

**GSG GENII acquires majority share in Valk Solutions, an expert provider of cloud-based omnichannel retail software solutions**

**19th April 2023. Munich - Montfoort.** GSG GENII Software Group (“GENII”) today announces that it has acquired a majority share in Valk Solutions, which provides all-in-one software solutions to empower the retail industry. Based in Montfoort, the Netherlands, Valk Solutions is a family run business, with more than 30 years’ experience of servicing its retail clients in food, hospitality, leisure, DIY, fashion, convenience, beauty, pets, toys and books. The company’s omnichannel cloud solutions, which include point of sale, order management, fulfilment, product information management and business intelligence, currently have more than 35,000 users and handle over 4 billion euros of annual retail sales revenues. Valk Solutions’ core product, ASPOS, creates a single source of truth across the entire wholesale, retail, and distribution chain to support unified commerce. The platform is optimised for high volume retail with an extensive range of open API services to seamlessly integrate third party applications

Valk Solutions, which employs more than 100 IT specialists, will join GENII’s Retail business unit, further building GENII’s expertise in this sector. The investment received from GENII will enable Valk Solutions to accelerate growth to become the leading provider of cloud solutions for retailers who want to serve their customers omnichannel. In addition, it will enable accelerated growth in Valk Solutions’ Benelux home market as well as expansion in the DACH region. The company’s solutions will also be available across the GENII Group business units as omnichannel retail and point of sale solutions. The transaction is due to be completed in May.

Valk Solution’s leaders, founder Robert Valk, who retains a significant shareholding, and CEO Karin Valk, will remain with the business with Robert actively involved in product strategy and with key customers and Karin continuing as full-time CEO. Founder Robert Valk explains, “We have found a strong partner in GENII with the entrepreneurial core values of a family business and detailed knowledge of mission critical software. GENII shares our vision and fully supports our product and growth strategy. The partnership is therefore a guarantee for a successful future and long-term transition.”

CEO Karin Valk adds, "Our focus remains to provide retail organizations with reliable and innovative unified commerce cloud solutions. Most importantly our valued team and our loyal customers will benefit from this partnership. Thanks to GENII’s financial strength and their extensive network, additional opportunities will arise to develop powerful products and expand our range of services for customers. Our team will benefit from the opportunities that arise from working for a large, geographically diverse business. Together with the management team, I look forward to continuing to build the future with GENII.”

Matthias Siekmann, Group CEO GENII, stated, “I am delighted to welcome Robert, Karin and their team to the GENII Group. Our investment reflects GENII’s strategy of being the best home for market-leading, entrepreneurial and niche enterprise software businesses, and the Go-To partner that best serves mission-critical processes. Valk Solutions strategically complements our existing Retail solutions and offers a modern, powerful, cloud-based solution to omnichannel retailers, providing them with strategic insights and a cost-effective, future-proof solution.”

### **About Valk Solutions**

Valk Solutions is a leading provider of omnichannel cloud solutions for retail organizations. The company has experienced steady growth thanks to long-term relationships with loyal customers and winning new customers with its modern ASPOS cloud platform plus acquisitions of PFA, Countr and First Focus. Tens of thousands of users work daily in their mission critical processes with solutions from Valk Solutions. Every year, hundreds of millions of transactions are processed online and in real time with a sales value of more than 4 billion euros.

For more information please visit: [www.valksolutions.nl](http://www.valksolutions.nl)

### **ABOUT GENII SOFTWARE GROUP**

GENII Software Group provides market-leading, industry specific software solutions and services, explicitly developed to meet the needs of mid-sized businesses and public services. We pride ourselves in our industry knowledge and personal customer relationships, being their trusted partner and expert advisor as we guide our customers through digitalization, ensuring they are future proofed for success in an ever-changing business environment. GENII is based in Munich and is backed by funds advised by Bregal Unternehmerkapital and Elvaston.

GENII consists of five vertical business units - Manufacturing, Retail, Distribution, Public Services and Laboratories - consisting of niche, expert businesses principally focussed on European markets, especially the DACH region, Nordics, Benelux, and Italy.

For more information please visit: [www.gsg-genii.com](http://www.gsg-genii.com)

Quick Facts:

- 2,400+ employees.
- 25+ locations.
- EUR 340m combined group revenue.
- Our companies have, on average, been in business for more than 20 years.