



Warsaw, June 10, 2022

**Spire Capital Partners (SCP), a newly established Polish Private Equity firm, announced its first investment; Thulium is a national leader in the CCaaS (Contact Center as a Service) segment for medium-sized companies, a dynamically growing sector of the digital economy.**

- **Spire Capital Partners specializes in lower mid-cap buy-outs of software, e-commerce and tech-enabled services companies. The investment targets are enterprises with positive EBITDA (min EUR 1 million), operating in sectors with high growth, consolidation or international expansion potential.**
- **Spire Capital Partners was founded by investment professionals with a combined more than 30 years of experience in Private Equity market and value creation expertise in digital businesses, incl. DotCard, Netrisk, Frisco, Answear.**
- **Thulium is one of the Polish leaders in the customer support industry, offering integrated support for all communication channels. SCP acquired a majority stake in the company.**

About Spire Capital Partners:

Spire Capital Partners was founded by three experienced Private Equity managers with a successful investment track record in Poland and the CEE region. SCP Partners Krzysztof Konopiński, Arkadiusz Podziewski and Łukasz Wierdak, want to focus on the niche of lower mid-cap buy-out investments in technology and digital companies that have already reached the profitability.

*- We decided to set up Spire Capital Partners based on years of market experience that showed this is an important, yet sizeable niche, where entrepreneurs have limited opportunities to obtain attractive financing or, more importantly, to find a right partner to accelerate growth. We see many interesting companies that operate in rapidly growing digital economy and are already profitable – and among them we see candidates for our portfolio – said Krzysztof Konopiński.*

*- When founding the new investment firm, we considered not only the analysis of the underlying market opportunity but also increasing interest of investors in digital economy. The answer was very positive – said Łukasz Wierdak. – We actively support value creation, which translates into attractive returns for our investors – added Łukasz Wierdak.*

Spire Capital Partners is in the advanced fundraising process of the first fund. Investors base include both institutional and private entities. The first close of the fund is to take place in the next few months.



*- We see a great interest in our fund among investors from Poland and from the region. We want to combine many years of experience in investing in digital economy sector with a partnership approach focused on cooperation with founders and management teams of companies – said Arek Podziewski.*

In parallel, when working on the establishment of the fund, the team is also working on next investments.

#### About the new investment

The first investment of Spire Capital Partners is Thulium. The Krakow-based company offers contact center software for customer service and sales departments. The company serves almost 400 customers and was founded in 2006 by Marek Bartnikowski and developed jointly with Grzegorz Garlewicz and Bartosz Bańkowski, who keep on being operationally involved. The solution is dedicated to both e-commerce sector and “old economy” sectors facing challenges of omnichannel communication/interaction with end-customers. “Pure-internet” clients generate c.30% of the company's revenues.

*- We see a very big potential in the CCaaS space. Together with founders we want to prepare the company for a dynamic growth, both in Poland and in the CEE region. We expect the CCaaS market to double in next 5 years. At the same time, SMEs segment is underpenetrated with professional omnichannel contact center software – said Krzysztof Konopiński*

The online and omnichannel retail and service market, is facing the increasing complexity of customer service with end-customers using multiple communication channels. At the same time, the importance of the quality of this service is constantly growing being fundamentally important for building lasting customer relations.

Spire Capital Partners acquired a majority stake in Thulium; the founders remained in the company as minority shareholders. The deal was financed with the capital coming from Polish and international institutional and private investors (family offices) and the Spire’s team.

*- In the previous year, Thulium recorded over PLN 7 million in revenues, continuing the annual growth at the level of approx. 30%. That proves the quality of the company's solution. We are actively looking for M&A targets to expand Thulium’s product portfolio (including chatbots / voicebots). At the same time, we are preparing for international expansion – said Krzysztof Konopiński.*

The ambition of the company's founders and the SCP investment team is to further develop the company and make it a regional leader in customer contact support for companies operating both in the online and omnichannel model.



*- We have been looking for a partner with whom we will be able to take Thulium to the next level of its development. We were convinced by the extensive experience of SCP's investment team in digital economy, as well as a partnership approach. We quickly built a mutual understanding that turned into trust - crucial for such large business ventures. I believe that together we create the best possible mix for the further dynamic development of Thulium - said CEO of Thulium Marek Bartnikowski.*

*- There is a lot of intense work ahead of us now, but we are all entering this exciting time full of energy. We have a solid starting position. The global CCaaS providers, without a local services support, are not well-welcomed by customers operating locally - hence we are optimistic about the future – added Bartnikowski.*

*About Spire Capital Partners:*

*Private Equity investment firm founded in 2021 by three Partners with more than 30 years of experience in the PE market: Krzysztof Konopiński, Arkadiusz Podziewski and Łukasz Wierdak. SCP is a financial investor in the CEE region, specializing in lower mid-cap buy-outs in software, e-commerce and tech-enabled services sectors, companies with positive EBITDA and potential for scaling up either with organic growth or/and M&As.*

*About Thulium:*

*Thulium was established in 2006 out of a passion for searching for new solutions and the unique owner's know-how. Wanting to change the face of online communication, they created a call center system that quickly attracted the attention of many small and medium-sized companies. Thulium is a tool for handling phone calls, e-mails, messenger and customer chats, enriched with an easy-to-implement chatbot, advanced reports and numerous integrations. The intuitive solutions facilitate the management of all client communication. The system is designed for customer service, support and sales departments, with 5-80 consultants. Thulium is already used by companies such as TUI, W.KRUK, Morele.net, Onet.pl, WITTCHEN, DeeZee and Shoper.*