Appfire Acquires Swiss Atlassian App Vendor Beecom Products
Acquisition Drives Appfire's Vision for Leading Digital Transformation in the Atlassian Ecosystem
and Providing Best-in-Class Workflow Management Tools

BOSTON, Massachusetts, July 9, 2020 - Appfire, a leading provider of apps for software development teams, today announced it is continuing to expand its product portfolio with the strategic acquisition of Platinum Marketplace Partner Beecom Products AG, makers of JSU Automation Suite for Jira Workflows, among the most widely used apps in the Atlassian ecosystem with over 18,000 active installations. The transaction is the company's second following a recent $49M investment led by Silversmith Capital Partners to expand its cloud-based product offerings and support strategic acquisitions of complementary apps.

Since 2000, Beecom's founders have bootstrapped the company to scale by focusing on developing the most trusted product solutions to help teams customize their Jira instances and work together more efficiently. Beecom's core JSU app helps companies like Cisco, Facebook, Nike, Tesla, and JP Morgan streamline workflows, without code, using transition-based triggers within Jira. JSU's addition into the Appfire product family positions it as part of a portfolio featuring several of the top-selling workflow category apps in the Atlassian ecosystem.

"With JSU, the Beecom product team has developed one of the most trusted workflow wonders in the entire Atlassian ecosystem, and we have a shared passion for helping the flow of work within teams," Randall Ward, Appfire co-founder and CEO said. "With such a long and impactful history of helping teams customize and scale their Jira instances, Beecom Products is a natural fit to join the Appfire portfolio of brands. We couldn't be more thrilled to welcome their team into our family."
Appfire will provide resources into Beecom's key product JSU Automation Suite for Jira Workflows, ensuring the Cloud and Data Center growth markets are served and supported at all times, to an outstanding quality.

The JSU team will remain fully dedicated to their current product line and continue to provide top-class support as members of the Appfire family. Beecom co-founder Fabian Hediger will lead the rapid growth initiatives of the company, including continued expansion of its team and establishing Zurich as an innovation hub for the growing Appfire family.

"We're thrilled to join Appfire," said Fabian Hediger, co-founder of Beecom Products. "This strategy will propel us into the next stage of growth and accelerate our ability to help modern organizations solve challenges with our product solutions. As we scale up with Appfire, so do our capabilities to develop products and experiences that are cherished by the members of the Atlassian ecosystem globally."

As part of the transaction, Fabian Hediger will act as General Manager for Beecom Products. Beecom Services will remain an independent entity in which Michele Warmbrodt has been appointed CEO and Nicole Watanbe has been promoted to Chief of Staff. Fabian Hediger remains President of the Board of Directors for both Beecom Products AG and Beecom Services AG.

Niederer Kraft Frey served as legal counsel to Beecom Products throughout the transaction.

About Beecom Products
Beecom Products is a top-selling Atlassian Platinum Marketplace Partner. Its flagship product, JSU Automation Suite for Jira Workflows, is used by more than 18,000 teams globally. Founded in 2000, Beecom has been part of the Atlassian ecosystem since 2004 with headquarters in Zurich, Switzerland. Learn more at beecom.ch.

About Appfire

Appfire is an award-winning Atlassian Platinum Marketplace Partner and has been a global authority in the Atlassian ecosystem for nearly 15 years. Appfire's popular Beecom, Bob Swift, Botron, Feed Three, and Wittified product brands comprise the largest portfolio of apps on the Atlassian Marketplace with 65+ purpose-built products and 61,000 active installations worldwide. Learn more at www.appfire.com.

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