

## PRESS RELEASE

# Clear Structure, New Brand: conet Sharpens its Profile as a Full-Service IT Provider for the Digital Future

- Double-digit growth significantly above market average
- Participatory processes for organizational development and brand relaunch
- Consistent focus on market requirements and customer needs for sustainable digital solutions from a single source

**Bonn, December 2, 2025.** With a clear corporate structure and a modern brand identity, conet is increasing its **performance, customer focus, and future viability as a full-service IT service provider**. For the Bonn-based IT company, this marks the successful completion of the key phase of its market-oriented transformation in line with the **HORIZON28** strategy program, which is now also visible to the outside world. As a result, conet is now even more focused on current market requirements and specific **customer needs in key digitalization areas** of today and tomorrow in the public sector, the defense industry, and companies in the automotive, finance & insurance, energy & utilities, and manufacturing sectors.

### **Customer-oriented structures ensure fast, high-quality solutions from a single source**

The structural development of the conet group of companies bundles technical expertise, focuses service delivery, and increases the efficiency of internal processes. This enables customers to receive **faster and more targeted high-quality solutions from a single source**. The new organizational structure is already a reality for employees: the operating model, developed with the active participation of mixed teams, has been in practice since April of this year. It reduces redundancies, leverages synergies, and increases the ability to act.

In December 2025, as a logical next step, the previously independent German subsidiaries Babel GmbH, CONET ISB GmbH, and PROCON IT GmbH, as well as CONET Business Consultants GmbH, CONET Services GmbH, and CONET Solutions GmbH, will be bundled into **conet Deutschland GmbH** under the umbrella of conet Holding GmbH. **Martin Wibbe** will continue to serve as **Chief Executive Officer** (CEO) and **Daniela Bünger** as **Chief Financial Officer** (CFO).

### **Digital solutions that combine performance, security, and future viability**

With its new slogan, “**Leading forward**,” conet sums up its claim to accompany its customers on their journey into the digital future as a full-service IT provider and to strengthen digital sovereignty with a strong base in Western Europe. With solutions that combine performance, security, and future viability, thereby ensuring competitiveness and progress. The focus of the refined portfolio is on the market-leading topics of Digital Administration, Digital Defense, and Business Transformation & Platforms,

supplemented by trend topics such as Sovereign & Resilient Cloud, Trusted AI & Data and Cyber Security & Compliance, as well as the future topics of Agentic AI, AI-Driven Enterprise Architecture, and Human & Citizen Experience.

“With the completion of this essential phase of our transformation, we are anticipating the rapid developments in the IT services industry in terms of both structure and expertise. We are increasing our delivery capacity, achieving **more efficient, agile, and precise service delivery** for our customers, and uniting the conet Group under clear, shared goals and values,” explains **conet CEO Martin Wibbe**. “With targeted investments in expertise and personnel growth, we are ensuring that we are and will remain a **reliable digitalization partner** in public administration, the defense sector, and the private sector—for IT that makes the future possible!”

**conet CFO Daniela Bünger** adds: “In recent months, we have been able to leverage valuable synergies within the conet Group in a targeted manner and expand **conet as a strong growth platform**. In the current fiscal year, despite a variety of internal change processes and an overall challenging market situation, we are continuing our **stable growth well above the market average**. Our growth rates of more than 10 percent underscore the effectiveness of our transformation measures, increase our visibility in the market, and consolidate our market position as the partner of choice for our customers’ demanding and forward-looking digitization projects.”

### **Continuity in name and bold evolution in brand identity and design**

The content and visual **rebranding** of the conet umbrella brand reflects the strategic transformation logic and emphasizes **future orientation, modernity, and digitality**. The further development is also based on a broad participatory process: a survey of employees, with more than 730 completed questionnaires, identified key values and brand expectations. Twenty-four workshops with interdisciplinary teams from all areas of the company consolidated the results, which have now culminated in a new **brand identity**: Retaining conet as the brand name underscores the **continuity** of an impressive brand history since the company was founded in 1987. At the same time, the **evolution** of the brand creates a contemporary identity for the entire group of companies and thus also promotes the positioning of conet as a competent enabler of a secure digital future.

“A new brand is more than just a fresh logo. The conet Group has grown massively and successfully over the past ten years, and has also been strengthened by the addition of numerous companies. With the **reorientation of our brand**, we are creating a future-oriented **value base** that unites us internally behind common goals and makes us more transparent, present, and visible to the outside world,” explains **Sebastian Frechen, Vice President Marketing & Corporate Communications** at conet. “The conet brand in 2025 embodies the core values of our collaboration with colleagues, customers, and partners: innovation, courage, and determination for sustainable digital progress, combined with technological expertise, pragmatism, and responsibility for effective digitalization in the present.”



