

Appcelerator Sees Record Customer Adoption, Massive Expansion

Rapid Customer Uptake, Strategic Partnerships in New Markets, and Major Device and App Milestones Highlight the Recent Past

MOUNTAIN VIEW, CA--(Marketwired - Mar 17, 2015) - Appcelerator today announced significant traction of its mobile engagement platform across enterprises globally. Since raising \$22 million in August 2014, the company has seen a dramatic uptick in new customers, expanded implementations and overall usage within its ecosystem, demonstrating a growing adoption of mobile tools as businesses enter the post-web world.

"Businesses across the globe and spanning literally every industry are fast realizing that we're in a world gone mobile," said Jeff Haynie, CEO of Appcelerator. "Where companies once thought the web tools of the past decade were 'good enough,' many are now awake to the fact that mobile is changing the technology stack in fundamental ways. Our successful 2014 is proof that enterprises are entering this post-web world with eyes wide open, looking to engage employees and customers with great experiences on the devices they care about most."

Highlights include:

Rapid Adoption, Rapid Uptake: In Q4 2014 the company's flagship offering, the Appcelerator Platform, saw an increase in new customers of 150 percent over the previous three quarters combined. These customers include such leading brands as Cintas, AmerisourceBergen and Family Dollar, as well as large international customers such as Santander Brazil and those in non-traditional industries, including Valacta. The Appcelerator Platform also continues to power a majority of mobile banking in North America, with 1,300+ financial institutions benefiting from faster time to market and superior mobile experiences for their customers.

Expansion in Federal and Pharmaceuticals: Governments and regulated industries see as clearly as any the mobile shift underway. Appcelerator struck major deals with government solutions providers, including federal integrator CACI and major federal reseller Carahsoft. The partnerships grant Appcelerator access to federal agencies and allow them to develop amazing mobile apps for their 320 million employees and constituents who are increasingly living on mobile. Additionally, two of the largest pharmaceutical companies in the world now use the Appcelerator Platform to power their mobile strategies.

Increased Customer Investment: Excluding renewals, nearly 40 percent of customers have significantly increased their investment in the Appcelerator Platform within last three quarters, either through purchase of additional seats or by committing to a private or virtual private deployment option.

Ongoing Explosive Growth in the Mobile Ecosystem: Appcelerator powers over 100,000 apps available from the public app stores and scores more in private enterprise stores. There are currently better than 300 million mobile devices running an

Appcelerator-powered app. Appcelerator was also recently named a "Leader" in the Gartner Magic Quadrant for Mobile Application Development Platforms, earning placement in the highest quadrant for vision and execution. The Appcelerator Platform's mobile backend-as-a-service (MBaaS) powers billions of API calls per month, and within the first two months of 2015 has already processed more analytics events than in all of 2014.

"With Appcelerator, we will build on our existing infrastructure and mobile investments while creating new apps to enable our team to be even more effective," said Tom Moore, Director of Enterprise Architecture at Cintas. "The Appcelerator Platform will have an immediate and long-lasting impact on our mobile success."

For more information on how Appcelerator is helping businesses drive great mobile experiences, please visit appcelerator.com.

About Appcelerator

Mobile apps are fast replacing web applications as the way we buy, share, search, learn and collaborate. Appcelerator® helps companies solve for this new reality with a mobile engagement platform to drive great mobile app experiences, quickly and at scale. The Appcelerator Platform speeds time to market with native cross-platform app development & testing, simplified access to data via mobile-optimized APIs, and comprehensive real-time analytics to power user engagement and measure success. Appcelerator also provides an award-winning open source mobile development environment, Titanium™. With 100,000+ mobile apps deployed on 300+ million devices, Appcelerator's solutions are backed by one of the world's largest mobile ecosystems, including nearly 700,000 mobile developers and hundreds of ISVs and strategic partners, among them Accenture, Cognizant and CSC. 70 percent of Fortune 100 enterprises count on Appcelerator for their mobile success. For more information, visit www.appcelerator.com.

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