

## PRESS RELEASE

### **weclapp to establish new research location in Würzburg InnoHubs**

- *Ground-breaking ceremony today on Skyline Hill in the immediate vicinity of the university*
- *Cloud expert weclapp builds research centre on an area of around 1,200 square metres*
- *Innovative centre for the dialogue between business and science*

Frankfurt/M., Germany, 5 August 2021 – weclapp SE, provider of the cloud-based ERP platform of the same name, will open another location in the new InnoHubs in Würzburg, probably from the beginning of 2023. Today, the ground-breaking ceremony for the future-oriented project took place on Skyline Hill in the immediate vicinity of the university campus. A total of around 12,700 square metres of modern office and innovation space will be created there; of this, weclapp SE alone will occupy an area of 1,200 square metres.

The subsidiary of 3U HOLDING AG will benefit from the location of the new site. Ertan Özdil, founder and CEO of weclapp SE, was enthusiastic about the concept of the InnoHub at an early stage. As an expert for innovative, cloud-based enterprise software, weclapp relies on closing ranks with university research on ERP systems and artificial intelligence (AI). A location in Würzburg, the upcoming hotspot of AI research in Germany, is therefore an important milestone for weclapp.

"The University of Würzburg is establishing a centre for artificial intelligence. For our company, the topic of AI is of great importance. With our cloud software for medium-sized companies, we also want to provide elements of artificial intelligence in the future. Cloud and AI are the IT trends of the future - and we want to be pioneers here," says weclapp CEO Ertan Özdil. The company will therefore also implement research and development projects in the interaction of business and science.

Özdil continues: "Our own research team is already working on the next generation of smart ERP solutions from which our customers will benefit. In dialogue with customers, we define concrete areas of application and enable predictions for returns or bad debt probabilities in e-commerce, for example. The proximity to university research will enrich these projects. And we know from initial discussions that our practical approach is also welcome at the university. Therefore, we are looking forward to being able to establish another location here at InnoHubs."

InnoHubs GmbH is 75 percent owned by 3U HOLDING AG. The Würzburg office of the construction and service company GOLDBECK was commissioned with the planning and construction of the InnoHub. The general contractor plans to complete the InnoHubs as early as the end of 2022. "The InnoHubs is not a normal office building, but sets new standards," emphasises Professor Axel Winkelmann of InnoHubs GmbH as the client. Already 95 percent of the space has been sold or rented. Around 800 jobs are to be created at the InnoHubs. The goal is the close interlinking of business and science.

**For further information:**

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**About weclapp:**

weclapp SE was founded in 2008 and has been offering the cloud-based platform of the same name since 2013. Since market entry, the company has grown by an average of almost 100% every year (CAGR) and is turning a profit. With Software-as-a-Service (SaaS), it mainly addresses small and medium-sized enterprises, with integrated ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) functionalities in particular. Customers thus have unrestricted access to their business transactions and data from any Internet-enabled device and from any location connected to the Internet. With storage and computing capacities in Germany and Switzerland and ISO 27001 certification, weclapp offers a high level of data security. The platform has repeatedly won awards as ERP system of the year. weclapp SE is operated out of Frankfurt am Main and maintains branches in Marburg and Kitzingen. It is a subsidiary of Marburg-based 3U HOLDING AG.

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