

Sample Press Release

PRESS RELEASE FOR IMMEDIATE RELEASE

WWW.CUSTVOX.COM: PROVOX GROUP AG APPOINTS JPH HOTTINGUER
CORPORATE FINANCE TO LEAD MAJOR FINANCING ROUND

Zurich, Switzerland, Tuesday, April 17th, 2012:

ProVox Group AG has appointed JPh Hottinguer Corporate Finance in Geneva as exclusive advisor to lead a major venture capital funding round.

ProVox Group AG is the Switzerland-based holding company of CustVox, the recognized innovator in Customer Experience Management (CEM) and Voice of the Customer (VOC) driven customer relationship management systems. CustVox is a privately held Swiss company with headquarter in Switzerland and local representative offices in Italy and France.

CustVox has leapt into the limelight in recent months by providing a combination of consultancy services and robust Customer Experience Management (CEM) solutions that are accessible to every company via a scalable SAAS platform, which enables the deployment an enterprise-wide CEM strategy, and overcomes the challenge of gathering large quantities of Big Data via multiple channels.

Much of the recent success of CustVox can be attributed to the team of skilled professionals who have pooled their knowledge and experience to solve the challenge of capturing the Voice of the Customer (VOC) and turning it into valuable, useful business insights.

CustVox has pulled together the brightest minds in the field of predictive analytics and people with have in-depth knowledge of what customers deem to be a good experience. This has resulted in a company who not only understands issues faced by large corporations who wish to deploy an effective CEM strategy, but has also a competitive edge with its proprietary technological solution unmatched in terms of functionality, ease of use and speed of deployment.

ProVox AG has partnered with JPh Hottinguer Corporate Finance to ensure that CustVox has needed capital on hand to pursue its expansion into new markets in Europe, the Middle East and the USA. Frank Warnsing, Chairman of ProVox AG, has stated that, "This move to secure corporate funding is in line with our current expansion strategy and business development. Having

Sample Press Release

invested heavily in research and development to produce a state-of the-art solution to analyze the Voice of the Customer (VOC) and manage the Customer Experience, we have seen our products used successfully in both the telecom and financial services sectors. Since early 2000 we have been the solution provider of choice for major enterprises who are striving to become more customer-centric, by developing the ability to capture Big Data across multiple sources, and effectively warehouse and analyze it. We are honored to partner with such a prestigious name as Hottinguer, and we look forward to a long and fruitful relationship, as we bring our expansion strategy up to full speed across Europe, the USA and the Middle East.”

About JPh Hottinguer Corporate Finance:

JPh Hottinguer Corporate Finance SA was created by a team of seasoned Corporate Finance advisors led by investment banker Jean-Philippe Hottinguer as a high-end M&A boutique, with presence in France and in Switzerland. JPh Hottinguer Corporate Finance has capitalized on the values inherited from its founding shareholders, the Franco-Swiss Hottinguer family, whose business dates back to the end of the 18th century. Over the past 20 years, JPh Hottinguer Corporate Finance completed over 200 transactions across Europe totaling over EUR 20 billion.

About CustVox:

CustVox, a powerhouse of customer intelligence, is the driving force behind the adoption of Customer Experience Management (CEM) by many international corporations, resulting into actionable business insights that add significant value to their business. Committed to always delivering innovative, market-leading technologies and analytics, developed by its award-winning R&D team, CustVox offers an entirely scalable, modular, cloud-based SaaS solution that supports large B2B and B2C organizations, independent from location, culture or language. CustVox CEM solutions are strategic business tools that can be deployed swiftly across the enterprise and operated with minimal training.

###

Press Contact:
Frank Warnsing
CustVox AG
Binzstrasse 18
CH-8045 Zürich

Sample Press Release

Email: frank.warningsing@custvox.com

Phone: +41 44 6878767