





We're building on our market leadership by acquiring built-for-purpose products that extend our depth, breadth and scale.

What We Look For

|  |  |
|--|--|
|  <p><b>Financial Profile</b><br/>Revenues in the \$5-\$25 Million Range</p> |  <p><b>Enterprise Applications</b><br/>Built-for-purpose Enterprise Work Management</p> |
|  <p><b>Recurring Revenue Base</b><br/>Renewal Rates &gt; 90%</p>            |  <p><b>Geography</b><br/>U.S., Canada and E.U.</p>                                      |

### Proven Leadership with Buying Power

Upland has a proven team with a combined 36 successful acquisitions completed in the last 15 years, offering a reliable and disciplined M&A process. To date, Upland has closed 15 successful acquisitions in 5 years. Upland completed a \$46 million public offering in June 2017 and expanded our credit facility to \$200 million for acquisitions, giving Upland strong buying power to execute on our acquisition plan.

### Enterprise Work Management M&A Sector Focus

|   |   |   |   |  |
|---|---|---|---|--|
| <br><b>Project and IT Management</b> | + | <br><b>Workflow Automation</b> | + | <br><b>Digital Engagement</b> |
|---|---|---|---|--|

### About Upland Software

Upland Software (Nasdaq: UPLD) is a leading provider of cloud-based Enterprise Work Management software. Our family of applications enables users to manage their projects, professional workforce and IT investments, automate document-intensive business processes and effectively engage with their customers, prospects and community via the web and mobile technologies. With more than 2,500 customers and over 250,000 users around the world, Upland Software solutions help customers run their operations smoothly, adapt to change quickly, and achieve better results every day. Learn more at [uplandsoftware.com](http://uplandsoftware.com).

#### Contact

**Austin Woody**

Vice President – M&A, Corporate Development

512.960.1013 | [woody@uplandsoftware.com](mailto:woody@uplandsoftware.com)

### Acquisitions Portfolio

#### Project & IT Management

**FEB 2012**  
PowerSteering  
*Program & Portfolio Management*

**FEB 2012**  
Tenrox  
*Professional Service Automation*

**NOV 2012**  
EPM Live  
*Project Portfolio Management*

**NOV 2013**  
ComSci  
*IT Financial Management*

**NOV 2014**  
Eclipse PPM  
*Project Portfolio Management*

**APR 2017**  
RightAnswers  
*Enterprise Knowledge Management*

#### Workflow Automation

**MAY 2013**  
FileBound  
*Document & Workflow Automation*

**NOV 2015**  
Ultriva  
*Supply Chain Management*

**MAY 2016**  
Advanced Processing and Imaging  
*Document & Workflow Automation*

**JAN 2017**  
Omtool  
*Document Capture & Imaging*

#### Digital Engagement

**DEC 2013**  
Clickability  
*Web Content Management*

**DEC 2014**  
Mobile Commons  
*Mobile Engagement Management*

**JAN 2016**  
LeadLander  
*Website Visitor Analytics*

**MAR 2016**  
Hipcricket  
*Mobile Engagement Management*

**JUL 2017**  
Waterfall  
*Mobile Engagement Management*