



Press Release

SNP opens subsidiaries in the USA and South Africa / New CFO/COO begins work

The company is driving ahead with its internationalisation policy and has started to conquer new markets - Andy Watson is now officially part of the management board

Heidelberg, 11th July 2011 – SNP AG, a software and consulting company specialising in SAP transformations, has founded its first distribution companies outside of Europe in the USA and South Africa to expand its international marketing activities. SNP America Inc. is based in McLean near Washington D.C., with Ken McDonald as President. The South African company, SNP Schneider-Neureither & Partner ZA (Pty) Limited, is based in Johannesburg. As Managing Director at this company, Geoff Earnshaw is responsible for the development of the customer and partner network. The foundation of the 100% subsidiaries represents an important step in SNP's planned strategy of growth and internationalisation for the worldwide sale of its own-developed standard software for transformations, SNP Transformation Backbone® (SNP T-Bone).

"We are pleased that we were able to complete the foundation of our subsidiaries in the USA and South Africa quickly and smoothly", says Dr. Andreas Schneider-Neureither, CEO of SNP AG. "We have Ken McDonald and Geoff Earnshaw on board, two very experienced managers who have many years of experience in the international IT sector, know their respective countries well and have a wide network of contacts." This year, the establishment of the solution for SAP transformations is at the forefront of our activities. In addition to the development of existing relationships with our customers and partners, one of our main aims is to demonstrate the possibilities and high performance of the SNP solution to potential new customers.

Also, today, Andy Watson takes on his duties as CFO/COO of SNP. "We are sure that, with Mr. Watson, we have brought an experienced manager personality on board, who will support our growth and internationalization strategy," said Schneider-Neureither. Before, Watson accounted for Global Services at SAP as COO. He follows on Petra Neureither, who left the company with the end of the last annual general meeting in May.



About SNP

SNP is a leading provider of software and software-related-services for transformations of SAP systems required in the wake of corporate restructurings or technical progress. For these adoptions of the IT landscape – called Business Landscape Transformation® - SNP offers with SNP Transformation Backbone® the world's first standardized software.

SNP was founded in 1994 and currently employs approximately 180 employees at five locations in Germany, Austria and Switzerland. SNP serves international and national clients and has the experience of more than 1,300 successfully completed projects. In fiscal year 2010, SNP AG achieved a turnover of 22 million Euros. The company is listed on the General Standard of the Frankfurt Stock Exchange.

For more information please visit www.snp-ag.com

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