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## Corporate News

### **BUCHBERGER Group launches new web store**

**With the launch of its new online store, the BUCHBERGER Group has reached another important milestone on its way to advancing digitalization in the construction industry**

As a "full-range supplier", the trading company BUCHBERGER has been a competent partner with state-of-the-art technology for all matters relating to building construction and civil engineering as well as gardening and landscaping for over 50 years. Thus, the range of the BUCHBERGER Group with more than 60,000 articles is aimed at both professional tradesmen and the ambitious do-it-yourselfer. Customers can choose freely from barrier tape to concrete silos, from secateurs to lawn tractors, and also from the extensive portfolio of special tools and construction machinery and equipment. Rental and other services complete the product range.

Today, BUCHBERGER still works largely with traditional face-to-face or static sales. For this reason, the company has invested in a powerful online store as part of an extensive project, which has numerous new functionalities and an appealing, customer-friendly layout. The web store, which has been launched at <https://webshop.buchbergergmbh.de>, makes it easier for customers to place orders and leads to faster delivery times by eliminating time-consuming quotation requests.

A good six months after the takeover of BUCHBERGER's existing business, UMT AG is very satisfied with the state of development and the progress made in the digital transformation. "With this investment in a new web store, we have completed an important building block in our digital activities," says Dr. Juergen Schulz, Managing Director of the BUCHBERGER Group and CTO of UMT AG. "However, this is only a snapshot, because the store is already being further developed in order to organize our web-based sales activities even better."

With the online store, the BUCHBERGER Group is now offering its customers a new digital sales channel, which is expected to contribute to a further increase in customer satisfaction through shorter delivery times, greater flexibility and time savings when ordering proven products from the existing range. Thousands of existing BUCHBERGER customers can log into the web store conveniently from their computer, tablet or cell phone using their customer number. The web store offers more space for advisory content than catalogs or product flyers currently do. In addition, BUCHBERGER's new online store simplifies ordering options for customers - even worldwide. The availability of the store around the clock, independent of different time zones, is just one advantage. The new possibility of en-gros orders through efficient fast entry or convenient file upload also simplifies the ordering of products for the customer in the long term. This now offers the BUCHBERGER Group the opportunity to expand its stationary trade at the Ingolstadt location by a fivefold number of more products, also in distance selling.



"We see the web store as the ideal complement and support for our proven sales team. Personal and individual contact with our customers is and remains indispensable," emphasizes Dr. Juergen Schulz. "However, offering online sales channels, not only in the current pandemic, is important. For years, the trend has been towards digital channels, also increasingly in the B2B sector. And these changes in buying behavior will persist even after the crisis, especially among small customers, who as of now have new, flexible ordering options at their disposal. Continuously improving the shopping experience of our customers and thereby also boosting new customer business is a particular concern of BUCHBERGER and UMT AG. Whether product search, price query or ordering goods - our new web store is easy and intuitive to use, enables convenient shopping and thus facilitates the day-to-day business of our customers," Juergen Schulz continues.

For the BUCHBERGER Group, the introduction of the online store together with the Smart Rental App is an important milestone in its digitization plans and represents the best prerequisites for the "buy-and-build" strategy and thus for further growth to achieve the corporate goals of the UMT Group. These should and can be reflected not only in product development, but also in all other areas of the company - in this case in marketing and sales.

Further information on the new Smart Rental App and access to the web store can be found at [www.buchbergergmbh.de/digital/](http://www.buchbergergmbh.de/digital/) and <https://webshop.buchbergergmbh.de>.

#### **About UMT AG:**

As a technology house, UMT United Mobility Technology AG stands for the development and implementation of customized solutions for the digitalization of business processes. As a FinTech company, UMT licenses one of the largest mobile payment platforms in Europe and acts as a central interface between all relevant parties such as large retail chains, banks, bonus program providers and end consumers. UMT's technology is in live operation at around 16,000 stores and 71,000 checkouts. In Germany alone, over 14 million users have been able to use UMT's mobile payment technology for 5 years.

The IT and consulting expertise built up over a decade in the field of e-commerce and payment (Multi-Currency & Crypto-Money) is the basis for value-creating investments in companies with a low level of digitalization. The focus of activities is on medium-sized companies with future-oriented and stable business models. The aim is to unlock new growth potential through active further development, particularly in the area of digitization, and a forward-looking buy-and-build strategy for the specific consolidation of a fragmented market, and thus to realize significant revenue and earnings growth with sustainable profitability and steady cash flow.

The UMT United Mobility Technology AG share (GSIN A2YN70, ISIN DE000A2YN702) is traded on the Frankfurt Stock Exchange and is listed on the Basic Board of Deutsche Boerse AG.



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