



**FOR IMMEDIATE RELEASE**

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## 2012 sales figure: +27%

A particularly robust 4<sup>th</sup> quarter: +36%

Toulouse, France and Chicago, IL, USA, January 31, 2013

Cameleon Software (PAR:CAM), the global leader in product design, sales configuration, quotes, and proposals software, today announced its provisional revenue figures for 2012.

(€Millions)	Q4 2012	Q4 2011	%
Software revenue	2.29	1.80	27%
Services revenue	0.90	0.54	67%
<b>Total Revenue Q4</b>	<b>3.19</b>	<b>2.34</b>	<b>36%</b>

(Provisional - unaudited)

(€Millions)	2012*	2011	%
Software revenue	7.55	6.20	22%
Services revenue	2.89	2.02	43%
<b>Total Annual Revenue</b>	<b>10.43</b>	<b>8.22</b>	<b>27%</b>

(Provisional - unaudited)

\*see details by quarter at the end of this press release

Provisional consolidated sales totaled €10.43 M for the 2012 fiscal year, compared to €8.22 M over the 2011 figures, for +27% growth. At €3.19 M, sales for the fourth quarter of 2012 were up 36% in comparison with Q4 2011.

During the fourth quarter, in the United States, the Group notably signed an SaaS agreement with one of the global leaders in optics and ophthalmology, and another with the world's leading education group. These two new contracts strengthen Cameleon Software's positioning with its major accounts. They also reflect its aggressive expansion in America, ensuring that the company has an established base from which to roll out major deployments in the future and providing the large scale visibility needed to win new accounts. Business in the region grew by +39% over the year.

Cameleon Software also made several substantial sales to key European companies offering health and other types of insurance. MMA, for example, the 3rd-largest insurance company with a network of agents in France, will be installing the Cameleon solution for all its sales materials and channels. Cameleon has thus become the natural CPQ leader in these markets. In addition, the company further strengthened its established base in industry and technology in 2012.

Its dynamic software sales also contribute to the strong growth in revenue from services, namely the expert services provided to clients installing Cameleon.

Recurring revenue (maintenance fees and SaaS fees) represented 40% of consolidated sales in 2012. SaaS revenue jumped by 270% over the period. The company's order backlog (perpetual licenses and SaaS fees) is expanding, rising from €5.90 M on December 31, 2011 to €6.39 M on December 31, 2012.

According to Jacques Soumeillan, President and CEO of Cameleon Software, *"This record year, capped by a particularly robust fourth quarter, demonstrates how relevant the Cameleon Software Group's strategy is. We are consolidating our position as the leader in the major accounts market and as the leader in technology through the constant innovations added to the Cameleon Suite. For 2013, we foresee an accelerated transition toward the SaaS model in Europe, which should lead to stabilized sales in the region while significantly boosting our order backlog and recurring sales. Meanwhile, we expect sales in the United States to remain very dynamic and to drive the Group's growth in 2013."*

## About Cameleon Software

Cameleon Software is the global leader in multichannel, multi-device product configurator, quotes, proposals and eCommerce software. Cameleon solutions empower customers' sales teams to streamline their quote-to-order process and increase sales across all channels, and marketing teams to define and launch new products faster. Cameleon's solutions integrate to leading CRM and ERP systems including Salesforce, SAP, Oracle and Microsoft and are available both as SaaS or On Premises. Rated as Positive in the Gartner Group Marketscope, Cameleon Software is a public company with strong references in industries such as insurance and financial services, telecom, hi tech and manufacturing, including ADT/Tyco, Clear Channel, Gras Savoye, SFR, Technip and ThyssenKrupp.

For more information, visit: [www.cameleon-software.com](http://www.cameleon-software.com) and [www.salesforce.com/appexchange](http://www.salesforce.com/appexchange).



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## Annexe

### 2012 sales details by quarter

(€Millions)	Q1	Q2	Q3	Q4*	2012*
Software revenue	1.27	2.63	1.36	2.29	7.55
Services revenue	0.66	0.61	0.72	0.90	2.89
<b>Total Revenue</b>	<b>1.93</b>	<b>3.24</b>	<b>2.07</b>	<b>3.19</b>	<b>10.43</b>

\* (Provisional - unaudited)

### Forward-Looking Statements

Certain statements contained in this press release may constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements provide current expectations of future events based on certain assumptions and include any statement that does not directly relate to any historical or current fact. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including: risks related to the integration of acquisitions and the ability to market successfully acquired technologies and products; the ability of the Company to effectively compete; the inability to adequately protect Company intellectual property and the potential for

infringement or breach of license claims of or relating to third party intellectual property; risks related to data and information security vulnerabilities; ineffective management of, and control over, the Company's growth and international operations; adverse results in litigation; and changes in and a dependence on key personnel, as well as other factors. In addition to these factors, actual future performance, outcomes, and results may differ materially because of more general factors including (without limitation) general industry and market conditions and growth rates, economic conditions, and governmental and public policy changes. The forward-looking statements included in this press release represent the Company's views as of the date of this press release and these views could change. However, while the Company may elect to update these forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing the Company's views as of any date subsequent to the date of the press release.