

# PROFESSIONAL360 GMBH

## Press Release

**Swiss private equity investor saves Panono brand, platform and product by taking over all assets and employees – all services continue without any disruption**

**Panono's high-resolution 360-degree camera and services will be provided by Professional360 GmbH in the future**

BERLIN, JULY 05, 2017. The Berlin-based technology company Panono GmbH, manufacturer of 360-degree cameras and software, is insolvent as of 1 July 2017. All legal and commercial matters, obligation and disputes will be managed by Prof. Dr. Torsten Martini of Leonhardt Rattunde, who has been appointed as the company's insolvency administrator.

Bryanston Group AG, a Swiss-based private equity investor, has acquired the assets, trademarks and patents of Panono GmbH and will restart its business operations under the new holding company Professional360 GmbH in Berlin.

Professional360 GmbH will continue Panono's technological leadership by offering the world's highest resolution 360-degree camera under the Panono brand.

A spokesperson of the company said "As the new management, we place great confidence in Panono's ground breaking technology. Our vision is to be a global leader in the professional 360-degree camera market. We will continue creating and innovating the best 360-degree cameras together with a state-of-the-art platform for our users. In fact, we are planning to release new products and software services within the next months already. The transition from Panono GmbH to Professional360 GmbH will not be affecting the current users, as the brand and the website will not change, and we will continue to operate the existing platform. Finally, while all legal liabilities remain with the old Panono GmbH and its management, we as Professional360 GmbH feel morally obliged to find a solution that all early supporters of the Panono technology will be able to enjoy the camera as soon as possible after so many years of waiting. We are working on this and will release new information on this topic shortly."

## About Professional360 GmbH

Professional360 GmbH was founded in 2017 and is a holding company for the Panono brand, webshop, assets and employees, headquartered in Berlin. For further information please visit [www.panono.com](http://www.panono.com) or send an email to [info@panono.com](mailto:info@panono.com).

### **About Panono GmbH**

Panono GmbH was founded in 2012 and gained public attention in its early years, especially through its successful crowdfunding campaigns and the eye-catching spherical design of its cameras. The core business of the company was the development and distribution of high-resolution 360-degree cameras, which produce a high-resolution panorama of their surroundings using their own software solutions.

### **About Leonhardt Rattunde**

Leonhardt Rattunde is one of the leading law firms specialized in insolvency law in Germany. Besides its services in insolvency proceedings, the firm also offers turnaround management, court services, contract law and notary public services Berlin, Erfurt, Kiel and Cologne. Leonhardt Rattunde employs around 30 lawyers in Germany, 10 of which are insolvency administrators and 5 are public notaries.

### **About Bryanston Group AG**

Bryanston Group is a Swiss-based global management consulting, technology and investment company. The firm's investment angle combines an active approach with specific sector focuses where they are able to add value. Bryanston deploys its capital mainly along three verticals, which are Industrial Technology, Cleantech and Emerging Markets middle-class. For further information please visit [www.bryanston.ch](http://www.bryanston.ch).