

Unconventional Press Release

Unconventional holding SE Acquires Core Team and Operations of Achtzig20 GmbH, Securing a Stable Future for the Automotive Service Provider.

Acquisition marks the first step in Unconventional holding's strategic expansion into the automotive sector.

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Unconventional holding SE, a recently established private equity firm focused on innovative investments in the technology sector, has acquired the core team and operations of Achtzig20 GmbH, a company currently involved in insolvency proceedings. Known for its software development and business consulting expertise, particularly within the automotive sector, Achtzig20's acquisition underscores Unconventional's commitment to fostering stability, growth, and people in its portfolio companies.

Unconventional holding SE is excited to announce its acquisition of Achtzig20 GmbH, a strategic move that aligns with its long-term vision of expanding into key industries such as automotive and telecommunication. Achtzig20's established network within the automotive sector provides a solid foundation for future growth, with aspirations to expand into strategic projects. Unconventional Holding SE is committed to supporting Achtzig20 as it explores these new growth opportunities, ensuring the company remains a trusted partner to its core clients.

"Achtzig20 has established itself as a vital partner within the automotive sector. Our goal is to ensure a seamless transition while enhancing the company's capabilities and market reach," said Dr. Tim Moog, Co-Founder of Unconventional holding SE. *"We are committed to maintaining the current team, all relevant customer locations and operations, ensuring that there are no disruptions in service or quality for Achtzig20's clients."*

The acquisition represents the first step in Unconventional's broader strategy to a robust portfolio of companies delivering across various industries and helping clients in their digital transformation, technical innovation and change management—from strategy to implementation.

"Achtzig20 fits perfectly into our vision of supporting companies through significant transitions. We bring not just financial backing but also deep industry expertise, a commitment to innovation and hands-on support," expressed Marc Peter Althoff, Co-Founder of Unconventional Holding SE. *"As experts, we delve deeply into innovative technologies—both hardware and software—and adapt flexibly to dynamic market environments. We're also multi-passionate tech enthusiasts who speak the language of both engineers & entrepreneurs."*

Achtzig20's existing network and established projects will continue to grow organically, with new opportunities arising from Unconventional's strategic support. The focus will be on scaling the company's service offerings, particularly in engineering, software development marketing and strategic consulting, to meet the evolving needs of the automotive industry and others.

"We are thrilled to have found an investor who not only values our team but also provides the expertise needed to help us and our clients move confidently towards the future", said Bettina Eitelbuss, future partner at Achtzig20 GmbH. Sebastian Niehoff, also a future partner at Achtzig20 GmbH, added, *"This successful acquisition marks the beginning of an exciting new chapter for all of us".*

Unconventional holding SE's acquisition of Achtzig20 GmbH marks a significant step in its journey to redefine tech investment, focusing on long-term value creation and sustainable growth across its portfolio.

About Unconventional holding SE

Unconventional is a private equity firm that redefines tech investment with an innovative approach. We blend financial strength with deep tech expertise and a people-first philosophy.

We thrive on innovation, finding unconventional solutions when standard approaches fall short, and capitalizing on synergies from industry convergence.

At Unconventional, we prioritize people. We are committed to retaining and empowering existing culture, leadership and talent, recognizing their crucial role in driving success.

Our team brings extensive experience managing complex technologies and organizational change.

We focus on mid-stage investments in SME B2B technology companies during pivotal transitions and are committed to creating long-term value and sustainable growth.

About Achtzig20 GmbH

Achtzig20 GmbH specializes in end-to-end business consulting, including organizational transformation, business process engineering, software development, and marketing. The company offers a wide range of services in development, sales, and other areas. Key clients include companies from the automotive industry, various SMEs, and start-ups.

Over the years, Achtzig20 has established itself in the fields of consulting, marketing and communication, software development, as well as workshops and training in digitalization and transformation within the DAX40 environment and SMEs. With two subsidiaries in Austria and Slovenia, the company's employees

support clients from conception to implementation, with a strong focus on customer-centric approaches.

For more information, visit www.unconventional-holding.com or www.Achtzig20.com

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