

Feed and multi-channel management software provider Channel Pilot Solutions becomes part of Bregal Unternehmerkapital's new e-commerce software group

Hamburg, November 13, 2023 - Funds advised by Bregal Unternehmerkapital (“BU”), announced today that they are acquiring a majority stake in Hamburg-based Channel Pilot Solutions GmbH (“Channel Pilot Solutions”). The leading provider of cloud-based software for product data optimization and marketplace connectivity has become part of the recently formed e-commerce software group in BU's portfolio.

Founded in 2012, Hamburg-based Channel Pilot Solutions provides to its customers the cloud-based platform Channel Pilot Pro for the optimization of their product presence and availability on various online sales channels and adjust pricing dynamically.

The fast-growing, cloud-based feed and channel management solution is used by around 3,500 online shops of blue-chip customers in the DACH region, France and Spain including the majority of the top 25 e-commerce retailers in Germany. The Channel Pilot Solutions Suite allows customers to optimally connect large product portfolios to hundreds of different sales channels (e.g., marketplaces, product search engines, social media platforms, price comparison websites, affiliate programmes etc.) to continuously improve the product data feed, and optimize performance strategies. With the help of BU’s investment, Chanel Pilot Solutions will seek to further develop their product portfolio and expand into additional markets.

At the beginning of November 2023, BU laid the foundation for the new e-commerce software group with the majority acquisition of Billbee GmbH (“Billbee”). With its SaaS channel management solution, Billbee focuses on small and micro retailers and has been primarily active in the DACH and UK markets. With Billbee and Channel Pilot Solutions joining forces, both of which are strongly positioned in their respective fields and customer groups, the new e-commerce software group will continue to grow by adding further acquisitions and realizing new synergies and value creation potential in go-to-market.

“I am very excited that we have been able to gain a financially strong and long-term oriented investor in BU. This investment will help us to accelerate our development work, offering our customers an even better product portfolio. Among other things, we are currently working on a new user interface that will integrate the use of AI to improve the usability of complex configurations. We are excited about the collaboration and see BU as the ideal partner to help drive our growth and global presence,” said Ralf Priemer, CEO, and co-founder of Channel Pilot Solutions, who will continue to be invested in the Company after the transaction.

“We see great growth potential for the new group's software solutions in view of the ever-increasing strength of online retail. With our historical expertise in not only providing financial support, but helping to truly establish and expand market leaders, we look forward to backing the great drive of management teams and employees at Chanel Pilot Solutions.” added Norbert Heller, Director at BU.

About Bregal Unternehmerkapital

Bregal Unternehmerkapital is a leading investment firm with offices in Zug, Munich and Milan. As a part of a family-owned business that has grown over several generations, the funds advised by BU invest in mid-

sized companies based in Germany, Austria, Switzerland, and Northern Italy. With the mission to be the partner of choice for entrepreneurs and family-owned businesses, BU seeks to partner with market leaders and “hidden champions” with strong management teams and outbreak potential. Since its founding in 2015, the funds managed by BU have invested over €2.8 billion in more than 100 companies with over 20,000 employees and working in partnership with entrepreneurs and families to develop, internationalize, and digitize their businesses, while helping them generate sustainable value on a responsible basis with the next generation in mind.

For more information, please visit www.bregal.ch or follow us on [LinkedIn](#).

About Channel Pilot Solutions

Channel Pilot Solutions GmbH is a leading e-commerce provider from Hamburg, founded in 2012. With its Software-as-a-Service (SaaS) tool Channel Pilot Pro, the company offers online stores, agencies, and brands from the B2C and B2B sectors the opportunity to automatically position, analyze and optimize their customer’s product data on 3,500 online sales platforms in 40 countries. With Channel Pilot Pro, companies can easily present and sell their products on marketplaces, product search engines, price comparison portals, and social media channels. Channel Pilot Pro can also be used to monitor and analyze market price changes on all relevant e-commerce channels and dynamically adjust the prices of your own products if required. Channel Pilot Pro is already the most widely used product data management tool in German-speaking countries and can count the majority of the top 25 e-commerce companies among its customers. It has been recognized by OMR Reviews as the best tool in its category for the past four quarters in a row.

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