

White Peaks to partner with pom+, the leading consulting and tech-enabled service provider for digitalization and sustainability in Real Estate, to accelerate growth and expand market leadership

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White Peaks has entered into a strategic partnership with pom+Group AG (“pom+”), the leading Swiss consulting firm specializing in Digitalization and Sustainability for the real estate sector. All pom+ partners will re-invest significantly and will continue to lead the management of the company while founder Peter Staub will continue to serve as chairman of the board. The partnership marks the first direct equity investment for White Peaks and supports pom+ in accelerating its growth strategy, expanding its digital and AI offering, and pursuing M&A to expand beyond Switzerland.

A Trusted Partner for Digital Transformation and Sustainability in the Built Environment

Founded in 1996 as ETH Zurich spin-off, pom+ has evolved into a trusted partner for over 700 real estate clients in Switzerland and Germany. As a Swiss market leader, the firm is recognized for its deep expertise at the intersection of digitalization, data and sustainability. With its in-house Future Lab, as host of the Digital Real Estate Summit, and its proprietary data models and digital solutions, pom+ has established itself as a leading hub for innovation and emerging technologies. Over 120 highly skilled professionals support developers, funds, asset managers, public and corporate clients in future-proofing their real estate management across its practice areas:

- **Digital Solutions:** Guiding clients through digital transformation with data-driven strategies, automation, and advanced technologies such as building information modeling (BIM), digital twins and artificial intelligence
- **Sustainability & Performance:** Enabling ESG strategies and compliance through consulting, certification, data automation, and analytics for sustainable performance, including the implementation of climate transition pathways and circularity principles
- **Building & Operations:** Supporting owners and investors across development, construction and facility management concepts to ensure efficient operations
- **Organization & Processes:** Optimizing organizations and processes with integrated digital tools, controlling systems, workplace and change management
- **Business Models & Strategies:** Shaping future-ready real estate strategies by accompanying public and private sector clients in developing resilient business models and high-performing real estate portfolios

Supporting an Entrepreneurial Partner Team in Building the Pan-European Market Leader

The joint strategy focuses on continued growth driven by major structural trends such as the accelerating digital transformation of the real estate industry, the sector’s central role in addressing climate change as one of the largest global CO2 emitters and the growing demand for smart, sustainable living spaces. Targeted international growth will build on pom+’s existing foothold in Germany in addition to expanding the team, scaling proprietary digital solutions and supporting intelligent decision-making through agentic AI. Further, pom+ will actively pursue

strategic acquisitions aimed at expanding geographic reach, strengthening capabilities and broadening its digital solution offering.

“As long-term, entrepreneurial investor, White Peaks is the ideal partner for us” explains Peter Staub, Founder and Chairman of pom+, “We decided to team up with White Peaks because we share the same vision based on a trustful relationship. We are convinced that this partnership creates the ideal foundation to drive our next phase of growth.”

White Peaks shares this vision: “pom+ operates at the heart of the most dynamic trends in the real estate sector – digitalization, data-automation, AI and sustainability – and has demonstrated continuous growth over 30 years. We look forward to supporting the partners in further scaling the business and accelerating growth through acquisitions” says Konstantin Ewald, Investment Director at White Peaks Capital. Roy Awad, Managing Partner, adds: “We are deeply impressed by the company’s reputation and management team which make it a perfect fit with our recently launched direct equity investment strategy. We focus on primary partnerships with technology-driven companies in attractive sectors like software and business services – pom+ stands out as such, with deep expertise in digitalization and sustainability. We’re proud to back the partner team in taking the company to the next level.”

About pom+

pom+ is a Swiss consulting company that provides services for real estate, infrastructure, companies and organizations in the areas of construction, facility, property, portfolio and asset management. The core competencies of pom+ include performance measurement, strategy development, resource optimization, sustainability consulting, technology deployment, digitalization strategies and solutions as well as construction management, client consulting and BIM strategies with regard to the life cycle of properties and infrastructures. More than 120 employees provide expertise and industry know-how from around 7,000 projects.

With headquarters in Zurich and offices in Basel, Bern, Lausanne, St. Gallen, Frankfurt, Berlin and Cologne, pom+, founded as a spin-off of ETH Zurich, has been advising over 700 clients in Switzerland and abroad since 1996. www.pom.ch

About White Peaks

White Peaks is funded by long-term family capital and operates an institutional fund set-up combined with the nimble and flexible approach of a family office. Since its inception in 2022, funds advised by White Peaks Capital have demonstrated a strong track-record, investing in more than 20 direct transactions and more than 20 private equity funds. White Peaks partners with entrepreneurs, management teams and sponsors through three dedicated strategies (Direct PE Investments, Direct Private Credit Investments, PE Fund Investments).

White Peaks is focused on medium-sized, technology-driven B2B companies in Western Europe in the fields of Software, Services and Smart Technologies. The Direct Private Equity fund eyes primary partnerships with exceptional management teams and entrepreneurs between EUR 20m – EUR 100m EV. www.whitepeakscapital.com

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