



(from left to right) Rüdiger Fajen, Jörg Mayer (CFO), Ralph Naruhn (CEO), Philipp Dommermuth, Florian Festner (COO)

## Investor group takes over di support

- Renowned and experienced group of investors from the tech and finance sectors
- Founder Ralph Naruhn is part of the group of investors
- The development of the company into a leading provider of biometric ID (passport photo) systems, development of e-commerce and app solutions is being strengthened
- di support is now pixolo
- Jörg Mayer is now shareholder and CFO

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di support GmbH (“di support”), an innovative company founded in 2000 and a leading provider of digital imaging solutions, has new shareholders. In addition to founder Ralph Naruhn, who sold the majority of his shares in 2019 and is now once again the largest shareholder, the new group of shareholders includes tech entrepreneur Philipp Dommermuth as well as finance and tech experts Jörg Mayer and Rüdiger Fajen. The aim is to further develop di support in its core competencies and to expand the technological lead gained in some solutions.

Before implementing the new shareholder structure, the management of di support successfully carried out a restructuring in self-administration with the support of the new investors. This measure was necessary after the effects of the coronavirus crisis, the war in Ukraine and a continued decline in consumer demand for instant print in the retail sector changed the market conditions for the long term. The adaptation of the

business model to more digital products which was initiated at short notice, combined with the further development of innovative areas, bore fruit immediately, with the result that di support returned to profitability in the course of 2023.

The takeover of di support by investors shows their confidence in the strength of the new business model. Above all, they are convinced that the team's innovative ideas and progressive digital strategies will create considerable added value – also by utilising synergies within the new group of shareholders.

In the previous B2B business, the area of biometric ID (passport photo) systems in particular is being further expanded and internationalised. To this end, the development of state-of-the-art AI systems and cloud services that meet the highest security standards is being increased. Instant print software products and associated consumables will remain part of the company's product range, but without acting as an operator of instant print systems in the retail sector. Instead, the portfolio will be supplemented and further expanded with e-commerce solutions and individualised on-demand photo and lifestyle products. Part of this offer includes creative lifestyle items produced exclusively by di support under the "pixolo" brand. The launch of the first new app is planned in just a few weeks. Based on the existing know-how, further product offers are planned using new technological possibilities, which are particularly dedicated to the fun and entertainment factor of digital images.

The realignment is also reflected in the name, as di support GmbH becomes pixolo GmbH, with "pixolo" also becoming the company's brand. The popular pixolo app with several 100,000 users has also been transferred. The new name will be supported by far-reaching measures in the "pixolo – eine neue Liebe" (*a new love*) campaign, which will be launched in December 2023.

"As a team, we are very happy about this development. The new setup in the company is wonderful and has personally motivated me greatly to become more entrepreneurially involved in the company, which I founded over 20 years ago and which I had already largely passed on to other shareholders. I have known the members of our team and my new partners in the shareholder group well for many years and I am looking forward to the time ahead," says Ralph Naruhn, founder of di support GmbH and CEO of pixolo GmbH.

Jörg Mayer has joined as managing partner and CFO. He has been working in finance / investment banking for almost 30 years and has extensive experience in the tech sector, among other things. He is also one of the founding partners of ConsusPartner, which has developed into a leading advisory firm for mergers & acquisitions / corporate finance in the small and mid-cap sector since 2006. In addition, ConsusPartner also acts as a long-term partner of companies - as is now the case with pixolo - in various phases, which can also involve additional operational and corporate law tasks.

Jörg Mayer, CFO der pixolo GmbH: "A team from ConsusPartner has been working with di support under my leadership for almost five years now and we continue to be impressed by the innovative strength and dynamism of the people involved. I am

therefore very pleased that we can intensify our cooperation in the new constellation and make our contribution to the successful development of pixolo.”

### **Image material**

We have provided you with corresponding image material for this press release under the following download link.

<https://we.tl/t-rHpnhrvKUm>

### **Additional press information:**

If you require further information, please contact the following email address: [pr@pixolo.com](mailto:pr@pixolo.com). Our team will be happy to assist with your research.

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### **About pixolo:**

As a creative and innovative company in the field of digital image processing, pixolo has set itself the goal of developing services and products that enable people to experience their photos in an impressive way in various areas of application. Pixolo´s customers include both end consumers and retail partners. The retail solutions are currently used in over 2,000 stores and pixolo and other white label apps from pixolo have already been downloaded millions of times and occupy top positions in the app store charts with top ratings. The company di support, which was founded in 2000 and is one of the pioneers of the digital photo age, was fully acquired in 2023. National and international awards as well as patents in recent years represent the innovative products of the company. The team is made up of passionate, creative, IT crazy and very committed people.