

**FOR IMMEDIATE RELEASE**

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## A record half-year

### 208% growth in SaaS revenues and 72% growth in the software order book

Chicago, IL, USA and Toulouse, France, July 25, 2013

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

#### 19% revenue growth

Provisional consolidated revenue stands at €6.13M for H1, up by +19% on the same period of the previous year.

Revenue amounted to €3.57M in Q2 2013, vs. €3.24M over the same period of the previous financial year, representing +10% growth. This is a very strong performance given the particularly buoyant Q2 2012, which already saw +41% growth vs. Q2 2011.

(€ Millions)	Q2 2013	Q2 2012
Software revenue	2.21	2.63
Services revenue	1.36	0.61
<b>Total Revenue Q2</b>	<b>3.57</b>	<b>3.24</b>

(Provisional - unaudited)

(€ Millions)	H1 2013	H1 2012
Software revenue	3.50	3.90
Services revenue	2.63	1.27
<b>Total Revenue H1</b>	<b>6.13</b>	<b>5.17</b>

(Provisional - unaudited)



## 208% growth in SaaS revenue

Cameleon Software had many commercial successes in the first half, in keeping with the excellent performance recorded in 2012. The company notably continued to roll out its Cameleon<sup>Cloud</sup> offer with 208% growth in SaaS revenue over the first half. In particular, the company signed contracts with a global leader in the sale of telecoms solutions, with the building management division (security and technical and energy management) of a high-tech European conglomerate and with an air-conditioning equipment market leader, an international company belonging to a US group. A long-standing Group client also switched to SaaS mode for a total amount of more than €1.5M of SaaS orders over the next five years.

## 72% growth in the software order book over the last twelve months

The rampup of the SaaS model has resulted in a sharp increase in the software order book (perpetual licenses and SaaS royalties excluding maintenance) to €9.51M at June 30, 2013, vs. €5.54M at June 30, 2012, representing growth of more than 72% over the year.

This SaaS sales momentum has boosted service revenues for the period.

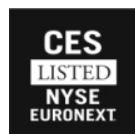
Jacques Soumeillan, the Chairman and CEO of Cameleon Software, explains that: *"This first half shows the soundness of the profitable growth model developed by Cameleon Software and is fully in line with the successes achieved over the past two years. New prestigious clients are reinforcing our installed base on the Cloud, including in Europe. This confirms that the Cameleon suite is well positioned and appropriate to our clients' sales efficiency needs. All of these factors make us confident about the growth and profit outlook for 2013. Every day Cameleon gains a little more ground on the extremely high growth CPQ (Configure Price Quote) market."*

### 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.com, SAP, Oracle and Microsoft and are available as both SaaS and On Premises. 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)



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