

New partner

## **BIP Investment Partners acquires a minority interest in Key-Systems**

**Press Release**

**April 22, 2009**

**BIP Investment Partners (« BIP ») a public investor listed in the Luxemburg stock exchange has acquired a minority interest in Key-Systems GmbH. The German company, a globally recognized player in the internet industry and among Europe's leading Internet Service Provider in the area of domain names has over 2.5 million domains under management.**

Zweibrücken, 09-04-22. Founded in 1998, Key-Systems enables domain name registrars and end customers to register a broad spectrum of top level domains through its fully automated meta registry, RRPproxy and its retail platform domaindiscount24.com . Key-Systems is a profitable company and has persistently recorded double digit growth. The company is partner of the world's leading domain name registrars, institutions (including the banking sector) and international companies.

« By opening our capital to BIP, Key-Systems secures the financial means necessary to an even broader presence on the international markets and to roll-out new products and services. In particular our new hosting platform HOMER and our new corporate domain management service BrandShelter including services for international companies and regions to register "their own TLD" will benefit from the investment», said Alexander Siffrin, founder and CEO of the company.

« We invest in an impressive team », said Michael Riedl, Investment Manager at BIP. « The founders took a truly visionary approach towards industrializing domain name registration and related services. The entry of a professional investor is an important milestone in the development of Key-Systems. BIP will support Key-Systems in its rapid expansion and foster synergies with its other portfolio companies”.

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#### **About BIP Investment Partners**

BIP is a Luxembourg investment company listed on the Luxembourg stock exchange. As an institutional investor, BIP holds stakes in major businesses in the Luxembourg economy and neighboring regions. The company is active in the private equity sector and also invests in venture capital funds. As a part of its mission, BIP seeks to encourage entrepreneurship by supporting innovative, high-potential projects. BIP is a component stock of the LuxX, the index of the Luxembourg Stock Exchange.

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#### **About Key-Systems**

Key-Systems GmbH in Zweibruecken, Germany, was founded by Alexander Siffrin in 1998. The company has grown from an academic sideline to a successful international ICANN accredited registrar for internet addresses. Areas such as a fully automated reseller-system and webhosting completed the success story. With today more than 2.5 million domains under management, the company has reached a leading market position, selling domain names, webhosting and DNS services to customers all over the world. The latest product BrandShelter offers companies and institutions special services related to the domain administration including services to get “their own TLD” in the future