**Images:**



*Martin Wibbe, CEO conet Holding GmbH, Source: conet*



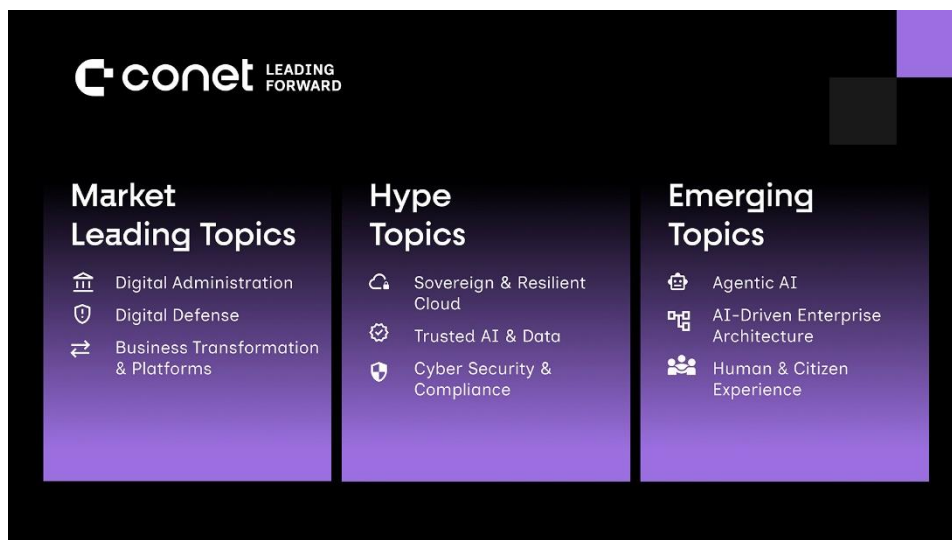
*Daniela Bünger, CFO conet Holding GmbH, Source: private*



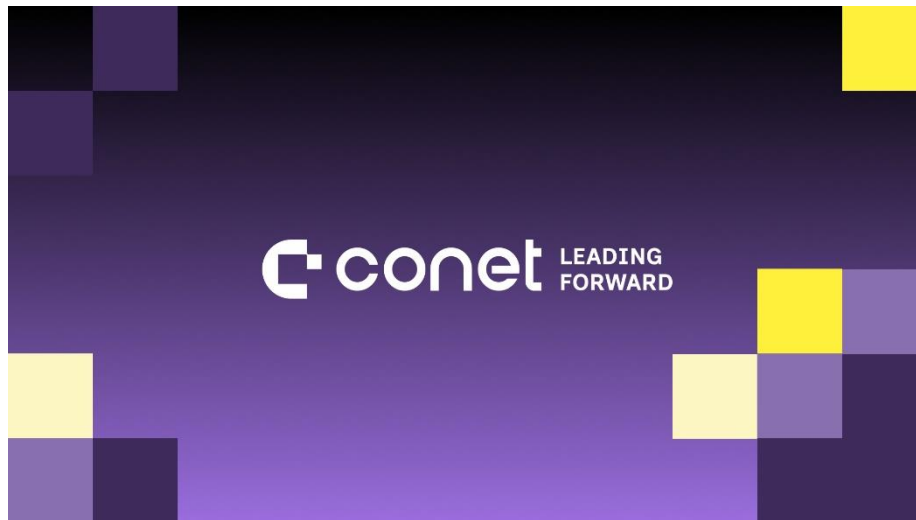
*Sebastian Frechen, Vice President Marketing & Corporate Communications, conet Holding GmbH. Source: conet*



*Logo conet. Source: conet*



*9 market-oriented focal points characterize the portfolio of conet Deutschland GmbH. Source: conet*



*The new conet brand identity: Innovation, courage, and determination for sustainable digital progress – technological expertise, pragmatism, and responsibility for effective digitalization in the present.*

*Source: conet*

#### **About conet**

Leading forward: conet is the reliable digitalization partner for public administration, the defense sector, and companies in the automotive, finance & insurance, energy & utilities, and manufacturing industries. More than 2,000 IT experts contribute their know-how to challenging future-oriented projects for digital transformation. With its headquarters in Bonn, more than 15 locations across Europe, and annual sales of more than €300 million, conet is a leading full-service IT service provider in German-speaking Europe. The portfolio focuses on the market-leading topics of Digital Administration, Digital Defense, and Business Transformation & Platforms, supplemented by trend topics such as Sovereign & Resilient Cloud, Trusted AI & Data and Cyber Security & Compliance, as well as the future topics of Agentic AI, AI-Driven Enterprise Architecture, and Human & Citizen Experience. Since 1987, reliability, creative drive, and pragmatic results have distinguished conet as a partner on equal footing—for IT that makes the future possible.

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