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Adliswil, February 11th 2025

Deal announcement

DECALIA Capital acquires Best of Switzerland Tours AG

DECALIA Capital is pleased to announce the acquisition of Best of Switzerland Tours AG from the current shareholders Max E. Katz and Hans Lerch. Best of Switzerland Tours is the leading sightseeing tour operator in German-speaking part of Switzerland. With 25 years of experience, the company is renowned for offering a wide range of high-quality excursions to iconic tourist destinations, with daily departures from Zurich, Lucerne and Interlaken. From city tours and full-day mountain excursions to small group experiences and multi-day tours with overnight accommodations, the company consistently exceeds travelers' expectations, thanks to its dedicated team and expert tour guides and exceptional service.

The collaboration between the existing management team and DECALIA Capital marks an exciting new chapter for Best of Switzerland Tours. Together they will continue to develop and execute the company's strategy in the dynamic Swiss tourism market. DECALIA Capital and the leadership team of Best of Switzerland Tours express their gratitude to the employees, tour guides, and partners who have contributed to the company's success so far. Together, they look forward to building on this foundation in the years ahead.

Christian Landis, CEO of Best of Switzerland Tours

We would like to extend our heartfelt gratitude to our current investors, Max E. Katz and Hans Lerch, for their unwavering support over the past years. As they step into a well-deserved retirement, we are delighted to welcome DECALIA Capital as our new partner. DECALIA Capital shares our vision and commitment to excellence, and their support will empower us to strengthen our position as a leader in Switzerland's tourism industry while driving innovation and sustainable growth.

*We would also like to express our gratitude to **Hitz & Partner**, who served as the lead advisor to Best of Switzerland Tours and supported us throughout the transaction process.*

About DECALIA Capital

DECALIA Capital is a private equity house dedicated to supporting Swiss small and medium-sized enterprises (SMEs). With offices in Zurich and Geneva, DECALIA Capital specializes in assisting entrepreneurs in implementing development strategies and providing expertise for business expansion. As an active investor, DECALIA Capital focuses on buyouts (LBO, LMBO, OBO) and growth capital opportunities, aiming to accelerate both organic and external growth for its portfolio companies.

Sources: www.switzerland-tours.ch, www.decalia-capital.com

For further information, please contact:

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Sellers: Max E. Katz, maxekatz@bluewin.ch

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