

Press Release

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ABRA Software enters into a strategic partnership with Elvaston Capital

ABRA Software, one of the leading Czech software companies, and Elvaston, an investment firm focus on the enterprise software market based in Germany, announce the conclusion of a strategic partnership. Together they plan to leverage ABRA Software's growth potential.

Jaroslav Rasa, founder of ABRA Software, says: "Our story began seven years ago when I knew ABRA had to change. I recruited Monika Vondrakova, a strategic branding professional, to work with me and bring her into the company. We created a new vision and strategy for where we were going and what we needed to achieve. Together with Martin Jirmann, the CEO of the company, we created a new vision and strategy. It's been an incredible work and ride. It has paid off," comments Jaroslav Rasa, the founder of ABRA Software, on the way that gradually attracted investors to ABRA.

"The company grew, the purchase offers kept coming. We weren't looking for retirement, so we thankfully turned them down" explains the experienced entrepreneur. The situation changed with the arrival of Elvaston. "It was clear that we shared the same view of the future and we felt that the combination would create synergies for us," adds Rasa.

"With ABRA Software we acquired a very successful and dynamic software company based in Prague," says Dr. Oliver Thum, Managing Partner of Elvaston. "We are looking forward to working together, ABRA Software is our first investment in this region and we are excited to do much more in the Czech Republic."

"The new partnership with Elvaston will further strengthen our products and services and accelerate the expansion of our business. We are very pleased to have gained an experienced partner with whom we will move forward even further," says Martin Jirmann, CEO of ABRA Software.

ABRA Software and Elvaston Capital plan to expand through further acquisitions too. It is not about accumulating turnover at any cost, but about finding the best companies with strong leaders and teams who want to jointly evaluate cutting-edge software solutions.

About **ABRA Software a.s.:**

ABRA develops cutting-edge, modern information systems for companies of all sizes and focuses. Major customers include Hama, Yves Rocher, Gutta, Saint Gobain, Prusa Research, ESET, Petrof, Twisto and others. The company is represented in the Czech Republic, Slovakia and Switzerland. For more information, please visit www.abra.eu

About **Elvaston Capital Management:**

Elvaston is an investment firm that specializes in software companies in Europe. Elvaston accompanies profitable companies in various enterprise software segments and focuses on organic growth and buy & build strategies. For more information, please visit www.elvaston.com