

PRESS RELEASE

Rotronic realigns strategy with new International partner



Rotronic Headoffice (Bassersdorf, Switzerland)

Bassersdorf, July 10, 2017 – Rotronic AG, a developer and manufacturer of humidity and temperature measurement solutions headquartered in Switzerland, will be acquired by Process Sensing Technologies (PST), a platform owned by global technology-investment firm Battery Ventures effective July 6, 2017. Together Rotronic and Battery Ventures are laying the foundation for the strategic development of the business. As part of PST, Rotronic will join Battery’s portfolio of process-measurement and analysis companies, and benefit from additional resources that will enable it to grow and innovate in an increasingly competitive international market.

The Foundation for the Development of Rotronic AG

Rotronic will act as an independent company alongside fellow PST subsidiaries Michell Instruments and Analytical Industries Inc. With additional resources and as part of a strong partnership, Rotronic will be able to develop further innovations to fuel its growth across international markets.

In recent years, under the ownership of the Schroff family, Rotronic developed new products and oriented the company’s measurement-solutions manufacturing division toward the international market. As a result, Rotronic developed from a specialist in relative humidity to an international supplier of measurement solutions for temperature, CO₂, differential pressure, and flow. As a result of the acquisition by PST, the company now has access to additional resources that will help to further drive international growth and the development of new products and services. Susanne Schroff, is confident that this is a good move for the company: “Thanks to the newly created synergies within the PST Group, Rotronic is ideally placed to have a successful future.”

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In conjunction with the realignment, Rotronic will be divesting its Swiss-based trading division, which includes the UPS Solutions, Rack Systems, Power Supplies, and F&B solutions segments, to Secomp AG effective from July 1, 2017. Secomp Ltd was formed in 2014 from the IT division of Rotronic AG as a subsidiary of the German company Secomp GmbH.

Succession Planning

CEO Michael Taraba, who was responsible for the operations and management of Rotronic AG for 25 years, will leave the company to focus on his role as CEO and member of the Board of Directors of Secomp AG. We would like to take this opportunity to thank him for his valuable work and wish him every success at Secomp AG.

Hansruedi Merz, VP Finance, and Andreas Gähwiler, Managing Director, will remain in management roles at Rotronic AG. Andreas Gähwiler, who has been at the company for 17 years, will take over the role of CEO of Rotronic AG from Michael Taraba effective from July 1, 2017. This will help to ensure continuity. Adam Markin, PST CEO, will also be part of the Rotronic executive team.

About Rotronic AG

Rotronic is an international development and manufacturing company that offers a wide range of products and solutions in the B2B segment. Founded in 1965, the company is headquartered in Switzerland and now has 8 subsidiaries and 42 distributors. Rotronic develops and manufactures solutions for measuring and monitoring relative humidity, temperature, CO₂, differential pressure, pressure, flow, dew point, and water activity. Rotronic began the digital transformation 17 years ago and has invested in automated data transfer (machine-to-machine). With the development and launch of its RMS monitoring software, Rotronic further strengthened its position as a key supplier of measurement solutions.

About Battery Ventures

Battery strives to invest in category-defining businesses in markets including software and services, Web infrastructure, and industrial technologies. Founded in 1983, the firm backs companies at all stages of maturity and invests globally from offices in Boston, San Francisco, Israel, and London. Follow the firm on Twitter [@BatteryVentures](#), visit our website at www.battery.com and find a full list of Battery's portfolio companies [here](#).