

One of the leading CRM solution provider

Approximately 170,000 convinced user in 1,500 companies assure our position among the world's leading CRM software companies. update distinguishes itself as a premium provider of medium and large CRM projects for highly demanding customers. Its strategy consists of a determined focus on specific industries like Life Sciences, Financial Services and Industry Solutions, regional expansion (continuous expansion of our European target markets with the aim of holding market-leading positions) and superior technology.



New businessmodell update.revolution

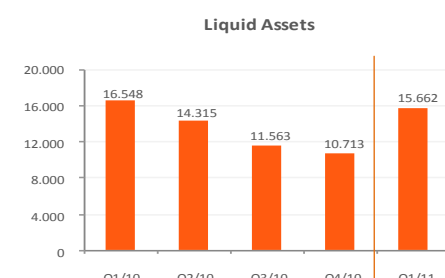
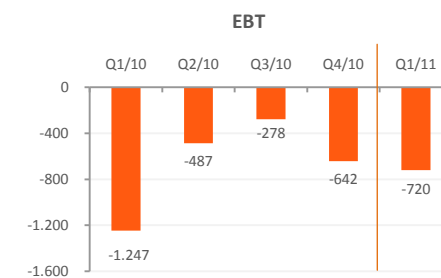
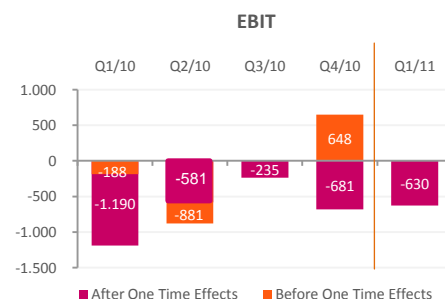
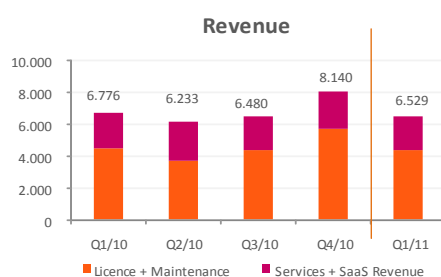
With the new concept update.revolution we can offer our customers a proven and tested SaaS based CRM-System within a few days. Without upfront investments the customer gets what he sees and pays for what he uses. This is why the budget can be calculated exactly and planned clearly right from the start. The advantage for update is the development of recurring business which results in stable revenue and cash flow, thus significantly reducing risks. Within the first year update won more than 30% of the new customers for the SaaS model.

Some of our customers

ALK Abelló, Bawag P.S.K., BAM, betapharm, Biotronik, Boehringer Ingelheim, Canon, Daiichi-Sankyo, Danfoss, Demag Cranes & Components, Dresdner Bank Schweiz, DuPont, Ferring Arzneimittel, Hamburger Sparkasse, Hansgrohe, Hauck & Aufhäuser, Jenapharm, Alfred Kärcher, KSV 1870, Kuhnke Automation, Lafarge, LBS Nord, Leuze electronic, Liebherr, Magna Steyr, Mettler Toledo, Paul Hartmann, Pipelife, Pluradent, Probat Werke, Raiffeisen Schweiz, ratiopharm, Reis Robotics, Riemser Arzneimittel, Rockwool, Saint Gobain, Sandoz, Stahlton, Trumpf, UnicreditBank Hungary, Uzin Utz, Verla, Wala, ...

Business development over the last quarters

('000)	2006	2007	2008	2009	2010	Q1/2011
Revenues	23,366	32,538	36,644	31,346	19,489	6,529
EBIT	2,439	3,705	4,013	1,201 ¹	-1,304 ¹	-630
Earnings before tax (EBT)	2,456	4,131	4,511	-1,971 ²	-2,013 ²	-720
EPS undiluted (in EUR)	0.31	0.43	0.35	-0.15	-0.18	-0.06
Liquid assets	7,114	10,222	12,064	10,323	11,563	15,662
Shareholders' equity	16,036	25,355	28,059	25,114	23,215	19,655



Shares: 11,568,889
 Share type: no-par shares
 Listing: Frankfurt (XETRA) & local German markets
 Segment: General Standard
 IPO: 11.04.2000
 ISIN: AT0000747555
 Symbol: up2
 High/LowQ1: EUR 2.73 / EUR 2.05

Management Board:

Thomas Deutschmann, CEO
 Uwe Reumuth, CFO
 Arno Huber, CTO

Supervisory Board:

Frank Hurtmanns, Chairman
 Hans Strack-Zimmermann
 Richard Roy
 Josef Blazicek
 Gerhard Auer
 Helmut Fink

update software AG is one of the leading international producers of systems for customer relationship management (CRM). The Company is headquartered in Vienna, Austria. It has subsidiaries in Germany, Switzerland, the Netherlands, France, Hungary, the Czech Republic, Poland, and the USA. In addition, update is represented by established partners throughout the world.

With its CRM solutions, update software AG focuses on the needs of companies in life sciences, financial services, and industry solutions. In line with this focus, and to ensure optimum customer service geared to actual needs, update has created competence centers for each of these three industries.

The new business model update.revolution is a SaaS-type offering which provides a lot of advantages for the customer.

With update.revolution customers have no upfront investments for implementation. You only pay what you use with a monthly fee based on the number of users and modules as well as the chosen service level. This is why the budget can be calculated exactly and planned clearly right from the start. The combination of standardized processes together with a high degree of individualization makes the offering unique on the market.

¹ excluding one-time effects

² including one-time effects

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