



## Sitecore at a glance

- A world leader in innovative software for Web Content Management and Digital Engagement
- Sitecore offices and 700+ certified partners cover more than 50 countries around the world
- 4,500 certified developers worldwide use Sitecore software in their customer solutions
- More than 2,700 customers run 32,000 dynamic Web sites on Sitecore software
- Sitecore's customer base includes Fortune 500 and FT 1000 companies as well as governments, organizations and educational institutions.

### Our strategic direction

Sitecore has been a huge success since its inception in 2001, generating strong growth through a disciplined and uncompromising commitment to its strategic roadmap:

- We think and work globally
- We focus exclusively on software development and sales of licenses
- We leverage our vast global partner channel for local delivery
- We base our products on Microsoft's .NET-platform

### Our team & channel partners

Sitecore is a global company, headquartered in Copenhagen, Denmark. More than half of Sitecore's 300 team members focus on R&D of our products and technology, and our 700+ certified partners provide applications and services worldwide.

Management and back-office functions as well as customer-facing 24/7 support services are centrally located in Europe and North America. Sitecore's sales and customer contact teams support partners and customers from regional offices worldwide.

- Australia
- Canada
- Denmark
- Germany
- Japan
- The Netherlands
- New Zealand
- Norway
- Sweden
- United Kingdom
- USA

Sitecore is covered by local representatives in additional markets such as Austria, Belgium, Singapore, Switzerland, Poland, China and France.

### Our leadership

Sitecore is privately owned and led by a team of highly experienced executives with profound expertise in technology, finance, sales and marketing. The team is spearheaded by CEO Michael Seifert.



Michael Seifert  
CEO

### Our market

The global marketplace is undergoing fundamental change from mass marketing to individual dialogue. Businesses and organizations need solutions that combine e-mail marketing, campaign management and follow-up, marketing research, e-commerce and Web analytics.

### Our customers

Sitecore's more than 2,700 customers include world-renowned brands such as Nestlé, Heineken, CA technology, the ATP World Tour, LEGO, Lloyd's of London, Microsoft, Siemens, Thomas Cook, VISA Europe and Manchester City Football Club.

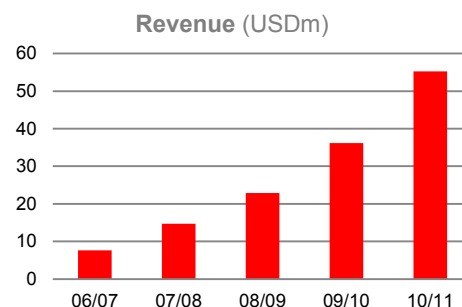
### Our products

Sitecore's suite of products combines and utilizes our team's deep marketing and sales understanding applying cutting edge online technology.

Sitecore launched the first Web Content Management system that incorporated marketing automation, mobile web, intranet portal, e-commerce, Web optimization, and campaign management technologies into a cohesive, integrated Web Content Management platform.

### Our financial performance

Sitecore has experienced rapid growth and strong financial performance since its formation. In the fiscal year ending June 2011, revenue of the entire Sitecore Group was USD 55.3 million. Profit before tax was USD 8.4 million.



### Contact us

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