

Brady plc acquires Viveo Switzerland

This morning we announced the acquisition of Viveo Switzerland, a solution provider for commodity trading, with particularly strengths in the management of softs, oil and gas and metal commodities. Viveo Switzerland is a Swiss based company, established in 1986 with 22 employees and 53 clients throughout Europe.

Viveo Switzerland's solutions help their clients to manage the full life cycle of commodities trading, specialising in the delivery of software solutions to support the business requirements of professionals active in commodity trading and trade finance from capture, through processing, inventory, invoicing and ultimately reporting P/L on the trading.

It is Brady's aim to be the definitive global provider and partner of choice for trading, risk management and settlement solutions across the commodities industries and markets. The acquisition of Viveo Switzerland is a significant part of this strategy, and we believe it will deliver some great benefits for our clients and for the company as a whole. In particular, Viveo Switzerland has a team with strong domain knowledge, excellent clients and there is a clear and complementary product fit.

The acquisition will help to reinforce our market leading position in the commodities trading and risk management space, especially as Viveo Switzerland has a mature product in the commodities space, Fintrade, representing over 20 years of development. In due course, our plan is to create a single development roadmap for Fintrade and Brady solutions, so that we can provide our clients with a consolidated solution covering trading, risk management, operations and settlement. In the meantime we will continue to invest in the development of both solution sets.

Viveo Switzerland's management and employees are expected to join Brady to form a dedicated business unit, led by Viveo Switzerland's CEO Robert de Picciotto, in order to ensure the continuity of our customer and partner relationships.

I would like to take this opportunity to thank you for being a customer of Brady. As always, we value your feedback and continued support, so please feel free to contact me or any of my team if you would like to discuss the acquisition, or any other matter.

Yours sincerely

Gavin Lavelle
Chief Executive Officer
Brady plc