

## Press Release

### **smino accelerates international growth**

*Rapperswil, 30. August 2023 – **smino receives growth financing from UBS Growth Advisory and strengthens its board of directors with digital pioneer Norman Meyer.***

smino AG, a leading software solution provider for planning and construction projects, is accelerating its international growth.

The growth financing granted by UBS Growth Advisory enables smino to further advance its successful internationalization and realize the vision of a complete CDE (Common Data Environment) platform with a full collaboration approach.

The appointment of Norman Meyer to the smino board of directors enhances the company's international expansion prowess with one of the most influential digital personalities in the German construction industry.

### **Growing stronger with additional resources**

The collaboration with UBS, one of the world's most respected financial institutions, is invaluable to smino. In addition to growth financing, the company benefits from the extensive resources, industry-specific expertise, and valuable network of UBS.

For Rebecca Büsser, CFO of smino, this financing is a significant achievement: "The successful completion of this financing is confirmation that we are on the right path. Our vision and strategic approach have gained investors' trust, strengthening our confidence that we will shape the future with financial stability and growth potential."

### **New board member**

The expertise of Norman Meyer further bolsters the international expansion. Meyer has been a member of the smino AG board of directors since June and serves as an Executive Advisor. He played a crucial role as Head of Digital Business Models at Drees & Sommer for six years, contributing significantly to the digitization of the construction industry. Previously, he founded and successfully established the PropTech company Asset Profiler in 2011. Norman Meyer is also a member of the Innovation Think Tank of ZIA and the gif (Society for Real Estate Economics).

## **Strength through industry expertise**

**Sandor Balogh**, Managing Partner at smino, welcomes the reinforcement: "His track record is impressive, and he fits perfectly with smino. Norman Meyer was a founder, built a startup over 6 years ago, and spun off and initiated startups in established companies. Furthermore, he is well-connected in the industry. I am very pleased that we could win him for smino."

Meyer looks forward to the new challenge: "smino is an innovative and user-friendly solution that has proven itself successfully and demonstrated its unique selling proposition to numerous customers worldwide. I am excited to accompany the company in its further growth. In my 20 years in Professional Real Estate and Digital Innovation, I have learned that a strong, user-centered product and a professional and passionate team are central to success. And smino has it all."

## **About smino AG:**

smino was founded in 2016 by Sandor Balogh and Silvio Beer to provide the construction industry with a digital tool to address current and future challenges. Since 2022, Christoph Degendorfer has joined the founding team through the integration of bimspot.

Today, smino supports construction clients, architects, planners, and companies worldwide in successfully implementing their projects. With employees at 4 locations (Cologne, Rapperswil, Vienna, and Zurich), smino strives to enable over 11,000 companies to focus on what matters most: building.

[www.smino.com](http://www.smino.com)

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