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PRESS RELEASE

Swibeco acquires the e-commerce business of Premium Brand Solutions SA, continuing the consolidation of the Swiss employee benefits market

Lausanne, 7 October 2026 – **Swibeco has acquired the e-commerce business of Premium Brand Solutions SA ("PBS"), the specialist in corporate private sales in Switzerland. From 26 October, employees of companies that are clients of Swibeco will enjoy an expanded range on the Swibeco Platform.**

Swibeco, the leading Swiss solution for centralised employee benefits management, is announcing a major development in its offering. Following the acquisitions of Benefits for You SA in 2019 and MIVO Switzerland in 2022, this is the third acquisition in Swibeco's growth strategy, confirming its role as the reference platform for employee benefits in Switzerland. With the integration of the PBS offering, employees who have access to the Swibeco Platform will soon enjoy a wider range, including private sales of premium brands at attractive prices.

More choice, more value for employees

This acquisition reflects Swibeco's core mission: to boost the purchasing power of employees at client companies and to offer them real opportunities to treat themselves. It enriches the Swibeco Platform with new product categories, from fragrances to sport, as well as home, watches and jewellery.

Beyond its product range, PBS brings recognised expertise in selecting, negotiating and activating premium brands for employees of Swiss companies. As a specialist in workplace private sales in Switzerland, PBS knows how to identify premium brands employees aspire to, secure exclusive terms and offer them at the right time. This expertise complements the more than 400 partner brands already available on the Swibeco Shop and is now available to the employees of all companies that are clients of Swibeco.

"This acquisition marks an important milestone for Swibeco. After Benefits for You SA and MIVO Switzerland, PBS is a further step in our strategy: bringing together the best expertise on the market in a single platform for Swiss companies and their employees. With PBS, we are gaining far more than new brands: we are onboarding unique expertise in selecting, negotiating and bringing premium brands to life for employees. This means we can offer our client companies' employees premium deals when they need them most, in the run-up to the festive season. It has always been our promise: to give employees the means to boost their purchasing power and treat themselves, in everyday life as well as on special occasions."

– Ivan Brustlein, CEO and Founder of Swibeco SA

An even greater opportunity ahead of the festive season

This new range arrives at a key time of year, as employees will be able to enjoy exclusive private sales, one more way of turning the Swibeco positioning into tangible and accessible benefits. The season is also a reminder to companies of an often under-used tax advantage: each calendar year, they can give each employee up to CHF 600.- in gifts, exempt from social security contributions for both company and employee, and tax-free for the employee. It is an opportunity not to be missed, as this ceiling is calculated per calendar year and must therefore be used by 31 December.

"Joining Swibeco gives our expertise in premium brands the reach of the leading Swiss employee benefits platform. Together with my team, now part of Swibeco, I will work to offer companies and their employees an even smoother experience, in which every gift or reward received easily becomes a tailor-made moment of enjoyment."

– Alexis Fréling, Co-founder of Premium Brand Solutions SA who joins Swibeco as Head of Premium Brand Solutions

A strong signal for client companies

For companies that place their trust in Swibeco, this acquisition directly strengthens the value proposition offered to their employees, with no change to their day-to-day use of the Swibeco Platform. Companies that have already granted a *Gift budget* this year also benefit, as the expanded range applies as soon as it comes into effect.

About Swibeco SA

Swibeco is the leading Swiss solution for Flexible Benefits, the non-salary perks that companies can offer their employees. It covers gifts & rewards, lunch, health and well-being, mobility, leisure, sport and holidays. It also provides access to permanent employee discounts from numerous partner brands. Swibeco supports thousands of Swiss companies, from SMEs to large international organisations, in their employee engagement and retention strategies.

About Premium Brand Solutions SA

Premium Brand Solutions is the leader in corporate private sales in Switzerland. Its platform gives members exclusive access to more than 100 premium brands such as Lancel, Hugo Boss, Pomellato, Guerlain, Bang & Olufsen, KitchenAid, Ortovox and Stromer, with discounts of up to 60%. Every year, PBS organises two major private sales, in May and October, complemented by one-off "PBS Moments" events throughout the year.

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