

CrownPeak Raises \$50 Million From K1 and Joins Forces with ActiveStandards to Become Leading Cloud-Based Digital Experience Management Company



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CrownPeak, the original cloud-based Digital Experience Management (DXM) platform provider, today announced

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that it has merged with UK-based ActiveStandards, the pioneer who

established the enterprise Digital Quality Management (DQM) market. The combined company will provide clients with the only cloud-first DXM platform that features built-in DQM. In connection with the merger, the company has confirmed a \$50 million investment by K1 to support the anticipated re-launch as well as future product enhancements.

The merger, which will carry the CrownPeak name, brings together the two leading providers of enterprise-grade SaaS digital content and quality management solutions. CrownPeak will offer next generation solutions for SaaS DXM, through super-fast, multi-site, enterprise deployments that will create exceptional, high-quality customer experience moments, across all digital touchpoints - through one powerful and accessible platform.

With the announcement, CrownPeak COO, Jim Yares, has been appointed CEO. ActiveStandards' CEO, Simon Lande, and CrownPeak's CEO, Jim Howard, will remain as advisors to the combined company. CrownPeak will be based in Los Angeles and London.

"As global enterprises undergo a transformation in digital marketing they are increasingly challenged to deploy and maintain high-quality digital experiences across many touchpoints," said Jim Yares, CEO of CrownPeak. "Our powerful union with industry leader, ActiveStandards, and support from K1 will allow us to address and surpass this need. We will offer clients the clear solution to manage and deliver rich and consistent content-driven customer experiences."

"The combination of CrownPeak's and ActiveStandards' market leading solutions creates a platform that will transform the way brands communicate, relate and connect with their customers," said Neil Malik, CEO of K1. "The industry is primed for a development of this magnitude and we are excited for continued investment in this partnership."

"We are thrilled to be joining forces with CrownPeak as we share a common vision of how to empower global enterprises with the technologies they need to improve their customer experience at scale," said Simon Lande, CEO of ActiveStandards. "Our union takes place at a defining time and uniquely positions us to move the technology frontier forward."

Prior to the merger, CrownPeak and ActiveStandards maintained an integrated offering with several

joint clients including some of world's largest insurance, financial services and pharmaceutical companies. The ActiveStandards platform will take on the "CrownPeak Digital Quality Management" name and remain available as a standalone solution. The company will continue to build on its suite of award-winning integrations with other Content Management Systems and Marketing Technology providers.

Available integrated capabilities include:

- A native, cloud shared-service platform to standardize development of websites and Digital Experience Layers across large enterprises,
- The ability to enforce quality and compliance standards across every website, both pre- and post-publication,
- Dashboards providing visibility across every digital touchpoint and
- A flexible deployment architecture that enables digital experiences to be deployed as "front end" across multiple legacy applications to rapidly create modern, high-quality digital experiences.

About CrownPeak

CrownPeak is the proven cloud-first, cloud-only Digital Experience Management platform that's designed to help global companies successfully manage their hundreds of digital experiences across multiple touchpoints. Since 2001, CrownPeak has given digital teams the agility they need to create unified, modernized digital customer experiences – even across legacy applications, and has freed technologists from making rip-and-replace technology decisions. The CrownPeak cloud platform plays nice with other platforms, deploys into heterogeneous environments and scales elastically in the face of high-growth demands.

For more information, please visit: <http://www.crownpeak.com/>.

About ActiveStandards

ActiveStandards is the leading SaaS solution for Digital Quality Management (DQM) used by the world's largest brands. They help companies realize value from their online presence and mitigate risk by optimizing the management of complex digital operations and improving the quality and effectiveness of their digital content. ActiveStandards has an international client base across all industry sectors and supports the digital governance programs of some of the largest brands in the world, including Unilever, Shell, CSC, HP, Thomson Reuters and Canon.

For more information, please visit: <http://www.activestandards.com/>.

About K1

K1 Investment Management, LLC is a West Coast-based venture capital firm investing in high-

growth private companies across North America. We seek to help dynamic businesses achieve successful outcomes by identifying and executing organic and acquisition-based growth opportunities that can position our companies as industry leaders. Our team members have been investing in software companies for over 20 years. K1 typically invests alongside strong management teams that continue to guide their organizations on a day-to-day basis. As partners, we seek to provide meaningful strategic and financial support to help our companies reach their full potential. Our investments vary in the level of ownership in order to meet the needs of entrepreneurs and managers. Through our affiliate K1 Operations, LLC, the firm provides a broad range of transformative, consultative services to our portfolio companies.

For more information, please visit: <http://www.k1capital.com/>.

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