Entering a new era with AdEx Partners Intelligence – AdEx Partners acquires Mindfuel's Studio Business strengthening its role as a Trusted Advisor for AI-based business transformation

AdEx Partners, an award-winning management and IT Consultancy, has announced the acquisition of the Studio Business from Mindfuel, effective June 1st, 2025. This strategic move aims to enhance AdEx Partners' position in the European AI and Data market.

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As a Trusted Advisor for business transformation, AdEx Partners has been empowering leading organizations to shape the digital future of Europe since 2012. Recognized multiple times as a "Hidden Champion" and "Best of Consulting," the company offers independent and technology-agnostic consulting in key focus areas, including ERP, Data Value Management, and Business & Digital Transformation. Over 60% of DAX 30 companies are among its clients, supported by a team of approximately 300 consultants with an average of 13 years of industry expertise.

While AdEx Partners has already been providing AI and Data services, this acquisition marks a significant milestone in its growth journey. Stefan Rieder, CEO and Managing Partner at AdEx Partners, states: "This acquisition positions us as a new leader in AI and Data transformation. By adopting an 'AI-first' approach, we are not only strengthening our capabilities in AI and Data Analytics but also transforming how we deliver impact to our clients. Bringing in a highly specialized team with a strong DAX client base, particularly in Financial Services, and a robust pipeline, enables us to deliver holistic transformation projects to our clients."

Nadiem von Heydebrand, CEO & Co-Founder at Mindfuel, adds: "We are very excited about this step, which puts the Mindfuel Studio on a great growth path. AI & Data Product Management will now be accessible to a new customer group, providing real value to our existing clients as well."

The Best of Both Worlds

Mindfuel's pan-European team of data, AI and product-management experts is joining AdEx Partners to create AdEx Partners Intelligence – a center of excellence supporting clients on their AI transformation.

Built on Mindfuel's proprietary, value-first framework and AdEx Partners' industry-deep transformation expertise, the new unit will help organizations discover, build and scale AI products enterprise-wide – rapidly, responsibly and with measurable impact.

"For almost every organization, AI shouldn't be science – it should be treated as product," says Stefan Schmautz, Co-Founder, former Chief Customer Officer at Mindfuel and newly appointed Partner at AdEx Partners. "Success demands rock-solid data foundations, a product mindset on every level, the right

setup and capabilities and responsible, value-linked scaling. By uniting Mindfuel's data and AI knowledge and engineering strengths with AdEx Partners' deep industry and transformation expertise, we accelerate time-to-value and de-risk AI at scale."

From 1 June 2025, the team – led by Stefan Schmautz and reinforced by AdEx Partners experts – will operate as AdEx Partners Intelligence, significantly elevating the firm's AI & Data Analytics Hub. AdEx Partners and Mindfuel will continue to collaborate to bring AI and data-driven business transformation to a new level.

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About Capvis

Capvis AG, Baar, Switzerland, is the exclusive adviser of the Capvis funds that primarily acquire majority stakes in leading medium-sized technological firms. Its activity is founded on its longstanding experience in creating local and global market leaders in the fields of healthcare, industrial technology, and advanced services & software from family or entrepreneurial owned companies. Close cooperation with strong management teams ensures that the potential of companies is developed to the full while creating long-term values. Capvis has a track record of more than 30 years in private equity and invested more than EUR 4 billion in 63 companies. The remarkable number of 10 IPOs documents the quality of the investments managed and developed by Capvis.

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About AdEx Partners

As a Trusted Advisor for digital transformation and IT strategy, AdEx Partners empowers leading companies to shape the digital future of Europe. Founded in Hamburg in 2012, AdEx Partners currently operates throughout the DACH region. The team of around 300 consultants, with an average of 13 years of industry experience, implements tailor-made solutions in its consulting focus areas, including ERP, data value management, and business transformation.

AdEx Partners' services are not limited to strategic consulting and project planning; the Trusted Advisors also remain involved during implementation and help ensure that complex transformation programs are successful. More than 60% of DAX30 companies from various sectors, including pharmaceuticals, healthcare, industry, retail, and financial services, trust this comprehensive expertise.

AdEx Partners has been recognized as a "Hidden Champion" three times in a row by the business magazine "Capital," has won seven "Best of Consulting" awards from WirtschaftsWoche, and has held the "Great Place to Work®" seal of approval for years.

www.adexpartners.com