

PRESS RELEASE
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Christ&Company preparing to sell its stake in award winning AI-powered platform G2K



Christ&Company Consulting GmbH prepares to sell its stake in G2K Group GmbH (Berlin / Munich) to the American software company ServiceNow Inc. (NYSE: NOW). ServiceNow Inc. has just announced the signing of an acquisition agreement for the German AI pioneer G2K to transform retail and other industries. The financial terms of the agreement were not disclosed. Christ&Company had taken a stake in the G2K Group as a strategic investor in Mai 2021.

The G2K Group was founded by Karsten Neugebauer (CEO) and Omar El Gohary (CTO) in 2013. Its technology gives retailers the ability to connect real-time data across storefronts and other physical spaces and uses AI to translate that data into insights that allow organizations to take action. The platform is differentiated because it can operate in many kinds of environments to meet many kinds of needs with its one command center for all IoT devices and sensors as well as visual data.

Consequently, the founders were able to quickly convince international customers. The planned acquisition of the G2K Group by ServiceNow is the result of the development into an internationally sought-after software provider within a few years. The transaction, for which the final closing terms are still pending, is subject to the completion of regulatory review.

"The planned acquisition of G2K by ServiceNow shows the potential for AI-powered software in Germany. At the same time, it is the result of our holistic strategy as a venture builder", explains Harald Christ, Chairman and Founder of Christ&Company. "We have not only acted as an investor but have accompanied the development of G2K in all phases and jointly scaled its business. We are pleased to have also made a decisive contribution to G2K's success story ", continued Christ.

"As strategic investor, we have accompanied use cases from retail to logistics and to smart city ecosystems together with G2K," explains Matthias Zeller, Managing Director of Christ&Company and member of the investor board at G2K Group. "With our technological expertise in AI and IoT as well as our strong network, Christ&Company will continue to build ventures in Europe and, as with G2K, providing them with strategic support in crucial phases," Zeller concludes.

SZA (Mannheim) served Christ&Company as legal counsel in the transaction.

Further information on the signing of the acquisition agreement by ServiceNow for German AI pioneer G2K can be found [here](#).

About Christ&Company Consulting:

Christ&Company Consulting GmbH was founded by Chairman Harald Christ in 2018. He merged the consultancy with his investment company CUSTODIA TRUST in 2021. Since then, the Berlin and Frankfurt-based company has focused on communications and strategy consulting in addition to investments and the venture business. Under the motto "Combining Advisory and Investment", the consulting firm provides advice in the DACH region on strategy, communication. With the aim of not only advising clients, but also accompanying them through all phases of transformation, Christ&Company identifies and develops growth opportunities. As a business angel and venture builder, Christ&Company is entrepreneurial itself and combines consulting focuses as an investor in a holistic approach.

About G2K Group:

Founded by Karsten Neugebauer and Omar El Gohary in 2013, the G2K group GmbH employs over 200 people in Berlin, Cairo, Dubai and Mexico and is headquartered in Munich. The company is one of the top 100 most innovative companies in Germany and was awarded the Reta Award for Top Supplier in the "Best Enterprise Solution" category at Euroshop 2023 as a technology partner.

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Attachments



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