

## Press Release

IT/Business/Stock Markets

### PC-WARE bolsters its systems business

Leipzig, 24 October 2006 – Committed to expanding its system-house activities, PC-WARE has implemented a targeted programme to capture new customer segments with the help of a consistent marketing approach. Having successfully initiated start-up activities through senas AG, the main focus being on the SME segment, the Group is now taking its operations within this area to the next level by extending its existing client base to include PC-WARE customers operating within the manufacturing industry and the public sector. For this purpose, senas AG and its subsidiaries have been merged into the parent company, PC-Ware Information Technologies AG. The amalgamation of all operational entities connected with the PC-WARE Group in Germany is an integral part of the company's strategy to streamline Group structures. As a result, all separate subsidiaries will trade under the joint PC-WARE name. With the integration of senas AG, the Group's system-house business will become an integral part of PC-WARE's service portfolio. At the same time, the company will take another step forward in its evolution as a full-service provider.

Founded in 2003 and fully consolidated in July 2005, senas AG has established itself as a significant player within the PC-WARE Group over the past three years, its main focus being on serving small and medium-sized enterprises with system solutions. This year's revenue of more than €75 million generated in the system-house segment constitutes roughly a quarter of PC-WARE's overall sales in Germany. The rationale behind choosing PC-WARE as a brand applied consistently within this area is to gain additional momentum in the systems segment, thereby emulating the successful performance of recent years. In future, PC-WARE's existing client base spanning more than 30,000 customers in the German-speaking region is to be offered an expanded service and solutions portfolio that encompasses the company's system-house activities. In parallel, PC-WARE will further enhance its core business of software licensing and software management, with the express purpose of serving German SMEs. Within this context, the company is looking to build on its solid position within the SME segment, where it serves approx. 3,000 customers via 11 system-house offices throughout Germany.

"The integration of senas AG is a direct response to customer and partner requirements. Operating under the PC-WARE brand name, we will be able to offer customers a more comprehensive service portfolio from a single source. By pooling our core competencies and bringing together our customer groups, we aim to energise operational growth within PC-WARE," commented Dr. Knut Löschke, CEO of PC-WARE AG.

#### PC-Ware

**Information Technologies AG**  
Blochstraße 1, D-04329 Leipzig  
phone: +49 (0)341 25 68-000  
fax: +49 (0)341 25 68-999  
email: [office.leipzig@pc-ware.de](mailto:office.leipzig@pc-ware.de)  
website: [www.pc-ware.de](http://www.pc-ware.de)

#### Vorstand:

Dr. Knut Löschke, Dr. Tillmann Blaschke  
Vorsitzender des Aufsichtsrates:  
Dr. iur. Wolfgang Vehse  
Amtsgericht Leipzig: HRB 15064  
Steuer-Nr.: 230/100/00084

#### Bankverbindung:

HypoVereinsbank  
KTO: 671 92 79 • BLZ: 860 200 86  
IBAN: DE 93 8602 0086 0006 7192 79 (EUR)  
SWIFT/BIC: HYVEDEMM495  
Sparkasse Leipzig  
KTO 110 600 20 39 • BLZ 860 555 92

#### Deutsche Bank AG

KTO 117 496 000 • BLZ 860 700 00  
IBAN: DE 75 8607 0000 0117 4960 00 (EUR u. USD)  
SWIFT/BIC: DEUTDE33  
Dresdner Bank AG  
KTO 124 896 000 • BLZ 860 800 00

The amalgamation will also unlock additional potential for organisational streamlining. The benefits arising from this include uniform customer service as well as faster, more efficient and more harmonised processes, as well as the pooling of purchasing requirements throughout the Group. The future organisational structure of PC-WARE will continue to be built around the company's existing sites, which will be further expanded in line with customer requirements.

"Over the past few years, we have been able to unlock a considerable degree of synergy within senas AG, while at the same time establishing a consistent approach that spans the whole of Germany. Indeed, this strategic game plan contributed substantially to revenue and earnings growth in our system-house segment, particularly in recent months. In pooling our system-house competencies under the PC-WARE brand, we will be able to generate even more forward momentum, the aim being to advise and serve our German-based customers on the basis of an all-embracing portfolio. We have already secured and successfully implemented the first joint projects over recent months," says Frank Noack, former CEO of senas AG and now Director of the System-House Segment for PC-WARE AG in Germany.

