BSI continues its growth – 21 percent revenue increase in 2022

Partner business quadruples compared to previous year – BSI strengthens its market presence with inSign signature solution

Baden, April 05, 2023 – **The Swiss software company BSI, the developer of the BSI Customer Suite, an integrated platform for the digital transformation of customer relationships, increased its revenue by 21 percent to CHF 94 million in the fiscal year 2022 (prior year: CHF 78 million). With this result, the Swiss company has again brought about double-digit growth despite the macroeconomic headwinds. BSI currently employs a total of 440 people in Switzerland and at various offices in Germany (prior year: 404). One reason for the solid growth figures is BSI's partner business, which quadrupled in 2022. The company expects the positive corporate trend to continue this year: BSI recently announced <u>the acquisition of inSign</u>, one of the leading providers of electronic signature solutions.**

"We are very happy about achieving such an excellent growth rate again. The positive trend in our focus industries, which includes the newly added energy & utilities industry, was a key driver behind this result. A big 'thank you' goes to the entire BSI team, which once again turned in an impressive performance and made this success possible," remarked Markus Brunold, CEO of BSI. "And just as importantly, we would like to thank our customers and partners: This solid growth would not have been possible without our invariably trust-based, constructive collaboration where everyone is on an equal footing."

The BSI Customer Suite with new features and solutions for customer relationship management

With its BSI Customer Suite, the Swiss company offers holistic, digital customer relationship management along the value chain in its focus industries of insurance, banking, retail, and energy & utilities. Recently, BSI released the <u>BSI Customer Suite 23/1</u>, which comes with a host of new features and updates. As part of Release 23/1, BSI Snapview and Microsoft Teams clients were fully integrated into BSI. Another focal point is the extension and upgrade of BSI AI. In addition to comprehensive deep learning functionality, the implementation of fuzzy logic also facilitates the configurative mapping of rule-based logic, particularly in customer communication. The latter also applies to the signature solution inSign, which makes it possible to process documents in a legally compliant

manner and have them signed digitally. By now, this tool is no longer used exclusively in the financial and insurance industries but in BSI's other focus industries as well.

Additional product developments are in the making – A focus on AI

BSI's goal for this year is to continue the expansion of the industry cloud and the low-code/zero-code capabilities of the BSI Customer Suite, where Artificial Intelligence plays an important role. BSI also holds SWISS INSIGHTS' Data Fairness Label, which certifies an organization's responsible and transparent use of data. "Undoubtedly, the realm of Artificial Intelligence presents a multitude of exciting opportunities and immense potential that we plan to unlock for our customers. At the same time, it is also important to tackle the ethical issues surrounding this technology. While initiatives such as the EU's AI Act take a more regulatory approach in this area, we, just like SWISS INSIGHTS, use an enabling approach by creating opportunities instead of limiting them," explained Brunold.

Focus industry and industry cloud expansion – Plans for additional acquisition

To bring about comparable growth in 2023 as was achieved in 2022, BSI plans to continue the dynamic development of its partner business and its investments in the industry cloud. "We are delighted to have achieved such excellent results with our partners. Our distinct strategy is to continue our carefully curated partnerships on an equal footing. Creating synergies and offering our customers attractive new opportunities is what drives us, " added Brunold. BSI also plans to increase its investments in its focus industry energy & utilities, which is developing well. BSI took another step in the company's growth strategy by acquiring inSign at the beginning of the year. As Brunold explained, this was not the final acquisition for this year: "We are currently already in the midst of active discussions with the goal of continuing the strategic expansion of our product and portfolio."

Despite the string of layoffs in the tech industry – The BSI team is expected to grow

BSI is looking for more talent in almost all areas to support its growth. "While we have recently heard of more frequent waves of layoffs internationally, we at BSI are experiencing a completely different situation. Our robust growth allows us to conduct a targeted search for motivated professionals who can proactively support our continued development," explained Brunold. Above all, what is important is being involved in an interdisciplinary, dynamic environment and shaping new technologies and developments in customer relationship management while always keeping up with the latest trends.

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About BSI
With its BSI Customer Suite, the Swiss software company BSI provides a comprehensive platform for the digital transformation of customer relationships. It offers everything needed for an outstanding customer experience in the retail, banking, insurance and energy & utilities industries. At the core of the innovation is the company's many years of industry experience. In the insurance industry, BSI is considered the market leader for CRM software, which 130 banks, insurers and trading companies use to reach around 27 million end customers across Europe. Founded in Baden, Switzerland, in 1996, BSI has about 440 employees and 8 additional offices in Germany and Switzerland. BSI's customers include companies and organizations such as ADAC, Raiffeisen Bankengruppe, Signal Iduna and PostFinance and other market-leading companies throughout Europe.
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