

PRESS RELEASE

22nd January 2014

MERIT TECHNOLOGY JOINS THRIVING AFFINITUS GROUP

Merit Technology, a leader in production control software technology for bakeries, has joined forces with Affinitus Group – a highly successful provider of software to the wider food industry.

Affinitus' current expertise is the provision of software to companies operating in fresh produce, food service, logistics and warehousing. Merit's established experience with bakeries makes their offering a logical addition to Affinitus' expanding suite of services.

Ian Parfitt, Sales Director at Affinitus Group spoke about why they had decided to acquire Merit: "Both companies have a lot in common – we're both committed to providing an excellent product and outstanding customer service. Affinitus already cover a much wider range of market sectors than Merit - we want to expand on that and add more strings to our bow, as well as making Merit's software available to new markets."

Ian continued: "There are very clear synergies here between what both companies do, and between what is taking place in the different market sectors. I am certain that with this acquisition we will be able to broaden our customer base; and that existing customers will feel the benefit of our combined portfolio of products and the additional solutions that will be integrated into the core Merit offering."

Bob Young, Director of Merit is also confident that the acquisition will yield extremely positive results for everyone. He commented: "As a business we have over 25 years of experience in helping bakeries take control of their supply chain. Our software naturally aligns itself with Affinitus' range, and we will continue to develop new systems to complement our existing options and give customers more choice.

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“We have a very loyal and growing base of customers, who rely on us to help them manage their purchase ordering, sales ledger, production planning and recipe management. The benefit of merging with a powerhouse like Affinitus is that we can continue to provide the same personal service to our customers but now with a much wider reach.”

To existing customers there will be very little change, as all of Merit’s staff will be staying on as they expand into additional premises in Sittingbourne, Kent. Merit will now operate as a division of the Affinitus Group, changing from Merit Technology (Europe) to Merit Technology (UK).

Ian also confirmed that the acquisition will have only positive ramifications for both new and existing customers: “There will be no change to the software or service that Merit provides to customers, as this is part of the reason we chose Merit. We don’t want to change what is already working. And it demonstrably is working, as Merit’s customers have described seeing significant savings, both in terms of time and costs, once they have implemented the solution. What we do want to do is give customers access to additional support, and also help Merit to work with companies other than bakeries, so that they can utilise their expertise to support other sectors such as meat wholesale and food manufacturing.”

Affinitus expects the acquisition to increase cross-selling and market share, as well as allowing for greater economies of scale – which is increasingly important to software development.

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