



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

## What We Look For



**Financial Profile**  
Revenues in the \$5-\$25 Million Range



**Enterprise Applications**  
Built-for-purpose Enterprise Work Management



**Recurring Revenue Base**  
Renewal Rates > 90%



**Geography**  
U.S., Canada and E.U.

## Proven Leadership with Buying Power

Upland's proven team offers a reliable and disciplined M&A process with a combined 42 successful acquisitions over the past 16 years. With access to a \$400 million credit facility and the public equity markets, Upland has the buying power necessary to execute our acquisition plan and expand on the 22 successful acquisitions we've closed to date.

## Enterprise Work Management M&A Sector Focus



Customer Experience Management



Enterprise Sales Enablement



Professional Services Automation



Project & Financial Management



Document Lifecycle Automation



Secure Document Services



Enterprise Knowledge Management

## Contact

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## About Upland Software

Upland Software (Nasdaq: UPLD) is a leader in cloud-based enterprise work management software. Upland provides seven enterprise cloud solution suites that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100 percent customer success commitment and the UplandOne platform, which puts customers at the center of everything we do. [uplandsoftware.com](http://uplandsoftware.com)

## Acquisitions Portfolio

- FEB 2012 PowerSteering  
Project Portfolio Management
- FEB 2012 Tenrox  
Professional Service Automation
- NOV 2012 EPM Live  
Project & Work Management
- MAY 2013 FileBound  
Document & Workflow Automation
- NOV 2013 ComSci  
IT Financial Management
- DEC 2013 Clickability  
Enterprise Web Content Management
- NOV 2014 Eclipse PPM  
Project & Work Management
- DEC 2014 Mobile Commons  
Enterprise Mobile Messaging & SMS
- NOV 2015 Ultriva  
Supply Chain Management
- JAN 2016 LeadLander  
Website Visitor Analytics & Reporting
- MAR 2016 Hipcricket  
Enterprise Mobile Messaging & SMS
- MAY 2016 Advanced Processing and Imaging  
Document & Workflow Automation
- JAN 2017 Omtool  
Secure Document Capture & Fax
- APR 2017 RightAnswers  
Enterprise Knowledge Management
- JUL 2017 Waterfall  
Enterprise Mobile Messaging & SMS
- NOV 2017 Qvidian  
RFP & Sales Proposal Automation
- MAR 2018 InterFAX  
Enterprise Cloud-Based Fax
- JUN 2018 RO Innovation  
Customer Reference & Sales Enablement
- OCT 2018 Rant & Rave  
Cloud-Based Customer Engagement
- DEC 2018 Adestra  
Email and Marketing Automation
- APR 2019 PostUp  
Email and Audience Development
- MAY 2019 Kapost  
Content Operations for Sales & Marketing