

## **Press release**

### **PROMOS consult celebrates its birthday and sales growth**

- **32 new customers from the housing and real estate sector**
- **Particularly strong growth for easysquare digital platform**
- **Successful track record upheld with a 14 percent increase in sales**

**Berlin, 24 April 2018** – PROMOS consult, the software specialist for the real estate industry, has increased its total sales once more and is thus continuing its success story. In the last financial year, the company's total operating performance increased by around 14 percent to 18.4 million euros. The easysquare brand achieved particularly high growth at 116 percent. PROMOS combines its innovations in the areas of apps and digitisation under the easysquare brand. PROMOS invested a total of 2.2 million euros in product development for easysquare in the last financial year.

Along with the unprecedented rise in new customers – up fivefold compared to the previous year – the number of employees also rose. The company currently employs 200 employees at four locations throughout Germany. In its twentieth year of business, PROMOS consult was able to sustain the pattern of continuous growth achieved over the past few years.

“We have been actively designing the future of the real estate industry for two decades. With the enhancement of our digital solutions, we will continue to transform the market. Mobile-compatibility is now a standard component of every tender we win. Numerous housing companies have recognised that introducing apps for tenants and landlords is a win-win solution,” says Jens Kramer, CEO and Founding Shareholder of Promos consult.

Going forward, PROMOS' strategy will concentrate on developing the investments it has made for the future. “As well as traditional major SAP projects, our main focus is on our successful solution portfolio. After all, a key insight from our 20 years of market innovation is the importance of ensuring that our products are convenient for customers and of continuing to digitise our own processes. For instance, we received 45 percent more individual enquiries through our online portfolio over the past year. Every fifth new customer came to us via our website. This means the strategy is working,” says Mr Kramer, underlining the growth targets of the Berlin-based IT specialist.

This year, PROMOS consult is celebrating its twentieth company anniversary. When the founding members mustered great courage, inspiration and innovative spirit to launch a new company in 1998, the world of IT was very different. The cream-coloured computers with their gargantuan monitors were larger than the colleague we shared a desk with, the programs were still installed from a disk or perhaps a CD, and the batteries in mobile phones seemed to last three weeks. “The transition from sector newcomer to established digitisation expert for the real estate industry was not always easy, but has certainly been exciting and



varied. Now everybody can find out all about it for themselves,” says Jens Kramer, kicking off the anniversary year. The most entertaining stories from 20 years of PROMOS will be published every month for a year in a digital chronicle: <https://www.openpromos.de/20jahre/>

#### **PROMOS consult**

PROMOS consult was founded in 1998 in Berlin and, with approximately 180 employees, is now among the largest IT companies specialising in real estate. PROMOS consult is an SAP system house and provides consultation, solution development and implementation and training, as well as a full portfolio of IT services and its own data centre. With easysquare, PROMOS provides a forward-looking cloud platform, which simplifies real-estate business processes through online portals and apps for property managers, tenants, potential tenants and service providers.

The subsidiary PROMOS.FS Facility Services GmbH in Dortmund provides specific solutions that improve the quality of the operating costs statement and make creating correspondence easier – regardless of the meter reading service provider and across the entire portfolio.

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