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Press release
St. Gallen, July 14th 2025

Adcubum AG gets new owner

Adcubum AG gets a new Swiss owner in Helsana AG. Adcubum will remain an independent company. The acquisition ensures stability, continuity and innovation for Syrius, the market-leading Swiss core insurance system, and its customers.

St. Gallen, July 14th 2025 – The Helsana Group, Switzerland's leading health and accident insurance company, is acquiring Adcubum AG, including its subsidiary tech11, from its previous owners, including the American private equity firm TA Associates. Adcubum as well as tech11 will continue to operate as independent companies. Operational management will remain in the hands of the current management team and all employees will be retained. Likewise, all locations, existing contracts and customer relationships will remain entirely unchanged.

Adcubum and Helsana, Adcubum's key customer and strategic development partner, have been working closely together for over ten years. With Helsana as a long-term-oriented owner, Adcubum can focus fully on the efficient development of innovative solutions for the health and accident insurance industry. The requirements and needs of the industry as well as technical expertise are moving even closer together.

Steven Neubauer, CEO of Adcubum AG, says: "We are delighted to be shaping the next phase of our company with the Helsana Group as the new owner, and we look forward to pushing ahead with the further development of our leading core system software for the health and accident insurance industry."

Jürg Hunziker, Chairman of the Board of Directors of Adcubum AG, added: "After several years of transformation, the takeover by Helsana is, from the perspective of the previous owners, the logical continuation of our successful commitment to Adcubum. We are confident that having Helsana as the new owner will ensure the long-term stability and growth of Adcubum – benefiting customers, partners and employees."

Independence and continuity for customers

Adcubum will continue to act as a neutral, independent provider to all market participants. For Adcubum's existing customers and partners – as well as tech11 – everything will therefore remain as it has been up to now: they will continue to enjoy equal access to the products and services of the software company, and existing customer contracts will continue unchanged. Helsana reaffirms that Adcubum will operate as an independent entity on the market and that all customer relationships will be continued in the accustomed quality.

As part of the transaction, the previous Board of Directors of Adcubum, which consisted mainly of representatives of the previous owners, will resign. The Helsana Group will then appoint a new Board of Directors that is largely independent of Helsana. However, nothing will change in the operational management of the company – the proven management team of Adcubum remains in place and will continue to manage the business as before.

Looking ahead to the future together

With the financial strength of Helsana as its owner, Adcubum is ideally equipped to satisfy future market requirements. The company plans to further expand its position as a leading provider of core insurance systems and play an active role in shaping the digital transformation in healthcare. Adcubum relies on the combination of industry acumen and its own technological expertise to develop innovative solutions for insurers. Adcubum strives to create sustainable added value for insurers as well as insured persons.

The parties have agreed not to disclose the purchase price. No financial details of the transaction are provided.

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Adcubum AG

Dr. Anke Lüssem

telephone: +41 79 848 1310

E-Mail: marketing@adcubum.com

The Adcubum Group

Adcubum is the Swiss market leader for health and accident insurance. Its core product is the Adcubum Syrius software, a flexible, modular and cloud-enabled system for health, accident and property insurance. We work with our customers to develop innovative solutions that help them drive forward the digitalisation of the insurance industry and maintain an efficient and affordable healthcare system. Adcubum employs a total of more than 300 highly qualified employees at locations in Switzerland, Germany and Croatia. Further information is available at: http://www.adcubum.com