

Press Release

Contact details:

Ioanna Krassopoulou – Investors relations
T: +30 211 101 5000, email: ir@entersoft.gr

Entersoft invests in the growing market of eCommerce after acquiring 100% of Wedia Ltd.

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Entersoft S.A. announces the acquisition of 100% of the shares of Wedia Ltd (<https://www.wedia.gr/>) on 01.03.2021, implementing the relevant approval of the Board of Directors of 26.02.2021. The total amount was set to 500.000 euros and was fully paid at the signing of the above agreement. This acquisition will be financed from the company's cash.

According to the 2020 Balance Sheet, Wedia had revenues of 1.4 million euros and positive net cash. The number of employees on 1.3.2021 was 29 people. The company specializes in the design and development of demanding Web and eCommerce applications, as well as digital marketing services, offering complete digital transformation solutions. This acquisition is part of Entersoft's broader strategy to fully support the transformation of eCommerce businesses, combined with the rest of the supply chain's essential omnichannel software. Following the acquisition of Optimum which extended Entersoft's leadership in Logistics software, it now dynamically enhances the range of products and services which aid business extroversion. Entersoft thus becomes the only local software company which can cover, with own-developed products and services, the whole consumer experience (customer journey), from the product promotion campaign to the completion of a business transaction combining products and services for User Experience (UX/UI), eCommerce, Logistics, CRM Analytics and Digital Marketing.

Wedia has implemented projects in well-known large companies such as MINOAN LINES, EUROLIFE FFH, MARKETING GREECE, PIRAEUS BANK, AXA INSURANCE, LEASEPLAN, GROUPAMA INSURANCE, EUROBANK, PAPASTRATOS SA (Philip Morris), ICAP SA, STAVROS NIARCHOS FOUNDATION CULTURAL CENTER as well as many other medium and large businesses.

About Entersoft S.A. www.entersoft.gr Entersoft is an innovative IT company specializing in software production and business services. It leads the business software market by offering an integrated operating environment for all its products, ERP, CRM, Retail, Mobile, WMS & B.I., designed on Microsoft's state-of-the-art .NET platform, on Premises or Cloud, licensed or SaaS, showing rapid growth and a qualitatively extended clientele in 37 countries. It has a Certified Partner Network, is listed in the Athens Stock Exchange, and maintains subsidiaries in Bulgaria, Romania, United Arab Emirates as well as the Greek companies Retail Link and Optimum.