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Media Release

ALSO and PTC Enter into Partnership

PTC, a specialist and international pioneer in the development of IoT platforms, has joined forces with ALSO to market PTC products. ALSO will distribute both PTC's industrial IoT platform [ThingWorx](#) and its augmented reality (AR) technology platform [Vuforia](#) through the ALSO partner network in the German, Austrian and Swiss markets. The partnership will allow PTC to benefit from ALSO's strong market presence, improved market access and the resulting effects of scale. In turn, the partnership will enable ALSO to further expand its IoT expertise and offer its VARs solutions, services and training on how to successfully expand their own IoT businesses.

ThingWorx, named Forrester's industry leader in IoT software platforms, has been proven to accelerate industrial innovation, including industrial IoT applications and AR experiences. The platform includes technologies and tools that enable industrial companies to quickly and easily develop, flexibly deploy, and extend IoT applications and AR experiences. ThingWorx is complemented by the AR technology Vuforia Studio, a powerful, easy-to-use solution for the creation and use of AR experiences in enterprises.

ALSO will distribute ThingWorx as well as AR applications from Vuforia via the ALSO Cloud Marketplace. This offering will be complemented by support services and training provided by ALSO. PTC will benefit in particular from the market presence of the industry leader, the associated scaling effects and the services; ALSO in turn will gain a strong solution portfolio and an internationally established partner for the expansion of the IoT business.

"The partnership is a win-win situation for both partners and an example of how consistently and purposefully we continue to expand our IoT Solution business," says Gustavo Möller-Hergt, CEO of ALSO Holding AG (SIX:ALSN). "In our marketplace, we not only offer the comprehensive software portfolio around ThingWorx and Vuforia, but also services and training so that our partners can better understand PTC's solutions and products and consequently better advise and support their customers.

PTC Channel Sales EMEA Vice President, Georges Millet added: "The strong demand for PTC IoT solutions requires new partnerships and distribution channels. With the collaboration between PTC and ALSO, we are further expanding our partner business and leveraging the scalability offered by ALSO's partner and supplier network. By using ALSO's Cloud Marketplace, VARs will be able to access our solutions much more easily. Customers will also benefit from our partner's services and training for resellers. ALSO is closing an important gap between the manufacturer and the end customer".

Direct link to the media release: <https://also.com/goto/20190221en>

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About PTC (NASDAQ: PTC) unleashes industrial innovation with award-winning, market-proven solutions that enable companies to differentiate their products and services, improve operational excellence, and increase workforce productivity. With PTC, and its partner ecosystem, manufacturers can capitalize on the promise of today's new technology to drive digital transformation. Please visit: <http://www.ptc.com>

ALSO Holding AG (ALSN.SW) (Emmen/Switzerland) brings providers and buyers of the ICT industry together. The company offers services at all levels of the ICT value chain from a single source. In the European B2B marketplace, ALSO bundles logistics services, financial services, supply services, solution services, digital services, and IT services together into individual service packages. ALSO's portfolio contains more than 250 000 articles from some 525 vendors. The Group has 4 058 employees throughout Europe. In fiscal year 2017 (closing on December 31), the company generated net sales of 8.9 billion euros. The majority shareholder of ALSO Holding AG is the Droege Group, Düsseldorf, Germany.

Further information is available at <http://www.also.com>

Droege Group

Droege Group (founded in 1988) is an independent advisory and investment company under full family ownership. The company acts as a specialist for tailor-made transformation programs aiming to enhance corporate value. Droege Group combines its corporate family-run structure and capital strength into a family-equity business model. The group carries out direct investments with its own equity in corporate spin-offs and medium-sized companies in "special situations". With the guiding principle "execution - following the rules of art", the group is a pioneer in execution-oriented corporate development. Droege Group follows a focused investment strategy based on current megatrends (knowledge, connectivity, prevention, demography, specialization, future work, shopping 4.0). Enthusiasm for quality, innovation and speed determines the company's actions. In recent years Droege Group has successfully positioned itself in domestic and international markets and operates in 30 countries. More information: <https://www.droege-group.com>

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