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### Ken Hamel Joins Bridge Growth Partners as Senior Advisor

**NEW YORK—May 10, 2021—** Bridge Growth Partners, a leading technology investment firm, announced today that Ken Hamel, former Executive Vice President of Global Operations at SAP, has been named a Senior Advisor. Mr. Hamel is a seasoned technology executive with extensive experience driving successful innovation, standardization and transformational initiatives across global corporations.

“With 38 years of operations, finance and IT experience in the technology industry, Ken brings a wealth of knowledge and deep expertise that will be invaluable to the Bridge Growth team and our portfolio,” said Alok Singh, Chief Executive Officer of Bridge Growth Partners. “At SAP, Ken was responsible for key strategic and operational functions for a global team of over 10,000 professionals and, importantly, is widely known for his collaborative and inclusive leadership style. His experience vetting M&A targets and driving successful post-merger integration at SAP will be particularly useful as we and our portfolio companies continue to explore strategic acquisition targets in the technology space. We’re thrilled to welcome him to our team.”

“I am excited to work with a team of Bridge Growth’s caliber, with unmatched collective experience across the technology industry,” said Mr. Hamel. “It is clear that their success backing innovative companies is built on a foundation of strong relationships and, having spent many years in various sales and customer-facing roles, I have a deep understanding and appreciation for the critical role these relationships play in a company’s growth. The global pandemic has accelerated the pace of digital transformation taking place across all industries, and I look forward to supporting the Bridge Growth team as they undoubtedly capitalize on the many investment opportunities ahead.”

#### About Ken Hamel

Over the past 15 years, Mr. Hamel held numerous leadership positions on the senior executive team at SAP across sales, operations, financial management and information technology (IT) until retiring in April 2021. Most recently as Executive Vice President of Global Business Operations, he successfully led the transition of all customer-facing operations into a unified program, introduced operating standards for a globally consistent customer experience, and accelerated growth in SAP’s emerging markets. Prior to SAP, Mr. Hamel spent 10 years at Oracle as Vice President of Oracle University – Americas, leading the Customer Education business in the US, Canada and Latin America, and Vice President of Global Sales Support. Earlier in his career, Mr. Hamel held various senior sales positions at Digital Equipment Corporation for 10 years. On behalf of SAP, Mr. Hamel served as an observer on the Board of Bridge Growth Partners portfolio company, Syniti.

#### About Bridge Growth Partners

Bridge Growth Partners, LLC is a private equity firm that targets investments in the technology and technology-enabled services sectors. Bridge Growth Partners brings together in one team premier

investment, financial, strategic, and operating business building talent. The firm is committed to relationship-based investing, with a focus on supporting growth, operational excellence and world-class governance at its portfolio companies to create value for investors. For more information about Bridge Growth Partners, please visit <http://www.bridgegrowthpartners.com/>.

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