

Press Release



Aptean Expands Manufacturing and Supply Chain Offerings through Acquisition of Objective Holding from Alpina Partners and Private Shareholders

Transaction Continues Aptean's Rapid Expansion into Europe

ALPHARETTA, GA / MUNICH, Germany, November 3, 2021– Today, [Aptean](#), a global provider of mission-critical enterprise software solutions, announced the acquisition of Objective Holding (Objective) from funds managed by Alpina Capital Partners LLP (Alpina, Alpina Partners) and private shareholders. Objective is a leading Belgium-based manufacturing execution (MES) and warehouse management (WMS) provider for clients in process and discrete manufacturing.

Headquartered in Wichelen, Belgium, Objective offers innovative manufacturing execution systems (MES), warehouse management systems (WMS) and workforce management (WFM) solutions that enable customers to seamlessly manage and optimize their production and supply chain operations. Objective has a strong presence across the Benelux region and serves industries that align closely with Aptean's areas of leadership, including food and beverage, heavy equipment, plastics and furniture manufacturing. Objective's comprehensive product suite includes critical functionalities of MES, WMS and WFM systems, including production management, material management, quality management, value-added logistics, kitting and re-packing.

The transaction extends Aptean's supply chain offerings in Europe, while adding complementary solutions to Aptean's ERP offerings for process and discrete manufacturers. Together with Objective, Aptean will provide an even greater breadth of solutions to its customers in the region, while broadening the solutions that Objective can offer to its existing customers.

"This transaction with Objective builds on our strong foundation in the Benelux region and adds MES, WMS and WFM solutions for the process and discrete manufacturing industry," said TVN Reddy, CEO of Aptean. "We are excited to welcome Objective's talented team of 90+ employees to the Aptean family. Together with Objective, we look forward to bringing greater efficiencies through digital transformation to the European manufacturing community."

"We are delighted to join Aptean to accelerate our growth as we continue to provide innovative solutions for customers across Europe," said Peter-Robin Mijderwijk, CEO of Objective. "This transaction expands our offerings and enables both our customers and Objective to benefit from Aptean's significant resources, technological expertise and global reach."

"When Alpina invested in 2018, we were impressed by the strong technology base and the associated growth potential of the business. Peter-Robin and his team have done an impressive job in scaling the organization and growing the business to become the market leader for MES and WMS in the Benelux region, complemented by significant growth delivered by its European partner network. Aptean is an ideal partner for Objective's next development phase," said Sebastian Canzler, a Partner at Alpina.

About Objective

Objective is a leading Belgium-based MES & WMS provider for mid-market clients in process and discrete manufacturing industries. Its gate-to-gate software solutions are a reliable link in the production

and logistics supply chain of production companies. From the intake of raw materials to storing and delivering finished products, Objective helps customers organize the often complex production and logistics processes into a smart manufacturing environment. To learn more about Objective, please visit www.objt.com.

About Alpina Partners

Alpina Partners is an independent technology investment firm focusing on small to medium sized technology businesses in Europe. Alpina supports entrepreneurs and management teams to implement its growth strategies. Alpina Partners is supported by the European Union through the “Competitiveness and Innovation Framework Programme” (CIP).

www.alpinapartners.com

About Aptean

Aptean is one of the world’s leading providers of purpose-built, industry-specific software that helps manufacturers and distributors effectively run and grow their businesses. With both cloud and on-premise deployment options, Aptean’s products, services and unmatched expertise help businesses of all sizes to be Ready for What’s Next, Now®. Aptean is headquartered in Alpharetta, Georgia and has offices in North America, Europe and Asia-Pacific. To learn more about Aptean and the markets we serve, visit www.aptean.com.

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For Media Inquiries Please Contact

Nicole O’Rourke

Chief Marketing Officer

Nicole.Orourke@aptean.com

(770) 715-0362