PRESS RELEASE

Digital transformation squared for the telecommunications industry: AOE and People at Work Systems form strategic partnership and offer new adaptive cloud framework (SaaS) in the E-Commerce sector

WIESBADEN, March 3rd, 2021. AOE, one of the world`s leading service providers for digital transformation in the telecom sector, and the Munich management and technology consulting company People at Work Systems AG (PaW) have laid the cornerstone for a successful partnership in the E-Commerce sector. The recent sealing of this deal is another step toward the two industry experts' consistent strategy implementation. Especially customers those in the telecommunications industry, but also those in energy management and adjacent industries, will profit in the future from an optimal, expanded range of adaptive cloud framework (SaaS) services. The platform from Salesforce Industry Solutions (previously Vlocity) is another element of the new E-Commerce solution.

Based on the signed cooperation agreement, the partners' respective expertise will be bundled to form a powerful team. AOE will provide its extensive technological digitalization expertise in customer experience, API gateways, and E-Commerce services. In turn, PaW will contribute its deep-ranging expertise in customer relationship and customer loyalty management. Both companies have many years of experience in the telecommunications industry. In addition, these service providers acquire scalable and international consulting expertise as part of their joint network.

"PaW and AOE have complementary portfolios that are much more than the sum of their parts. The cooperation agreement is the logical consequence for bundling this added value into our E-Commerce-for-telco (EFT) solution and rolling it out on the telecommunications market. We are looking forward to the new projects that we will tackle together," says Steven Bailey, Chief Strategic Officer (CSO) of AOE GmbH.

Uwe Ritter, Member of the Board and Chief Operating Officer (COO) of People at Work Systems AG, adds: "We`re convinced that this partnership, will enable us to make a significant contribution to our clients' success in digital sales. In AOE we have selected one of the most innovative providers in the digital transformation

sector, who also shares our focus on dedicated target industries such as telecommunications."

In the adaptive cloud framework of AOE and PaW, the end customer-oriented front end will be uncoupled from the back end and connected via APIs and connectors. In the future, telecommunications providers will be able to react to market and customer requirements in real time and scale more efficiently, increasing their agility. At the same time, functional areas will be processed end-to-end. The goal: To implement significant cost reductions and optimize the essential KPIs of productivity, efficiency, and quality.

Press contact;

AOE GmbH	People at Work Systems AG
Steven Bailey, CSO	Uwe Ritter, Chair and COO
+49 6122 70707-0	+49 89 540 42 45-0
press@aoe.com	info@paw-systems.com

About AOE GmbH

AOE is a leading agile software provider for digital solutions in the enterprise sector. Based on more than 20 years of enterprise open-source expertise, over 250 employees in eight global locations develop digital product, portal, E-Commerce, and marketplace solutions. AOE helps global corporate groups digitally transform existing business models and develop new digital solutions and products.

In addition to the aviation, telecom, healthcare and life sciences, and fintech sectors, fields such as data science, AI, and cybersecurity are among AOE`s focal points. Its long-term customers include Deutsche Telekom, congstar, BMW Group, Frankfurt Airport, Commerz Real, Singapore Airlines, Sony, and T-Systems.

About People at Work Systems AG (PaW)

People at Work Systems AG is a management and technology consulting company established in 2003, which is headquartered in the greater Munich area. It assists its well-known customers, including Deutsche Telekom, Vodafone, Lufthansa, and DHL, with custom solutions to handle all management and IT challenges. This includes professional support for customer management for all IT-relevant and process-related problems, on through to interim management. In addition, PaW has long-standing expertise in the go-to-market services sector and assists its customers in planning, expanding or redesigning their own market launches. The company also provides content support for the implementation of complex transformation projects, especially in the IT and application architecture sectors,

with analytics and business intelligence, Java development, data migration, cloud technologies, CRM, Salesforce, Siebel, and Microsoft Dynamics. PaW offers a framework for automated business processes and a flexibly deployable rules engine as complete product solutions as well.