



prudsys AG acquired by GK Software AG

January 2018

GHZ Partners advises GK Software AG on its majority investment in prudsys AG

GHZ Partners is pleased to announce that it acted as the exclusive financial advisor to GK Software AG on its majority investment in prudsys AG. GK Software AG, one of Europe's leading technology developers and providers of standard software for the retail sector, acquired a majority stake in Chemnitz based prudsys AG. prudsys AG offers Artificial Intelligence enabled omni-channel personalization software for the retail sector, interlinking customer loyalty, marketing automation and dynamic pricing to maximize customer value across all channels. Prudsys' customers include leading retailers such as babywalz, bonprix, Conrad, Coop, Douglas, Klingel, Otto, Obi, SportScheck, Thalia and Würth. The company is listed as a "Representative Vendor" in the Gartner Market Guide for Digital Personalization Engines.