

PRESS RELEASE

Marko Broschinski becomes Sales Director of easol GmbH

- Years of experience in the selection and implementation of IT and software solutions
- Expertise in bank IT systems and digitalisation solutions in controlling
- Marko Broschinski spent 21 years at a private bank, including eight years on the board of directors

Bremen/Hamburg, 25 June 2019 – easol GmbH (easol), a joint venture between third-party AIFM INTREAL and control.IT Unternehmensberatung GmbH (control.IT), has gained a Sales Director. Marko Broschinski (52) has become Sales Director of the recently founded company specialising in all-in-one IT solutions for the management of real assets. For the last two years, the banking graduate and Master of Business Administration (Frankfurt School of Finance) has been a freelance consultant for companies. Previously, among other things, he was Regional Coordinator for East Africa / Country Director for Tanzania at Sparkassenstiftung für internationale Kooperation for two years and worked at Bankhaus Carl F. Plump & CO AG for 21 years, for the last eight of which he was on the board of directors.

During his 29-year career, Marko Broschinski has managed selection processes and the implementation of software solutions in various areas. Among other things, he has helped to select new digital bank systems, core bank systems and CRM systems in various positions, and managed their subsequent introduction. His work has also focused on establishing and optimising digital solutions in controlling. Klaus Weinert, Managing Director of easol, says: "With Marko Broschinski, we have secured a sales expert who is a perfect match for our target customer group and has a great deal of experience with all issues regarding IT solutions."

Markus Schmitt, also Managing Director of easol, adds: "Since easol was founded a few weeks ago, we have received numerous enquiries and are seeing a lot of interest in our new IT solution. With Marko Broschinski, we have acquired a consummate businessman who will help turn easol into a success story."

Marko Broschinski adds: "I am convinced that easol solution will significantly professionalise and improve the digital management of real estate and other real assets. I am delighted with the trust that the management of easol has placed in me."



easol was founded in June 2019 and offers an all-in-one IT solution, "easol solution", for investments in real estate and other real assets such as aircraft, ships and photovoltaic plants. The components of easol solution are preconfigured for the requirements of fund providers and real asset managers, are fully integrated and have been tested thoroughly in practice. Assets with a volume of over €30 billion are currently managed in terms of IT using easol solution. Among these assets are properties belonging to the HIH Group, including INTREAL.

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About easol GmbH

easol GmbH is an IT company that was established as a joint venture by the third-party AIFM INTREAL and the IT service provider control.IT. With "easol solution", the company offers an all-in-one IT solution for investments in real estate and other real assets such as aircraft, ships and photovoltaic plants. This maps the entire management of the assets digitally – from property management and asset management to fund management.

The IT solution consists of different software products such as the SAP fund accounting software, the asset and portfolio management solution bison.box and the property management software iX-Haus. The products used have already been adapted and preconfigured and work together seamlessly. All data formats are consistent, allowing for fast and efficient work. In addition, easol solution is continuously being enhanced and updated in line with the latest regulatory requirements.

The IT solution has already been tested thoroughly in practice. Assets with a volume of over €30 billion are currently digitally mapped and managed using easol solution. Various innovative proptech solutions have already been integrated in the easol ecosystem. The experts at easol continuously screen the global market for proptechs and integrate convincing new solutions.