

PRESS RELEASE

Waterland Portfolio Company Enreach makes additional acquisition: Botsquad brings AI and chatbot to unified communications platform

Almere / Dortmund, 3 November 2020 – Enreach, a fast-growing European provider of unified communications, is acquiring Botsquad, a Dutch specialist in AI-based communication solutions and chatbots. The merger will give Enreach partners and customers access to easy-to-use but technologically advanced chatbot services. The transaction represents another important element in Enreach's buy-and-build strategy. Only last month, the successful platform from Waterland Private Equity's portfolio integrated the Danish cloud contact centre expert HeroBase into the fast-growing group.

Botsquad was founded in 2017 with the goal of linking practical but very limited plug-and-play chatbot systems, which do not require programming skills, with powerful chatbots. In doing so, Botsquad advanced the classic artificial intelligence (AI) of conventional chatbots into a conversation AI, which makes communication much more personal and interactive. The company, based in Amsterdam is already a leader in the development of this new generation of so-called conversational apps and brings a team with over 20 years of chatbot experience.

Enreach was founded in 2018 when Waterland supported the merger of the three companies Swyx in Germany, Voiceworks in the Netherlands and Centile Telecom Applications in France, each a market leader in its respective market. The company has since developed into a pan-European player through strategic acquisitions in the UK (Network Telecom), Denmark (HeroBase, ipnordic and M Mobility) and Spain (masvoz). With the acquisition of masvoz and HeroBase, the group expanded its portfolio to include integrated cloud contact centre solutions.

Enreach's buy-and-build strategy rests on two pillars. On the one hand, with the support of Waterland, the company is continuously expanding its geographical reach through strategic acquisitions. Secondly, new best-in-class technologies are purchased and rolled out via the platform. For example, a recent technology boost will enable customers in all countries where Enreach is present to take advantage of new ways of connecting fixed-line telephony and MS teams.

Dr. Carsten Rahlfs, Managing Partner at Waterland, says: "With Botsquad we're bringing to Enreach an element which offers enormous potential scale effects. Use of artificial intelligence for chatbots and voicebots in the area of customer support is already bringing significant added value. Chatbots guarantee 24/7 customer support, lead to huge reductions in response times and the vast bulk of standard questions can be answered without the use of staff. That reduces the burden for call centres of small and medium-sized enterprises and gives staff the time they

need to respond more effectively to more demanding customer enquiries.”

“In the market for conversational AI, Botsquad has set a high benchmark for performance and ease of use and fits perfectly with our buy and build strategy to become the European leader in unified communications,” explains Stijn Nijhuis, CEO of Enreach. “Botsquad is successfully working on squaring the circle for chatbot modular systems. The technology is highly developed and at the same time cost-effective to implement. It provides a better user experience than the competition and is a basis for the broader potential offered by Voice AI.”

“Thanks to Enreach, we can now tap into significant market potential across Europe, which will benefit both existing and new customers within the Group. The combination of our advanced conversational AI platform and Enreach's market introduction power is a winning combination for both parties,” adds Anne Bakker, one of Botsquad's founders.

Waterland has extensive experience in the areas of digitalisation and integration of ICT service providers through relevant participations in several European countries. In the German-speaking region for example, Waterland holds participations in companies such as netgo (IT systems house), Serrala Group (payment technologies) and Tineo (enterprise IT), as well as a managed enterprise platform with Beck et al., binary, direct gruppe and infoWAN.

About Waterland

Waterland is an independent private equity investment group that supports entrepreneurs in realizing their growth ambitions. With substantial financial resources and committed industry expertise, Waterland enables its portfolio companies to achieve accelerated growth both organically and through acquisitions. Waterland has offices in the Netherlands (Bussum), Belgium (Antwerp), Germany (Munich and Hamburg), Poland (Warsaw), UK (Manchester), Denmark (Copenhagen), Ireland (Dublin) Switzerland (Zurich) and France (Paris) and currently manages EUR 6 billion of investor commitments.

Since its founding in 1999, Waterland has consistently achieved top-tier investment performance.

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