



msg announces the acquisition of Optravis LLC

The deal supports the strategy to digitally transform the office of the CFO, expanding the market-leading capability in operational transfer pricing, extending the portfolio with additional best-in-class applications, and becoming provider of an open and fully integrated Tax/Transfer Pricing Platform.

Munich, DE – September 10, 2021 – msg, an international IT consulting and system integration company, today announced it has acquired operational transfer pricing SaaS provider Optravis LLC. Terms of the deal were not disclosed.

Based in Basel, Switzerland, Optravis is the leading provider of Software as a Service solutions in operational Transfer Pricing Management. Finance professionals in more than 100 countries trust the solution which helps them to stay tax compliant. The solution provides great digital user experience, facilitates best-practice processes, and can be efficiently rolled out without affecting the client's daily business.

Optravis' customer base includes small and mid-size enterprises with a global footprint as well as reputable DAX 30 and SMI listed chemical, pharmaceutical, consumer goods and automotive companies.

The acquisition bolsters msg's market presence and customer base by building on their strategy of delivering market-leading solutions that automate business processes and help its clients dealing with complex reporting and regulatory requirements. This participation provides a significant contribution to achieving msg's Roadmap 2025.

The acquisition of Optravis furthermore marks msg's entrance into the transfer pricing and related tax niche markets, which are high-growth areas as most multinational companies look to automate the collection, harmonization, and analysis of transactional and financial data. Optimized data models and smart algorithms help clients to manage tax risks, to exploit savings opportunities and to make informed strategic decisions.

"The strong position as a family-owned SAP Solution Extension provider makes msg the perfect partner for Optravis. Synergies in service offerings, joint product development opportunities and access to msg's distribution network will support Optravis' strategy of increasing its global footprint and becoming leading provider of tax technology", said Cedric Stingelin, one of the founders of Optravis. "We share the same values and common vision of providing great digital services to our clients by combining deep content knowledge with innovative technologies."

Optravis' development roadmap contains improvements to the existing solution, the Transfer Pricing Management Tool, as well as the development of new applications such as service charges, dispute resolution management and TP documentation. These solutions cover the end-to-end transfer

pricing process and will be part of an integrated tax platform whose open architecture allows collaboration partners to connect to this platform, hence creating a comprehensive and powerful suite of solutions to fully satisfy the office of the CFO.

About msg

msg is an independent, international group of companies with more than 8,500 employees worldwide. It is represented in 28 countries and supports its customers in their digital transformation. Founded in 1980, the consulting and IT company's range of services includes strategic business consulting and end-to-end solutions for the industries automotive, banking, consumer products, food, healthcare, insurance, life science & chemicals, manufacturing, public sector, telecommunications, travel & logistics and utilities. Within the group, independent companies cover the wide variety of industry and topic-based competence. msg systems ag forms the core of the company group.

About Optravis

Optravis was founded in 2014 by Markus Schmidlin and Cedric Stingelin to develop and market the Transfer Pricing Management Tool. The software was initially developed and enhanced over many years as an in-house solution for a stock-listed chemical company with complex supply chains. After a successful global roll-out, the stakeholders decided to spin off the solution under the brand Optravis to ensure ongoing development and sustainable maintenance. Operations started in a small office in the city center of Basel. The attractive location and the vital start-up spirit attracted many software engineering and controlling talents.

From the beginning, Optravis leveraged the advantages of public cloud infrastructure and the Software as a Service license model. Innovative technology combined with profound practical knowledge of processes, ERP systems, controlling and transfer pricing helped Optravis to continuously improve the product, gain new clients and become the leading provider of operational transfer pricing solutions. With more than 25 highly qualified experts and its strong customer base, Optravis is ready and motivated for the next big steps together with msg.

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