

Zürich, December 3, 2008

Capital increase of New Value's portfolio company Silentsoft SA, Morges

## **New Value participates in Silentsoft's growth financing with CHF 1 million**

**Silentsoft SA, Morges, a European leader in technologies and processes for the operation of machine to machine (M2M) networks, closed a financing round of CHF 2 million among existing shareholders by end of November. New Value has invested CHF 1 million and now holds 23.3% of Silentsoft's share capital. The new capital will ensure future growth and the further development of the product pipeline.**

Silentsoft has become the European leader in the provision of machine to machine (M2M) operator services to the building management and bulk product sectors. The company acts as a service and system integrator and the core business is the data management of remote devices installed in tanks and other bulk containers. Sensors measure tank levels and transmit the collected data periodically via the mobile network. After consolidating the data, the clients can access, analyse and further process the information. Clients improve logistics and avoid inefficient delivery scheduling with significant saving costs. Avoiding unnecessary shipments has a positive impact on environmental emission.

New Value has increased its investment of CHF 2.2 million by CHF 1 million and now holds 23.3% of Silentsoft's share capital. Venture Incubator AG, Zug, and other existing shareholders have invested further CHF 1 million.

### **New money to increase customer base and to develop new applications**

Silentsoft made important investments in 2008 on its back office and field technology to ensure efficiency for the continuing growth from the current 26'000 to 100'000 installations. Silentsoft's IT-platform and technology have now the potential to handle many more new applications in the field of the fast growing M2M market. This year, the company has started to expand its activities around its core business with the third generation telemetry unit known as SNODE enabling a wider range of applications. New applications include recyclable waste, silos, water and gas meters, Liquefied Petroleum Gas (LPG) bottle racks, burner temperature, burner alarms and digital signage. In September a first project with 322 telemetry units, installed in recyclable waste containers, has been successfully realised with the city of Geneva. This will open the waste market for Silentsoft. In the water treatment segment, a first contract has been signed with the Swiss firm Harba SA. In the business segment for LPG bottle racks and flour silos, pilot tests are underway with existing client Butagaz and a new client, Cargill, which should open new high volume markets for Silentsoft. Furthermore, to meet the great demand of property managers, Silentsoft initiated the development of a digital signage system to inform tenants via LCD displays in the building's lobbies.

## Press Release

### Information about New Value AG

New Value, officially listed at the SIX Swiss Exchange, invests directly in promising private companies in Switzerland and neighbouring German-speaking countries with above-average market and growth potential. As an investment company, New Value promotes innovative business models with venture capital and accompanies those to market success. The portfolio covers companies of different stages of development, starting with the market introduction phase up to medium-sized enterprises with stable profits. A broad investment approach is deliberately followed regarding industry sectors. The portfolio contains companies active in renewable energy, medical technology, health, information technology and new materials. New Value assigns great value to ethical business concepts and good corporate governance while selecting their portfolio companies. Criteria such as meaningfulness, social responsibility and ecological sustainability are considered by New Value as decisive competitive advantages, which affect and enhance the quality of products and services offered and thus, facilitate an above average increase of value potential. Since the formation of New Value, EPS Value Plus AG, Zurich, has served as investment manager.

<b>Listing</b>	SIX Swiss Exchange Xetra, Open Market Frankfurt, Berlin, Düsseldorf, Stuttgart and Munich	
<b>Ticker symbol</b>	NEWN (CH), N7V (D)	
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