



**Europlus Direct is part of the Annuity Management Group**

## STRONG PARTNER IN SERVICE REVENUE MANAGEMENT ON THREE CONTINENTS

*The Annuity Management AG (AMAG) and the Europlus Direct Group (EPD) join forces.*

The Annuity Management AG (AMAG) and the Europlus Direct Group (EPD) join forces. By merging the two service revenue management experts, the AMAG Group is able to expand both its range of services as well as its market position as a leading international expert in the lifecycle management of service and maintenance contracts. With a regional coverage of more than 60 countries and representative offices in Europe, North America and Australia, the Group serves more than 20,000 customers worldwide.

*"In the AMAG Group, we have found the best partner for Europlus. The shared expertise within the Group combines the best capabilities of both companies, allowing us to offer our customers an even better and more comprehensive service", says Europlus Direct CEO and founder Jim Hart, who will actively support the AMAG Group on the Board of Directors following the transaction. Moving forward, Michelle Littlewood, former Sales Director at Europlus Direct and with the company for more than ten years, will lead the operational business of the Europlus Group as Managing Director. "It is amazing to be part of such a strong group. Jim has built up a great company over the past 14 years and I am now looking forward to continuing and expanding this within the AMAG Group", says Michelle Littlewood.*

*"I am very pleased to welcome Europlus – one of the world's most experienced and renowned service experts for IBM and Lenovo maintenance contracts – as part of the AMAG Group. As a group, we are now perfectly positioned to offer our customers a comprehensive annuity management service tailored to their needs", says Matthias Knaur, CEO of Annuity Management AG.*

The AMAG Group's service offerings of service revenue management solutions include a renewals management solutions for direct OEM customers, a dedicated renewal service for OEM channel partners, as well as a dedicated worldwide IT maintenance service.



### About the Annuity Management Group

The Annuity Management Group specialises in revenue life cycle management and customer success management solutions for technology manufacturers. As a highly specialised independent service provider for recurring revenues ("annuities"), Annuity Management AG offers complete proactive and reactive end-to-end solutions for the support and optimisation of service revenue management. For more information, see [www.annuity-management.com](http://www.annuity-management.com)

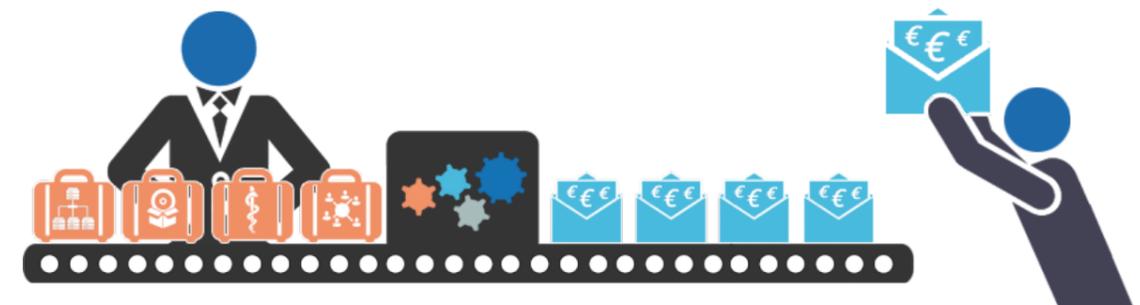


### About Europlus Direct

Headquartered in Leeds, UK with offices in Las Vegas and Sydney, Europlus Direct serves around 8,000 IBM and Lenovo corporate customers in Europe, North America and the Asia-Pacific region. Founded in 2004 by Jim Hart, the company manages IT support, software, service and maintenance contracts for business customers. Europlus' comprehensive solutions include a dedicated renewal service, a worldwide IT maintenance service, in which Europlus cooperates with over 300 distributors, and the "Maintenance Central" service & maintenance portal. Europlus Direct is an accredited IBM and Lenovo Gold Partner. For more information, see [www.europlusdirect.com](http://www.europlusdirect.com)

*Focus, expertise and technology are our ingredience for success!*

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