

The Viennese fintech ready2order joins Zucchetti Group

Vienna, July 4th, 2023. ready2order, the Austrian market leader in cloud-based point-of-sale systems, becomes 100% part of the Italian IT market leader Zucchetti. Eight years after founding, the renowned Viennese company aims to continue its successful growth and expansion course with a long-term and financially strong partner. ready2order will remain an independent company. The two co-founders Markus Bernhart and Christopher Fuchs will continue to lead the business, consistently develop innovative products and solutions and sustainably expand the company location in Austria.

Since 2015, ready2order has specialized in the development of modular point-of-sale and payment applications for small businesses and counts over 10,000 companies in Germany and Austria as their clients. Over the years, the Viennese fintech has already caught the attention of investors with its innovative solutions. In 2020, the young company raised five million euros in venture capital from Speedinvest and Reimann Investors. ready2order now employs almost 100 people at its headquarters in Vienna and across Europe.

"We are proud to announce that we are now part of the international Zucchetti Group. Together, we can further develop our vision and optimally realize our growth plans for the next few years. Our goal is to continue expanding into new markets with our POS and payment solutions for SMEs and to empower many more entrepreneurs to run their business successfully. With Zucchetti's investment, we have an internationally renowned, financially strong, long-term partner by our side to further strengthen the Austrian headquarters in the next growth phases and to expand throughout Europe," CEO Markus Bernhart underlines the strategic importance of this step.

With over 8,000 employees, an international sales and distribution network of more than 2,000 partners and over 700,000 customers, the Zucchetti Group is one of the most important Italian IT companies in Europe. The 100 percent acquisition of ready2order extends the Zucchetti Group's portfolio by an innovative, cloud-based point-of-sale and payment system tailored for entrepreneurs in the SME sector. The ready2order solutions simplify ordering, payment, and management processes for small businesses across Europe.

"We are delighted to have ready2order, an established company and a strong brand in the Zucchetti Group. Their cloud-based POS and payment solutions are a perfect addition to our current portfolio. The team of experts and their well-versed know-how in the German-speaking region will enable us to penetrate new market segments in the long term," emphasizes Dirk Schwindling, Executive Vice President Zucchetti Worldwide Business Operations.

"As a profitable company, we were looking for a sustainable, long-term partnership rather than a short-term investment or a traditional exit. With Zucchetti Group, we have found the ideal partner for us. During our discussions, we were particularly convinced by their values, their experience, and their vision. Together, we see great potential for the future development and growth of ready2order," concludes Markus Bernhart.

About ready2order:

ready2order specializes in the development and distribution of innovative cloud software solutions in the POS and payment sector for small businesses. Founded in 2015, the fintech serves over 10,000 customers in Germany

and Austria. In line with its remote-first culture, the nearly 100 employees work both at the headquarters in Vienna and throughout Europe.

About Zucchetti:

With more than 8,000 employees, a global sales & distribution network of more than 2,000 partners and over 700,000 customers, Zucchetti Group is one of the most important Italian IT companies in Europe. Zucchetti offers a unique product portfolio that enables customers to secure a significant competitive advantage. The software and hardware solutions as well as the innovative services are specially adapted to the needs of companies in a wide range of industries and sizes.

Image download: <https://we.tl/t-oYhFIRutUI>

Markus Bernhart, CEO ready2order

Copyright: ready2order

Dirk Schwindling, Executive Vice President Zucchetti Worldwide Business Operations

Copyright: Zucchetti Switzerland SA

Media contact:

DS Agentur für Kommunikationsstrategie, Markenaufbau & Sichtbarkeit

Doris Spiegl, Bakk. phil.: +43/676/540 15 94 oder ds@dorisspiegl.at