

PRESS RELEASE

CeBIT 2009:

## SOFTWARE AG EXPANDS RESEARCH CAPACITY IN GERMANY

- The company takes a majority shareholding in itCampus Software and Systemhaus GmbH, based in Leipzig
- Ca. 100 researcher and developers will bolster Software AG's development capacity in Germany
- Process-oriented communication solutions from itCampus strengthen Software AG's product portfolio
- Software AG to leverage the innovative power of the university towns of Leipzig and Halle

Hanover, Germany, 02-03-2009 - Software AG, one of the world's leading suppliers of infrastructure software for business processes, is taking a 51 percent shareholding in Leipzig-based software company itCampus, as of 1-4-2009. By joining forces with itCampus, Software AG is expanding its German research and development capacity in the realm of process automation. ItCampus is an offshoot of the University of Leipzig and Martin Luther University in Halle-Wittenberg with great potential to further innovate in the field of corporate process solutions. The company has 120 permanent and independent employees of which ca. 100 are software experts. ItCampus has subsidiaries in the United Kingdom, Switzerland, Austria, Italy, and Slovakia. Customers of itCampus include such companies as Axel Springer, Bertelsmann, ThyssenKrupp, Deutsche Telekom, and the Mitteldeutsche Rundfunk broadcasting company.

ItCampus is a software vendor with strong links to research. Founded in 1999 in Halle/Leipzig, the company has continually built its expertise over the last ten years by recruiting approximately 100 permanent and temporary software experts from the ranks of the best university graduates in information technology from the Universities of Halle and Leipzig. In addition, the company is firmly integrated into the German research landscape. It is collaborating with the Darmstadt-based Fraunhofer Institute for Computer Graphics Research (IGD) and the Darmstadt University of Technology, to name just two. "We are investing in brains and knowledge. By joining forces with itCampus, we are strengthening our expertise in process optimization. Process efficiency is in high demand in these times of economic crisis. Our decision to join forces with the research-oriented itCampus sends a strong signal that Germany is an ideal location for software development," said Karl-Heinz Streibich, CEO of Software AG.

ItCampus's R&D activities includes customer specific IT project business and developing specialized process solutions for communication with a focus on the ergonomics and user friendliness of software applications. This includes Call-center software such as computer-assisted telephoning and software solutions that automatically analyze speech dialog. ItCampus's core competence lies in linking communication and business processes, such as customer meetings and the associated back-office processes, within the company. "The interface between spoken language and software will become more important in the automation of business processes, and itCampus is strengthening us in this area. Furthermore, itCampus's experience in the field of ergonomics is important for us. This interface competence fits well with our ease-of-use principle," stressed Peter Kürpick, CPO and responsible for research and development at Software AG.

Software AG's financial interest in ItCampus is the next development step for the Leipzig-based company after ten years of technology development and customer relationship building. By

combining the two companies' expertise, itCampus expects to assume a leading position in the growing communications processes market.

"The involvement of Software AG enables us to market our solutions globally," according to Dr. Andreas Lassmann, itCampus Managing Director. "Software AG's participation underscores the high performance of our research and development team and at the same time sends a positive signal for central Germany as a location for information technology development in general."

itCampus products will be integrated in Software AG's customer projects. The company will be run by the current management, in Leipzig. The majority interest is attained by means of an itCampus capital increase that will provide the Leipzig-based software developers fresh capital, expanding the company's options for development. The founders remain minority shareholders and active in the company, and both companies have agreed to maintain confidentiality about the purchase price.

About itCampus:

itCampus was founded in 1999, under the scientific direction of Prof. Dr. Wolfgang Lassmann from the Institutes for Economic Computer Science from the universities of Leipzig and Halle and the Institute for Operations Research and Management Hall (ifu). Since then, itCampus has continuously expanded its expertise. itCampus will continue to recruit the best IT graduates, with extensive expertise in theory and practice, from central Germany.

Photographs of today's press conference are available to you at <http://www.softwareag.com/Corporate/Press>.

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Die [Software AG](#) ist der weltweit größte unabhängige Anbieter von [Infrastruktursoftware für Geschäftsprozesse](#). Durch die Modernisierung, Automatisierung und Optimierung ihrer vorhandenen IT-Systeme und -Prozesse erreichen unsere 4.000 Kunden ihre Geschäftsziele schneller, schaffen sichtbare Werte und reagieren flexibel auf veränderte Geschäftsanforderungen. Mit den Lösungen der Software AG öffnen und steuern Unternehmen Informationen, Systeme, Applikationen, Prozesse und Services und erreichen einen hohen Automatisierungsgrad und durchgängige Transparenz.

Unser Produktportfolio umfasst marktführende Lösungen für das [Datenmanagement](#), die Erstellung und [Modernisierung von Anwendungen](#), [serviceorientierte Architekturen](#) und die [Optimierung von Geschäftsprozessen](#). Wir verbinden leistungsfähige Technologie mit Branchen-Know-how und bewährten Best Practices und helfen damit unseren Kunden, ihre Unternehmensziele schneller zu erreichen.

Die Software AG hat fast 40 Jahre internationale IT-Erfahrung und ist mit rund 3.600 Mitarbeitern in 70 Ländern vertreten. Das Unternehmen hat seinen Hauptsitz in Deutschland und ist an der Frankfurter Wertpapierbörse notiert (TecDAX, ISIN DE 0003304002 / SOW). 2007 erzielte die Software AG einen Umsatz von 621 Millionen Euro.

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