

datango Celebrates 10 Years of Success

From idea to profitable international company with more than 650 customers in just 10 years

Berlin, 11th February 2009 – datango AG, the leading independent provider of software that reduces time-to-value and increases user acceptance of mission-critical systems, today announced that, on February 19th, 2009, datango will celebrate the 10th anniversary of its initial incorporation in 1999.

Chief executive officer, Oswald Zimmerman, commented upon the milestone, “Ten years ago six software enthusiasts who had sought to ensure that websites were intuitive and easy to use began the datango story. Their ‘webride’ platform was the genesis for today’s datango Performance Suite, a solution that ensures optimal user adoption of any mission-critical application. Now, with more than 650 customers, offices in the USA and Europe, and OEM partnerships with some of the world’s most respected software vendors; datango is used by more than 2.5 million users worldwide. Most importantly, we have achieved solid financial performance and consistent revenue growth with sustained profitability in each year since 2004. I would like to take this opportunity to thank our founders, our investors, our employees and, above all, our customers and partners for helping datango achieve our goals during the past 10 years. I look forward to continued success in the next 10!”

A brief history of datango:

datango AG was founded in 1999 in Berlin with the initial concept of providing active support to website visitors in order to help them quickly orientate themselves in a web-based environment. This initial concept led to the development of the “webride” portal, which was used to produce and transmit supervised “guided tours” through the Internet. Among datango’s first customers for this technology was a rapidly growing online marketplace called eBay. In 2000, datango saw its initial financing with an investment from ATLAS Venture and datango became a limited company (German: AG).

In 2002, datango changed course from providing its services to consumer sites and instead productized the software it had developed to generate these “Webrides”. The result was the “datango knowledge suite”, which provided support to companies for the introduction of enterprise applications, such as SAP. This new focus on the business to business market was an important strategic step in the company’s history and was followed by investments made by Hasso Plattner Ventures and EXTOREL in 2006 in order to accelerate datango’s international expansion. These investments ultimately culminated in the form of datango’s takeover of the Swedish company Enlight’s KPS operations in 2007.

Today, datango has grown consistently and experienced year over year revenue growth during the last 13 consecutive quarters. Datango now counts more than 2.5 million users and some of the world's largest organizations among its customer roster of 650, including UBS, Novartis, T-Mobile, and Shell. In addition, software system vendors such as Lawson, Epicor and several others have forged strategic OEM partnerships with datango in order to power their end user adoption solutions upon the datango technology. With the recent launch of the latest version of the solution, the "datango performance suite 2009," organizations are now better able to address and support the complex needs of large, global, multi-lingual, system implementations.

Brief profile of datango AG:

datango AG, founded in 1999 and headquartered in Berlin with offices in Europe and the Americas, provides software solutions that reduce time-to-value and mitigate the risk of end user failure for mission-critical enterprise applications. Profitable since 2004 and with the support of Hasso Plattner Ventures and EXTOREL since 2006, datango took over the "Knowledge and Performance Solutions" business unit of the Swedish company Enlight AB in 2007. Now, with more than 400 customers, 2 million users and successful partnerships with leading system integration and enterprise software companies, datango has offices in Germany, Austria, Denmark, France, the Netherlands, Norway, Spain, the United Kingdom and the United States. For more information visit www.datango.com.

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