

Magnus accelerates growth through collaboration with Holland Capital

Amsterdam / Naarden, November 26, 2020 - Holland Capital invests in consultancy company Magnus, a major player in the field of digital transformation. With its broad IT expertise, Magnus is a respected partner for customers in various markets. The investment ensures that the growth ambition can be realized.

Digital transformation and innovation

Magnus provides "best in class" consultancy and implementation services in the field of digital transformation, energy transition and IT. The innovative company offers expertise in areas such as SAP, Mendix, analytics and data science. Magnus is a valued partner for customers in the energy sector, retail and FMCG, education, media and construction at home and abroad.

Enterprise Omnichannel Order Management (OIL)

In addition, Magnus develops and implements the OIL Order Management SaaS platform. This omnichannel order management platform is already being used by more than 20 leading retailers to centrally manage and deliver sales orders from web shops, stores and market places from different locations.

Investment for growth

Magnus wants to invest in the further professionalization and expansion of its service portfolio through the collaboration with Holland Capital. The product development and (international) rollout of the retail software platform OIL will also be accelerated.

Peter-Jan Simons, Managing Director at Magnus: *"In order to concretize and accelerate our growth ambitions, we started looking for a partner who would like to invest in the future together with us. With Holland Capital we have found a partner who shares our ambitions and who can use her experience and knowledge to help us accelerate the realization of our plans."*

The investment is interesting for Holland Capital because there is a great demand in the market for digital transformation and Magnus offers the right expertise and solutions to help customers with this. There are many opportunities for organic growth, but also for further strengthening the propositions by actively looking for strategic expansions.

Ewout Prins, Managing Partner Holland Capital: *"Magnus is one of the leading players in the field of digital transformation in the Netherlands. With its highly trained consultants, knowledge of current technological platforms and proprietary tools, it is truly a partner for its customers. We are excited to support the Magnus management team in achieving their growth plans."*

About Magnus

Magnus is an innovative IT and organizational consultancy agency that works for leading clients; from advice to realization. With more than 150 consultants, it provides services around digital transformation, energy transition, data analytics, ERP implementations and the development of low-code solutions. It also supports customers with the management of

these solutions. Founded in 1990, Magnus was the first SAP partner and one of the first Mendix partners in the Netherlands. Magnus's loyal customer base consists of established names such as VU University, Jacobs Douwe Egberts, Omoda, Blokker, Hunkemöller, Tennet and VolkerWessels.

About Holland Capital

Holland Capital has invested responsibly and successfully in more than 140 Dutch SMEs over the past 39 years. With a clear investment strategy, it is active in the attractive growth markets Healthcare and Technology. The experienced and committed investment team knows what entrepreneurship is. She strives for an open, sustainable and professional relationship with the management teams of the companies in which she invests, with the common goal of achieving growth. Holland Capital is supported by a wide network of successful entrepreneurs in Healthcare and Technology.