



PTC To Acquire ColdLight

Frequently Asked Questions

On May 5, 2015, [PTC](#) (Nasdaq: PTC) today announced it has signed a definitive agreement to acquire ColdLight, a visionary in big data machine learning and predictive analytics for approximately \$105 million. The acquisition of ColdLight brings with it the technology and expertise to quickly deliver automated advanced and predictive analytics to any application or technology for PTC's customers. ColdLight, and its Neuron technology, will enrich PTC's technology portfolio and extends PTC's position as a leader in the Internet of Things (IoT) market.

Background

Q: Who is PTC?

A: PTC is a global provider of technology platforms and enterprise applications for smart and connected products, operations, and systems. PTC's enterprise applications serve manufacturers and other businesses that create, operate and service products. Led by its award winning ThingWorx application enablement platform, PTC's platform technologies help companies deliver new value emerging from the Internet of Things. An early pioneer in Computer Aided Design (CAD) software, PTC today employs more than 6,000 professional serving more than 28,000 businesses worldwide.

Q: Who is ColdLight?

A: ColdLight makes data analytics simple and accessible for more people and technologies through the use of Neuron. Neuron is a learning technology that simplifies the process of automated advanced and predictive analytics by using proprietary artificial intelligence and machine learning technology to automatically learn from data, discover patterns, build validated predictive models and send information to virtually any type of application or technology.

Strategy

Q: Why is PTC acquiring ColdLight?

A: The ability to predict outcomes has incredible value, especially in the context of ensuring product performance and preventing product failure and downtime. PTC believes it will be particularly useful to improving after-sales service, which PTC sees as a major industrial application that drives business value in the IoT. Today there's an overwhelming need to gain insights from massive amounts of data. ColdLight's Neuron platform helps automate the data discovery and predictive analytics process, speeding time to insights and reducing the dependency on expert resources normally required to create, operationalize, and integrate advanced or predictive analytics for key decision makers in the enterprise. 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.

Q: How will this acquisition benefit ColdLight customers?

A: As a separate business of PTC, ColdLight will continue to help companies in a wide range of industries seeking to drive value from their data analytics strategy. PTC will continue to invest in and enhance ColdLight's Neuron technology and offer it stand-alone across all markets. The combination of PTC and ColdLight will result in a larger, financially stronger company benefiting our combined customer base.



Q: How will this acquisition benefit PTC customers?

A: PTC's business strategy has been centered on helping companies transform how they create, connect, operate and service products. Sensor data by itself creates value, but that value is magnified dramatically when companies use predictive analytics to process that data into many forms of actionable knowledge that can transform the way they do business. With this acquisition, PTC now possesses an innovative advanced analytics platform that will accelerate how customers capitalize on the explosive growth of this rich new resource.

Q: How will this acquisition contribute to PTC's strategy and revenue growth?

A: PTC has quickly scaled to a position of leadership in helping manufacturers seize the opportunity presented by a smart, connected world. The acquisition of ColdLight, when combined with ThingWorx and PTC's existing SLM and PLM solution portfolio, will position PTC as a leader in IoT enabling technology solutions and big data analytics.

Q: Who should PTC and ColdLight customers or partners contact if they have questions about the acquisition?

A: While the closing of the transaction is pending, PTC and ColdLight will continue to operate as separate companies. PTC and ColdLight customers and partners should contact their current PTC or ColdLight account teams respectively with any questions or concerns. There will be ongoing communications throughout the post-closing integration period.

Details

Q: Where is ColdLight located?

A: ColdLight is headquartered in Wayne, PA.

Q: How many employees does ColdLight have?

A: ColdLight currently employs approximately 60 people.

Q: What are the target markets/vertical industries ColdLight serves?

A: ColdLight has expertise in similar vertical markets as PTC, with a focus on Healthcare, Media, Manufacturing, and Retail.

Q: Who are some of ColdLight's customers?

A: **Some of** ColdLight's customers include Comcast, McKesson, Christiana Care Health System, Medecision JD Power.

Forward Looking Statements and Risks

Statements in this press release about the expected combination and the benefits of the combination of PTC and ColdLight and the opportunities created for us and our customers by the combination of the PTC and ColdLight technologies are forward-looking statements that involve risks and uncertainties that could cause actual results to differ materially. Such risks and uncertainties include the following: the acquisition may not close as or when we expect, customers may not purchase the solutions or the combined solution when or at the rates we expect, we may be unable to successfully integrate the technologies when or as we expect, we may be unable to operate the business to achieve the expected financial results, we may be unable to retain and maintain relationships with key employees and strategic partners of ColdLight, as well as other risks and uncertainties described in reports we file with the Securities and Exchange Commission, including our Annual Report on Form 10-K and our Quarterly Reports on Form 10-Q.