

VECTOR CAPITAL COMPLETES ACQUISITION OF HOST ANALYTICS

Appoints Ron Baden to interim CEO and Dan Fletcher to interim CFO positions

SAN FRANCISCO – JANUARY 2, 2019 – [Vector Capital](#), a leading private equity firm specializing in transformational investments in established technology businesses, today announced the successful completion of its acquisition of [Host Analytics Inc.](#), a leading provider of cloud-based enterprise performance management (EPM) solutions.

In connection with the transaction closing, Ron Baden, Chief Revenue Officer, has been named interim Chief Executive Officer, and Dan Fletcher, Vice President at Vector Capital, has been named interim Chief Financial Officer. Host Analytics CEO Dave Kellogg and CFO Ian Charles are stepping down from their positions and will assist the company through the transition period.

“We are pleased to complete this transaction and look forward to supporting Host Analytics, which has a tremendous opportunity in the growing cloud enterprise performance management space,” said David Fishman, Managing Director at Vector Capital. “On behalf of the company, I’d like to thank Dave and Ian for their strong leadership over the years and helping to build Host Analytics into the category leader it is today. I’d also like to congratulate Ron and Dan on their new appointments.”

“I am excited about the future of Host Analytics under Vector Capital,” said Mr. Baden. “We are in a great position in an attractive market and have the capital and support we need to accelerate growth both organically and through acquisitions.”

Mr. Kellogg added, “Host Analytics is a terrific company and it has been an honor lead this dynamic organization. I firmly believe the company’s best days are ahead.”

About Host Analytics

Host Analytics is a leader in the large and rapidly growing cloud-based EPM market, providing innovative solutions to corporate finance departments for planning, budgeting, modeling, consolidations, and reporting. The company’s award-winning products are recognized by customers and industry analysts alike, including being named a leader in two [Gartner Magic Quadrants](#), a leader in the [Nucleus CPM Value Matrix](#) for five consecutive years, and maintaining a perfect recommended score by its customers in the 2018 Dresner Research [Wisdom of Crowds Enterprise Planning Market Study](#). More than 700 customers in 90 countries including Bose, Boston Red Sox, FitBit, La-Z-Boy, Mayo Clinic, NPR, OpenTable, Peet’s Coffee & Tea, Pinterest, Swissport, and Vitamin Shoppe rely on Host Analytics to meet their enterprise performance management challenges. For more information, visit <https://hostanalytics.com/>.

About Vector Capital

Vector Capital is a leading global private equity firm specializing in transformational investments in established technology businesses. With more than \$4 billion of capital under management, Vector identifies and pursues these investments in both equity and credit markets. Vector actively partners with management teams to devise and execute new financial and business strategies that materially

improve the competitive standing of businesses and enhance value for employees, customers, and shareholders. For more information, visit <http://www.vectorcapital.com>.

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