



NEWS RELEASE

Centric Software Announces the Acquisition of AI-Powered PXM Solution, Contentserv

The all-in-one cloud-based platform (PIM, DAM, Content Syndication and Digital Shelf Analytics (DSA)) enables FMCG companies to craft and optimize product content to reduce time to market, increase product sell-through and curate personalized consumer experiences

CAMPBELL, Calif., February 25, 2025 – Centric Software®, the Product Lifecycle Management (PLM) market leader, is excited to announce that it has signed an agreement to acquire Contentserv, a leading provider of product information management (PIM) and product experience management (PXM) solutions for an enterprise value of EUR 220 million. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, price and sell products such as apparel, fashion, home, footwear, sporting goods, consumer electronics, cosmetics, food & beverage and luxury to achieve strategic and operational digital transformation goals.

Founded in Germany in 2000, Contentserv enables fast-moving consumer goods and other companies to create and manage product content intuitively and effectively by means of AI to optimize consumer experiences across all digital sales channels. With Contentserv solutions, retailers, brands and manufacturers are able to execute strategies such as more or simply better product offers, regions and sales channels for increased product sell-through.

With over 1600 customers in 90 countries, Contentserv users have reported ROI such as a 30% reduction in time to market, 70% faster catalog creation, 75% more accurate product information and increased sales channel coverage in more languages.

Fashion and consumer goods brands and retailers continue to pivot around changing consumer trends and constantly evolving stock keeping units (SKUs) while also diversifying sales channels including own-stores, own e-commerce sites, marketplaces and social media. Harnessing and leveraging product information from inception through to

commercialization are critical steps that not only reduce time to market, improve market success and also ensure accuracy for compliance labeling. Consumer loyalty is also increased via contextualized and personalized brand experiences.

"At Contentserv, we don't just manage product data—we transform it into seamless, high-converting product experiences that drive revenue," explains Michael Kugler, CEO of Contentserv. "This data flows in from multiple sources and formats and consumers expect accurate, rich and engaging product experiences, anytime, anywhere and across every conceivable channel and touchpoint.

"Manufacturers and retailers strive to continuously refine and optimize product presentation based on insights from consumers, competitors and marketplaces. Contentserv meets these challenges with our AI-powered Product Experience Cloud (PXC), transforming product data into real revenue," Kugler states.

"We are thrilled to welcome Contentserv to the Centric Software family. Both companies share a customer-focused, innovation culture," says Chris Groves, CEO of Centric Software. "By integrating Contentserv into the Centric family of solutions—from PLM to planning to competitive market intelligence, pricing & inventory optimization and visual boards—brands, retailers and manufacturers can seamlessly turn product content into enriched, market-ready experiences that drive engagement and conversion."

Groves concludes, "In today's competitive market, time to market and product experience go hand-in-hand. Together with Contentserv, our joint innovations will ensure that the moment a product is developed, it's enriched, optimized and ready to convert."

The transaction is due to close in the coming weeks subject to regulatory approval and other customary conditions for a transaction of this nature.

[Learn more about Centric solutions](#)

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Contentserv (<https://www.contentserv.com/>)

Contentserv is the leading provider of a Product Information Management (PIM) and Product Experience Management (PXM) cloud. The company enables brand manufacturers and retailers to manage their product content intuitively and efficiently by means of AI and

to optimize the customer experience across all digital sales channels. Contentserv's cloud solution ensures more traffic to product pages, higher conversion rates and customer satisfaction, improved time to value, and optimized ROI. More than 1,500 brands in 89 countries trust Contentserv with their product content. Contentserv GmbH was founded in Germany in 2000 and is headquartered in Rohrbach/Ilm near Munich. With 14 global offices in Europe, the USA, and Asia, 250 employees, and industry-leading partners, the company continues to expand. Contentserv was recognized in The Forrester Wave Q4 2023: Product Information Management as a Strong Performer and included as a top 20 vendor in Gartner's 2025 Market Guide for PIM solutions.

Centric Software® (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-replenishment platform for retailers, brands and manufacturers of all sizes. As experts in fast-moving consumer goods like fashion, outdoor, luxury, home, multi-category retail, grocery, food & beverage, cosmetics & personal care and consumer electronics, Centric Software delivers best-of-breed solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products.

- **Centric PLM™**, the leading PLM solution for consumer goods, optimizes product execution from ideation to development, sourcing and manufacture, realizing up to 50% improvement in productivity and a 60% decrease in time to market.
- **Centric Planning™** is an innovative, cloud-native, AI solution delivering end-to-end planning capabilities to maximize retail and wholesale business performance resulting in an up to 110% increase in margins.
- **Centric Pricing & Inventory™** leverages AI to drive margins and boost revenues by up to 18% via price and inventory optimization from pre-season to in-season to season completion.
- **Centric Market Intelligence™** is an AI-driven platform giving insights into consumer trends, competitor offers and pricing to boost competitiveness and get closer to the consumer, with an up to 12% increase in average initial price point.
- **Centric Visual Boards™** pivot actionable data in a visual-first orientation to ensure robust, consumer-right assortments and product offers, dramatically decreasing assortment development cycle time.

Centric Software's market-driven solutions have the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry. Centric Software has received multiple industry awards and recognition, appearing regularly in world-leading analyst reports and research.

Centric Software is a subsidiary of Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

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