

Emarsys, the B2C Marketing Cloud, Receives \$33M Series A Investment from Vector Capital

First investment in company's 15-year history to accelerate its rapid U.S. expansion

INDIANAPOLIS – September 15, 2015 – [Emarsys](#), the B2C Marketing Cloud, today announced a \$33M equity investment from San Francisco-based Vector Capital. Vector's Series A minority investment marks the first institutional funding received by Emarsys in its 15-year history. Emarsys will use the funding to support its accelerated international growth in the U.S. and Latin American markets, invest in product innovation and expand sales and marketing teams. Sameer Kazi, former EVP of Social.com (a Salesforce.com company) and former SVP and GM of EMEA of ExactTarget (also a Salesforce.com company), will join Matt Blodgett and Alok Pandey from Vector Capital as additions to the Emarsys Supervisory Board.

"We are excited to support the expansion of Emarsys' unique and powerful platform into the U.S. and Latin American markets. We see massive global potential for B2C marketers with Emarsys' unique integration of usable analytics, personalization, customer intelligence and marketing automation," said Matt Blodgett, Managing Director, Vector Capital. "We are proud to become Emarsys' first outside investment partner, and we look forward to working with the company's talented team to support their ongoing global expansion and rapid growth trajectory."

The funding marks the opening of the company's first office locations in the United States. Founded in 2000 and headquartered in Vienna, Austria, Emarsys has more than 500 employees serving more than 1,300 clients in 140 countries from 16 global offices. Emarsys recently announced the opening of its U.S. headquarters in Indianapolis, with an additional office in San Francisco. The U.S. and Latin American expansion is led by Sean Brady, who joined Emarsys as President of the Americas. Most recently, Brady served as Vice President of Existing Business in North America for ExactTarget.

"We are thrilled about our investment partnership with Vector and look forward to leveraging their insights and resources to support our expansion into the U.S. and Latin American markets," said Hagai Hartman, Emarsys Founder and CEO. "Ours is the only marketing cloud built from the ground up for B2C commerce, where all the applications work and talk together. The vast majority of a B2C company's marketing resources are currently spent acquiring first-time buyers, and not enough is invested in maximizing retention, satisfaction and revenue among existing customers. We plan to change that dynamic."

Designed and purpose-built to address the unique challenges facing B2C marketers, the Emarsys platform integrates customer intelligence, personalization, predictive recommendations and omni-channel marketing automation at scale, across all devices and social channels into a single cloud

platform. The platform combines machine learning and data science to convert raw consumer behavioral data into a deep understanding of customer identity, creating highly personalized customer experiences and journeys. Marketers using Emarsys are rewarded with significantly longer-lasting and more profitable customer relationships.

About Emarsys

Emarsys is a leading global provider of cloud marketing software for B2C companies, the first B2C Marketing Cloud. The company provides actionable intelligence to enterprises, targeting their customers, combining machine learning and data science with true personalization and multichannel delivery to reach customers most effectively, maximizing engagement and results. With more than 500 employees in 16 global office locations, Emarsys serves more than 1,300 clients in 140 countries. Every month, Emarsys segments and analyzes more than one billion customer profiles and creates over 250,000 personalized campaigns, helping customers increase revenues and ROI. Learn more about the innovative Emarsys solutions at www.emarsys.com.

About Vector Capital

Vector Capital is a leading global private equity firm with over \$2.5 billion under management specializing in transformational investments in established technology businesses. Vector actively partners with founders and management teams to devise and execute new financial and business strategies that materially improve the competitive standing of these businesses and enhance their value for employees, customers and shareholders. Among Vector's notable investments are Aladdin Knowledge Systems, Allegro Development, Cambium Networks, Certara, ChyronHego, CollabNet, Corel, IPVALUE Management, LANDesk Software, Niku, Gerber Scientific, RAE Systems, Register.com, Saba, SafeNet, Technicolor, Teletrac, Tidel, Triton Digital, WatchGuard Technologies, and WinZip. For more information, please visit www.vectorcapital.com.