



December 22, 2015

IMPORTANT CUSTOMER ANNOUNCEMENT

PTC to Acquire Kepware

Dear Kepware Customer:

We are pleased to inform you that PTC (NASDAQ: PTC), a global provider of technology platforms and solutions that transform how companies create, operate, and service the 'things' in the Internet of Things (IoT), has signed a definitive agreement to acquire Kepware. Founded in 1985, PTC employs approximately 6,000 professionals serving more than 26,000 businesses worldwide. All of us at Kepware are very excited to become part of this world-class organization.

PTC recognizes that you have made a significant investment in Kepware, and rely upon those products to help optimize business processes within your company. We believe this acquisition will provide Kepware with substantially greater market access and financial resources, allowing us to grow faster, capture a larger global market share, and become a clear leader in the fast-moving 'Internet of Things' era.

PTC is committed to protecting the investment that you have made in Kepware. PTC plans to not only maintain the Kepware products, but also continue to enhance and develop them. Kepware products will become a strategic component of and integrated with the PTC ThingWorx® IoT platform. The integration will allow organizations to gain tremendous enterprise-wide insight and to proactively optimize mission-critical processes – enabling them to improve operational performance, quality, and time to market.

The combination of PTC and Kepware will result in a larger, financially stronger company – benefiting the combined customer base. The transaction is expected to close in early 2016, subject to customary closing conditions, including regulatory approval. You can find additional information on the acquisition at (<http://www.ptc.com/about/history/Kepware>). If you have questions, please contact your Kepware representative.

Many of you have been long-standing customers of Kepware, and we have developed excellent relationships with you. The continued satisfaction of Kepware 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 look forward to becoming a member of the PTC family where we can continue our commitment to your success.

Sincerely,

A handwritten signature in black ink, appearing to read "Tony Paine".

Tony Paine
CEO, Kepware

A handwritten signature in black ink, appearing to read "James E. Heppelmann".

James Heppelmann
President & CEO, PTC