



## Press release

### **Revolutionary partnership: Hoop and NZZ digitise company formations and modifications**

**The software developer Hoop is entering into a co-operation with the NZZ to offer the digital formation and modification of companies in the commercial register directly on Moneyhouse. The partnership will fundamentally change the way companies are founded and managed in Switzerland.**

*Lugano, 21 January 2025* - Hoop has developed the first fully digital solution for commercial register entries and modifications in Switzerland. This technology makes it possible to set up companies in the commercial register and make changes to them completely digitally. The digital services are available to existing companies, founders, fiduciary offices and law firms and notary offices. As part of the partnership between Hoop and NZZ, the services developed by Hoop will be offered as new services directly on Moneyhouse. NZZ is also acquiring a 9% stake in Hoop.

The integration of Hoop's services into Moneyhouse is planned for the first half of 2025. This makes Moneyhouse the first portal in Switzerland through which commercial register information can be retrieved and simultaneously entered and amended digitally. Patrik Widmann, responsible for Moneyhouse at the NZZ: "With this innovation, we are establishing a new level of digital service for our users." The partnership underlines the trust in Hoop's technology and marks an important step in the digital transformation of the Swiss corporate landscape.

Silvio Enzler, Chief Operating Officer of Hoop: "Founding and changing a company in the commercial register should be simple, quick and accessible to everyone - that's what we're committed to at Hoop. The fact that the NZZ has opted for the solution we have developed and is investing in our company is an important milestone for us."

#### About Hoop

Hoop is a pioneer in the digitalisation of commercial register processes. As a subsidiary of the Swiss software company Abacus, Hoop offers innovative solutions that shorten company start-ups from several days to just a few hours, while minimising bureaucracy and paperwork.

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