



TRIBOLD SECURES FURTHER STRATEGIC INVESTMENT FROM INTEL CAPITAL AND DFJ ESPRIT

London, UK: September 16th, 2011 – Tribold, a provider of Enterprise Product Management (EPM) software solutions specifically developed for Communication Service Providers (CSPs), announced today that it has received a further strategic investment from existing investors Intel Capital and DFJ Esprit.

The funding will be used to:

- Invest in Research and Development augmenting the company's announcement earlier in the year of the decision to open a Research & Development Centre in Wales, United Kingdom. Specifically, this R & D will support the product transition to a Software as a Service (SaaS) delivery model.
- Support additional Sales & Marketing activities leveraging the past 2 years of strong growth and customer acquisition in Asia Pacific, Africa, Europe and North America.

Commenting on the funding round, Tribold's CEO, Simon Muderack said: "Over the past few years Tribold has proven that we make a material difference to the way our customers deliver new products and services. This further investment allows us to further develop our subscription and SaaS based licensing models making it even easier for customers to adopt the Tribold solution".

Marcos Battisti, Managing Director Intel Capital Western Europe and Israel, commented: "The increasing complexities of a modern telco operator's product offerings have meant that solutions like Tribold's have become essential for any operator looking to streamline and reduce the costs associated with the launch, management and retirement of their products. We have witnessed over the last couple of years an incredible increase in the demand for the company's solutions. This current investment in Tribold enables the company to better serve its existing customers and to further accelerate the company's growth."

Nic Brisbane, partner at DFJ Esprit, added: "As an existing investor in Tribold, we are confident of the company, its technology and its management. The involvement of Intel Capital also confirms Tribold's potential for us. We're also happy to have had the opportunity to increase our own investment in the company."

About Tribold

Tribold is the world's leading provider of Enterprise Product Management (EPM) software specifically developed for Communication Service Providers (CSPs). Tribold EPM™ is a single, integrated suite of Enterprise Product Management applications that empowers CSPs to put products at the heart of their business.

Tribold EPM™ is based on a Centralized Product & Service Catalog (CPC) and a Product

& Service Lifecycle Management (PLM) solution.

Dramatic improvements in product management performance enable CSPs to drive increased profit by reducing time to market, decreased cost to market, increased quality of the product management process and increased ability to support product and service innovation.

Today, Tribold EPM manages over US\$64b of products and services for our customers.

Headquartered in London, and with offices in North America and Asia, Tribold was founded in 2003 and is privately held. For more information visit www.tribold.com.

About Intel Capital

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10 billion in over 1,140 companies in 50 countries. In that timeframe, 191 portfolio companies have gone public on various exchanges around the world and 268 were acquired or participated in a merger. In 2010, Intel Capital invested US\$327 million in 119 investments with approximately 44 percent of funds invested outside the United States and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com.

About DFJ Esprit

DFJ Esprit is a leading cross-stage venture capital firm that invests in European technology companies. Members of the DFJ Esprit team have been active in technology investing for three decades. They have experience of investing in over 200 companies, generating strong returns for investors through building valuable global companies alongside founders and management teams.

The DFJ Esprit partners have invested and helped build many of Europe's most successful venture companies of recent years, including Apatech, Buy.at, Icera, KVS, LOVEFiLM, CSR, Domantis and Zeus. DFJ Esprit is the exclusive European partner for Silicon Valley based Draper Fisher Jurvetson (DFJ) Global Network of venture funds. DFJ Esprit invests across Europe and has partners located in London, Cambridge, Dublin, Helsinki and Paris.

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