumer needs are established with a dynamic and user orientated search dialogue, which increases the quality of the product advice.” explains Sebastian Bertram, Senior Beteiligungsmanager (Fund Manager) of BC GmbH.

“We are pleased about the investment of BC GmbH, which enables us to accelerate our business development process and extend our technology lead even further. The funding will allow us to develop our already well accepted business model,” says Dr.-Ing. Ole Tangermann, Managing Director of excentos GmbH.

excentos GmbH

excentos creates a top salesman and brings a customer friendly experience to online shops and manufacturer web pages. The excentos online product advisor enhances the quality of online product searches and product advice in the e-commerce environment to the level of a qualified salesperson. Whereas consumers can find suitable products fast and efficiently, on-line distributors and manufacturers advertise for their products and as a result increase turnover and margins. The excentos online product advisor is seamlessly integrated into the host’s website and adapted to the individual product, in order to serve every online customer individually and almost like face to face buying experience. excentos offers the online product advisor software as “software-as-a-service” model, in order to guarantee efficiency for minimal cost. Further information at www.excentos.de.

BC Brandenburg Capital GmbH

BC Brandenburg Capital GmbH operates as a management and holding company to various investment funds. As a subsidiary of the Investitionsbank des Landes Brandenburg (ILB) and through investment of the Technologie-Beteiligungs-Gesellschaft mbH der KfW Mittelstands Bank, BC GmbH supports growth and innovation orientated small to medium sized enterprises by funding all different phases of business development: from research and development of a specific product or process to market launch and the possible float of the business.

BC GmbH currently manages 5 funds, with a total volume of 140 million Euros.

Currently, BC GmbH is also a financial partner for over 40 active businesses. Under the auspice of the Zukunftsagentur Brandenburg (ZAB) as well in conjunction with private investors, the funds of BC GmbH have contributed to investments of over 100 million Euros during its fifteen years of trading. At the centre of its investment activities are enterprises within the Information and Communication Technology arena, Life Sciences, Nano Technology, Testing and Measurement

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Technologies, Micro-electronic, and Industrial and Process Engineering. Further information at www.bc-capital.de.

BFB BeteiligungsFonds Brandenburg

The BFB BeteiligungsFonds Brandenburg GmbH (BFB) was established in October 2005 by the investments banks of the county Brandenburg in commission of the Ministry of Industry and Commerce with a volume of 30 million Euros. As scheduled, the active investment phase was completed in 2008. Aim of the Fund is to increase funding in the start up or expansion phase of small to medium technologically oriented ventures (SMEs) in Brandenburg, through open or silent investment with a capital of up to 1.5 million Euros. The funds for the newly created BFB BeteiligungsFonds Brandenburg GmbH are financed by 75% from the European Fund for Regional Development (ERFE) and 25% from the funds of the Ministry of Industry and Commerce of Brandenburg County. The management fell to BC Brandenburg Capital GmbH. Further information at www.ilb.de.

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