



**IMPORTANT CUSTOMER ANNOUNCEMENT:**  
PTC® Acquires Vuforia™

Dear Vuforia Customer:

On November 3, 2015, PTC (NASDAQ: PTC) completed its acquisition of the Vuforia business from Qualcomm Connected Experiences, Inc. (QCE), a subsidiary of Qualcomm Incorporated. Founded in 1985, PTC employs over 6,000 professionals serving more than 28,000 businesses in rapidly-evolving, globally distributed industries worldwide. The entire Vuforia team is very excited to be part of this world-class organization.

The acquisition of Vuforia enriches PTC's technology platform portfolio and accelerates PTC's strategy as a leading provider of technology that blends the digital and physical worlds. Under terms of the agreement, PTC acquires the Vuforia business, including the developer and customer base and the award-winning computer vision and augmented reality platform.

The continued satisfaction of Vuforia customers will be a major focus of our integration efforts. PTC is committed to protecting the investment that you have made in the Vuforia platform by continuing to invest heavily and enhance the platform and to support and grow the Vuforia ecosystem. Your agreements with QCE have been assigned to PTC and PTC has assumed QCE's obligations under those agreements.

If you have any questions, please contact your Vuforia representative. You can also find additional information on the acquisition at: <http://ptc.com/go/vuforia>.

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 are thrilled to be a member of the PTC family where we can continue our commitment to your success.

Sincerely,

Jay Wright  
SVP & GM, Vuforia

James Heppelmann  
President & CEO, PTC