#### Contact:

Dr. Ingmar Ackermann  
Investor Relations  
Phone: 0341- 2568 - 148  
[investor.relations@pc-ware.de](mailto:investor.relations@pc-ware.de)

Kathrin Sieber  
Communications  
Phone: 0341- 2568-171  
[public.relations@pc-ware.de](mailto:public.relations@pc-ware.de)

#### PC-WARE AG

PC-WARE Information Technologies AG is one of the leading manufacturer-independent IT enterprises in Europe, offering a comprehensive service portfolio which covers licensing of standardised software, software management, system support, proprietary software solutions and complete system-house services, in addition to financial services provided via its own subsidiaries. PC-WARE is the outright market leader in Europe within its core business of software licensing and licence management; it is ranked third in Germany's system-house league table.

Employing more than 1,200 people and serving around 85,000 customers, the company operates subsidiaries in 15 European countries (D, GB, F, I, BE-NE-LUX, A, CZ, CH, DK, FIN, S, N and ROM) as well as in South Africa and the US.

PC-WARE was granted European Large Account Reseller (ELAR) status for the whole of Europe, the Middle East and Africa (EMEA region) by Microsoft, one of the company's key business associates.

Working with cooperation partners, the company is able to cover markets in North and South America, Asia, Australia and Eastern Europe, in addition to serving global customers.

#### **PC-Ware**

**Information Technologies AG**  
Blochstraße 1, D-04329 Leipzig  
phone: +49 (0)341 25 68-000  
fax: +49 (0)341 25 68-999  
email: [office.leipzig@pc-ware.de](mailto:office.leipzig@pc-ware.de)  
website: [www.pc-ware.de](http://www.pc-ware.de)

#### **Vorstand:**

Dr. Knut Löschke, Dr. Tillmann Blaschke  
Vorsitzender des Aufsichtsrates:  
Dr. iur. Wolfgang Vehse  
Amtsgericht Leipzig: HRB 15064  
Steuer-Nr.: 230/100/00084

#### **Bankverbindung:**

HypoVereinsbank  
KTO: 671 92 79 • BLZ: 860 200 86  
IBAN: DE 93 8602 0086 0006 7192 79 (EUR)  
SWIFT/BIC: HYVEDEMM495  
Sparkasse Leipzig  
KTO 110 600 20 39 • BLZ 860 555 92

Deutsche Bank AG  
KTO 117 496 000 • BLZ 860 700 00  
IBAN: DE 75 8607 0000 0117 4960 00 (EUR u. USD)  
SWIFT/BIC: DEUTDE8L  
Dresdner Bank AG  
KTO 124 896 000 • BLZ 860 800 00

PC-WARE cooperates closely with a number of IT specialists, including Microsoft, Adobe, Citrix, Business Objects, VMware, Novell, Symantec, McAfee, Veritas, Computer Associates, Oracle, Attachmate, Borland, Fujitsu-Siemens, IBM/Lotus and Hewlett Packard.

The company has been operating profitably since its inception in 1990. Activities within the area of software licence reselling commenced in 1993. In 1998, the GmbH (limited liability company) became an AG (stock corporation). PC-WARE AG has been listed on the Frankfurt Stock Exchange since 5 May 2000 and joined the Prime Standard in 2003. (WKN: 691 090, ISIN DE0006910904, Reuters Symbol PCWG.DE)

**PC-Ware**

**Information Technologies AG**

Blochstraße 1, D-04329 Leipzig  
phone: +49 (0)341 25 68-000  
fax: +49 (0)341 25 68-999  
email: [office.leipzig@pc-ware.de](mailto:office.leipzig@pc-ware.de)  
website: [www.pc-ware.de](http://www.pc-ware.de)

**Vorstand:**

Dr. Knut Löschke, Dr. Tillmann Blaschke  
Vorsitzender des Aufsichtsrates:  
Dr. iur. Wolfgang Vehse  
Amtsgericht Leipzig: HRB 15064  
Steuer-Nr.: 230/100/00084

**Bankverbindung:**

HypoVereinsbank  
KTO: 671 92 79 • BLZ: 860 200 86  
IBAN: DE 93 8602 0086 0006 7192 79 (EUR)  
SWIFT/BIC: HYVEDEMM495  
Sparkasse Leipzig  
KTO 110 600 20 39 • BLZ 860 555 92

Deutsche Bank AG

KTO 117 496 000 • BLZ 860 700 00  
IBAN: DE 75 8607 0000 0117 4960 00 (EUR u. USD)  
SWIFT/BIC: DEUTDE8L  
Dresdner Bank AG  
KTO 124 896 000 • BLZ 860 800 00