

FOR IMMEDIATE RELEASE

Contacts

Cameleon Software - +33 (0)811 70 78 78

Thibault de Bouville, CFO

tdebouville@cameleon-software.com

Virginie Dupin, Marketing Director

vdupin@cameleon-software.com

Sharp rise in profitability

97% growth in Operating Profit

Net income: 12% of revenue

72% growth in the software order book

Chicago, IL, USA and Toulouse, France, August 29, 2013

Cameleon Software (ISIN: FR0000074247), the global leader in multi-channel, multi-device product configurator, quotes, proposals and eCommerce software, has announced its provisional net income for the first half of 2013, approved by the Board of Directors' meeting held today. Note that the audit procedures are being finalized.

Jacques Soumeillan, the CEO of Cameleon Software, explains that "the group's business growth picked up in the first half of 2013 and profitability increased significantly. This profitable growth means that we can contemplate our development plan with complete confidence. This plan, based on technological innovation, the supplying of software solutions in on premises license mode or SaaS mode, and on a strong presence in Europe and the US, is aimed at strengthening the group's leadership of the CPQ (Configure Price Quote) market for large corporate clients. With revenue up by 19% and net income representing 12% of revenue, 2013 has therefore gotten off to a very encouraging start. The development of SaaS, the gradual rollout of on premises licenses to our customers and the large share of maintenance revenue boost the visibility of Cameleon Software's activity in subsequent fiscal years. The outlook therefore remains very sound for the coming quarters given the growth in the order book in recent months. Our financial structure is solid and Cameleon Software has the financial resources needed to keep pace with its growth and reinforce its unique technology differentiators so as to meet the rapidly growing global demand for CPQ software".



(€ million)	H1 2013	H1 2012
Software revenue	3.50	3.90
Services revenue	2.63	1.27
Revenue	6.13	5.17
Gross margin	5.90	5.14
Employee benefits	(3.76)	(3.55)
Current operating profit	0.68	0.34
Non-recurring costs	(0.01)	-
Operating profit	0.67	0.34
Financial and other	0.05	0.03
Net income	0.72	0.38

(Provisional data)

+19% revenue growth in H1 2013

The revenue in the first half, at €6.13M, rose by +19% vs. the same period last year. This performance is all the more remarkable given that the first half of 2012 was already buoyant with 17% growth vs. the first half of 2011.

208% growth in SaaS revenue

Cameleon Software had a number of commercial successes in the first half, in line with its excellent performance in 2012. In particular, the company continued to roll out its Cameleon Cloud offer with 208% growth in SaaS revenue over the first half. The company also signed a contract with a global leader in the sale of telecommunications solutions, with the building management division (security and facilities 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 customer also switched to SaaS mode for a total amount of more than €1.5M of SaaS orders over the next five years.

72% rise in the software order book over the last twelve months

The rampup of the SaaS model led to a sharp rise in the software order book (on premises 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.

12% net margin in H1 2013 vs. 7% a year earlier

Operating profit was positive in the amount of €0.67M over the period, vs. €0.34M over the same period in 2012, representing 97% growth over the period. Net income was €0.72M over the period, representing 12% of revenue, vs. €0.38M over the same period in 2012 (7% of revenue).

Cash position at €5.66M at June 30, 2013

Cash-flow was positive over the period at +€0.79M, while the cash position rose from €4.87M at 31/12/2012 to €5.66M at 30/06/2013. It stood at €4.49M at 30/06/2012.

**Closing balance sheet as at June 30, 2013**

The closing balance sheet was as follows:

Assets in €M	06/30/2013	06/30/2012
Goodwill	2.80	2.80
Other non-current assets	0.77	0.73
Trade receivables	3.04	3.19
Other current assets	0.45	0.59
Cash and cash equivalents	5.66	4.49
Goodwill	12.71	11.79
Liabilities in €M	06/30/2013	06/30/2012
Shareholders' equity	5.89	4.77
Long-term financial debt	0.81	0.81
Short-term financial debt	0.09	0.16
Trade payables	0.97	0.93
Other debt	2.27	2.58
Deferred income	2.68	2.53
Total liabilities	12.71	11.79

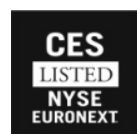
(Provisional data)

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 with leading CRM and ERP systems including salesforce.com, SAP, Oracle and Microsoft and are available in both SaaS and On Premises format. 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 | www.salesforce.com/apexchange



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.