

May 5, 2015

IMPORTANT CUSTOMER ANNOUNCEMENT:
PTC® to Acquire Coldlight

Dear ColdLight Customer:

We are pleased to inform you that PTC (Nasdaq: PTC), a global provider of technology platforms and enterprise applications for smart and connected products, operations, and systems, recently announced that it has entered into a definitive agreement to acquire ColdLight. Founded in 1985, PTC employs over 6,000 professionals serving more than 28,000 businesses in rapidly-evolving, globally distributed industries worldwide. The entire ColdLight team is very excited to become part of this world-class organization.

PTC recognizes that you have made a significant investment in ColdLight to drive your data analytics strategy. We believe this acquisition will provide ColdLight with substantially greater financial resources that will allow the company to grow and develop faster, capture a larger global market share, and ultimately become the leader in the advanced and predictive analytics market across all industries.

As a separate business of PTC, ColdLight will serve as PTC's core data analytics platform to deliver new value to markets both companies serve today – manufacturing, healthcare, media and retail – as well drive growth across new markets. ColdLight's Neuron platform will complement PTC's ThingWorx® Internet of Things (IoT) technology platform by enabling rapid development of more advanced IoT applications that leverage Neuron's machine learning capabilities. Additionally, PTC will use ColdLight and Neuron to speed the creation of advanced and predictive analytics applications that support manufacturers' service strategies, such as predictive maintenance and system monitoring, in complement to PTC's existing service lifecycle management (SLM) and extended product lifecycle management (PLM) solution portfolio.

PTC is committed to protecting the investment that you have made in ColdLight by continuing to invest heavily to enhance Neuron as a stand-alone product across all industries. The combination of PTC and ColdLight will result in a larger, financially stronger company benefiting our combined customer base.

The acquisition is expected to be completed in May 2015, subject to satisfaction of customary closing conditions. We will provide additional information after the acquisition closes. If you have any questions, please contact your ColdLight representative. You can also find additional information on the acquisition at: <http://www.ptc.com/about/history/coldlight>.

The continued satisfaction of ColdLight customers will be a major focus of our integration efforts. Your input has driven our development, and has contributed greatly to our mutual success. This same spirit of partnership will drive our work within PTC. We at ColdLight look forward to becoming a member of the PTC family where we can continue making data science simple for all of our customers.

Sincerely,



Ryan Caplan
CEO & Founder, Coldlight



James Heppelmann
President & CEO, PTC