

**FOR IMMEDIATE RELEASE****Contacts**

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## 2013 First Quarter Revenue: +33%

## Strong Growth in SaaS Revenue: +76%

**Chicago, IL, USA and Toulouse, France, April 24, 2013**

Cameleon Software (FR0000074247), the global leader in multi-channel, multi-device product configurator, quotes, proposals and eCommerce software, today announced its provisional revenue for Q1 2013.

(€ Millions)	Q1 2013	Q1 2012	%
Software revenue	1.29	1.27	2%
Services revenue	1.27	0.66	92%
<b>Total Q1 Revenue</b>	<b>2.56</b>	<b>1.93</b>	<b>33%</b>

(Provisional - unaudited)

Provisional consolidated revenue totals €2.56M for Q1 2013, vs. €1.93M for Q1 2012, representing +33% growth. Activity is on a positive trend in the US, with a 41% growth rate over the period. The order book (perpetual licenses + SaaS) amounted to €6.44M at March 31, 2013, vs. €5.61M at March 31, 2012.

Note that over the quarter there was strong sales activity in SaaS projects, driven by European and US key accounts.

There was strong momentum in the Services business, buoyed up by the contracts signed at the start of this year and in 2012: the SaaS model is generating more services revenue than the traditional OnPremises, as customers are looking to outsource implementation services to suppliers.

The provisional breakeven for fiscal 2013 is around €11M.

Jacques Soumeillan, CEO of Cameleon Software, has explained that "2013 is starting off well. As expected, the transitioning of the business model towards Software as a Service (SaaS) picked up pace in Europe and most new contracts are now based on this model. This shift will generate medium-term value as it will very much improve revenue visibility and our earnings outlook will be more secure. The current requests for quotations are also showing that our position as a leading provider of CPQ (Configure Price Quote) solutions to key accounts is being confirmed in Europe and the US. The strength of our financial and cash positions also ensures that we have the necessary resources to roll out our business development strategy to these customers".

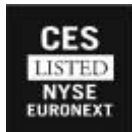


## About Cameleon Software

Cameleon Software is the global leader in multi-channel, 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 as both SaaS and 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, Cable ONE, Sage, SFR, Technip and ThyssenKrupp.

## For more information

[www.cameleon-software.com](http://www.cameleon-software.com) | [www.salesforce.com/appexchange](http://www.salesforce.com/appexchange)



**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.