Interlaken, Switzerland -- **17 May 2016**

TrekkSoft AG and Myobis Booking Systems announce a strategic alliance

TrekkSoft AG, the Swiss-based leader of tour and activity software solutions, has entered into a strategic alliance with Myobis Booking Systems GmbH (MBS), the innovative German booking software provider. The alliance supports the mission of both companies to provide the European tour and activity industry with the most efficient and affordable online booking solution and will drive market consolidation.

Through the alliance, TrekkSoft's leading position in booking and payment technology will complement the in-depth German market knowledge of myobis. In turn, this will enable tour and activity providers in Germany and beyond to access a product that utilises the diverse strengths of both companies.

Frank Grossmann, CEO of MBS, is convinced:

"With TrekkSoft as our partner we can improve our performance for our existing customers and develop the market comprehensively." Grossmann adds: "I am convinced that soon there will be market consolidation in Germany. In the past two or three years, the pressure on the competitors and their investors has grown enormously; the figures speak for themselves. Now is the best time for our alliance with TrekkSoft."

Jonathan Fauver, CEO of TrekkSoft AG, says of the partnership:

"With an annual booking volume of €8.5 billion, Germany is one of the critical markets for success in the European tour and activity landscape and a major focus for TrekkSoft in the near future. Following a careful review of the booking solutions currently serving the German market, the quality of the myobis feature set, combined with the industry experience and innovation of the founders, myobis became the obvious choice for a close collaboration."

Fauver adds, "We are very excited about the collaboration, the myobis team makes a great addition to the TrekkSoft portfolio. In addition to complementing our existing system, the agreement opens up new ways for TrekkSoft to better serve our international customers. In the near future we will be allocating development resources to bring further optimization to myobis. Both companies are well-aligned in their goal of quality and sustainable growth both in Germany and the rest of the world."

MBS provides an efficient solution for companies to book and manage internal events with the product "myobis business". Under "myobis event", experience providers can seamlessly process online sales, promotion code marketing, and voucher handling.

TrekkSoft's comprehensive booking solution and website builder for the tour and activity industry has been very successful in over 120 countries and is clearly number 1 in the European market. Through TrekkSoft's collaboration with myobis, tour and activity providers will have access to an even more powerful software solution to build their business online.

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About TrekkSoft

TrekkSoft is an online booking software provider for tour and activity companies with a team based in Interlaken, Switzerland. The multilingual and multi-currency system was developed jointly by IT and tourism professionals, and has been used by customers in 125 countries to date. TrekkSoft now employs over thirty-five people of more than eighteen nationalities, most of whom work at its headquarters in Interlaken, Switzerland.

About Myobis Booking Systems GmbH (MBS)

Myobis Booking Systems GmbH (MBS) is a Munich-based online booking software provider for the tourism and events industry. MBS provides an efficient solution for companies to book and manage internal events with the product "myobis business". Another product, "myobis event", enables experience providers to seamlessly process online sales, promotion code marketing, and voucher handling.