



**FOR IMMEDIATE RELEASE**

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## **Sage, the Business Management Software Provider, Chooses Cameleon Software**

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Cameleon Software (ISIN: FR0000074247), the global leader in multi-channel, multi-device product configurator, quotes, proposals and eCommerce software, announced today that Sage in France, the leading supplier of business management software, has chosen to deploy Cameleon's product configurator and guided selling solution.

This new solution enables Sage to feature its products within an electronic catalog and to generate quotes based on multi-criteria searches (selected module, volume of users, price...)

Catherine Flamand, Sage's Chief Information Officer explains: "Customer satisfaction is a top priority for us. Our software solutions must be easily accessible and enhanced. Each update or new product launch must be deployed simultaneously through our partner online portal as well as to our sales teams. As a result, implementing Cameleon is a key asset to support this strategy."

"This is a major player in the software industry who has granted us its trust and I am delighted about this. In recent years, Cameleon has chosen to focus on key accounts in "new" markets for offers configuration" says Jacques Soumeillan, CEO of Cameleon Software. "We have successfully penetrated the Insurance and Telecommunications sectors as well as the Media and High-Tech sectors. This strategy relies on the observation that in these very competitive industries, customer satisfaction is essential and the sales experience has to be optimal. Guided selling solutions are thus at the heart of sales strategies, which reinforces our own strategy."

Sage solutions simplify and automate the management and business processes of over 6 million companies in 70 countries.

### **About Cameleon Software**

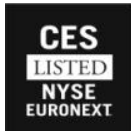
Cameleon Software is the global leader in multichannel, multi-device product configurator, quotes, proposals and eCommerce software. Cameleon solutions empower customers' sales teams to streamline their quote-to-order process and increase sales across all channels, and marketing teams to define and launch new products faster. Cameleon's solutions integrate to leading CRM and ERP systems including Salesforce, SAP, Oracle and Microsoft and are available 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 Cable ONE, Sage, SFR, Technip, ThyssenKrupp and Tyco.





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.