

CORPORATE FACT SHEET

ABOUT APRIMO

Aprimo is a category-leading marketing operations platform that frees CMO's and their teams to focus on smart marketing by managing the five essentials: planning, spending, creation, distribution and performance. Aprimo's comprehensive suite improves time-to-market and maximizes a company's marketing investment to drive revenue. Aprimo is headquartered in Chicago, with global R&D and customer support in Indianapolis, and international operations based in London.

LEADERSHIP

John Stammen, CEO
Kevin Souers, Chief Product Officer
Mike Nelson, Chief Financial Officer
Todd Rathje, Senior Vice President
Jon Williams, Senior Vice President
Laura Mueller, Senior Vice President of Human Resources
Ed Breault, Vice President of Marketing and Industry Solutions
Sue Clevenger, Vice President of Global Customer Support
Jason Allen, Vice President of Professional Services

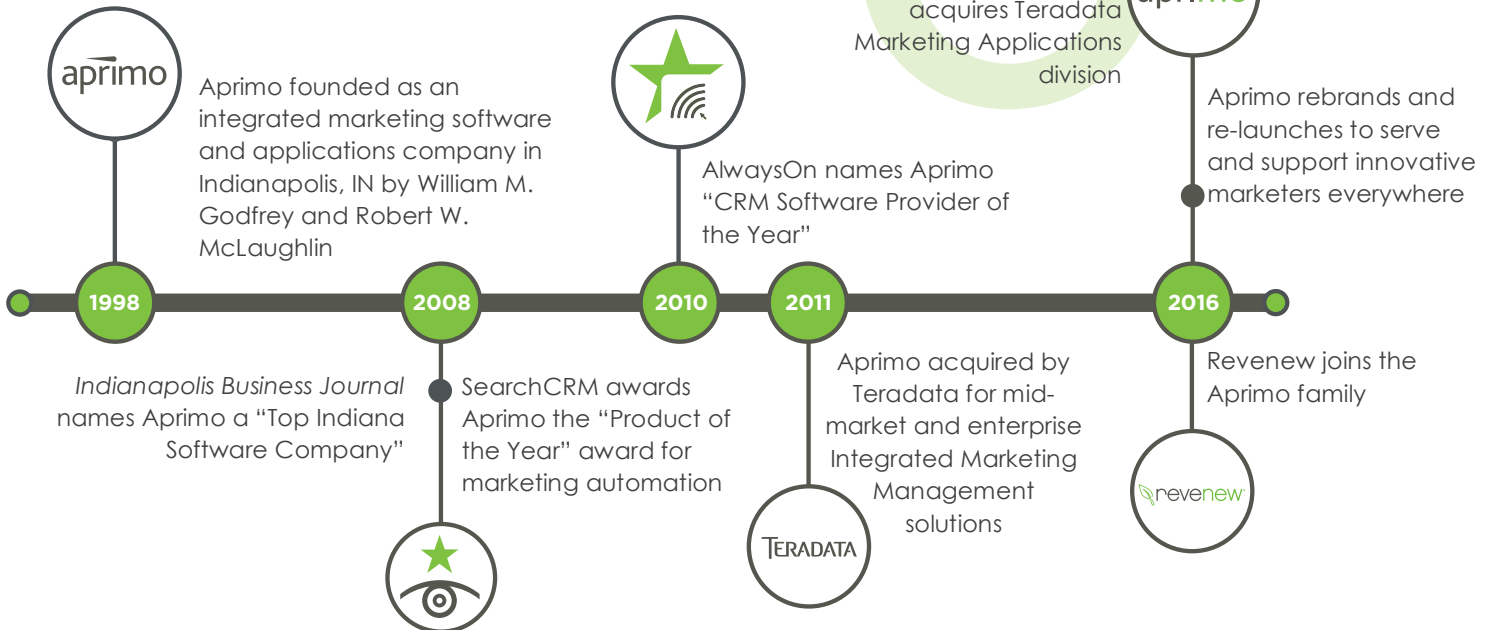
OWNERS

Marlin Equity Partners

NUMBER OF EMPLOYEES

Approx. 400

COMPANY MILESTONES



THE APRIMO PLATFORM:

Plan & Spend

Align activities & budgets with strategic objectives in a centralized view

Marketing Productivity

Accelerate activities into market, delivering them on time and on budget, resulting in higher ROI

Campaign

Perform marketing segmentation from the cloud against your on premise and cloud based data

Distributed Marketing

Enable your distributed partners to execute locally relevant campaigns at scale



| KEY PRODUCT FEATURES | Plan & Spend | | |
|----------------------|-------------------------------|--|--|
| | | <ul style="list-style-type: none"> Marketing Plans Budgets & Forecasts Proposals Spend Management Offer Management | <ul style="list-style-type: none"> Vendors & Materials Calendar Executive Dashboard Reporting |
| | Marketing Productivity | <ul style="list-style-type: none"> Work Requests Workflow Reviews & Approvals Annotations Resource Planning Agile Boards | <ul style="list-style-type: none"> Task Inbox Content & Asset Management Calendar Executive Dashboard Reporting |
| | Distributed Marketing | <ul style="list-style-type: none"> Channel & Community Management Content & Campaign Management | <ul style="list-style-type: none"> Funds Management Leads Management Insights |
| | Campaign | <ul style="list-style-type: none"> Data Connectivity Marketing Universe Segmentation Contact Optimization | <ul style="list-style-type: none"> Offer Manager Calendar Executive Dashboard |