



TrueCommerce Acquisition of Datalliance — Frequently Asked Questions

Who is Datalliance?

Datalliance has specialized in helping companies implement and operate successful Vendor Managed Inventory (VMI) programs since 1991. We were a pioneer in offering VMI as an Internet-based 'On Demand' service using the 'Software as a Service' (SaaS) approach, and have more experience in this field than just about anyone in the world. Today, we offer an expanding range of collaborative sales and inventory optimization services based on our proven data acquisition, verification, and normalization infrastructure.

As a leading VMI service provider, we are managing thousands of supplier, distributor, retailer, and end customer locations with millions of SKUs and billions of dollars in sales orders. We serve leading companies in a wide range of industries, as well as diverse markets, products, and geographic locations. For more information, please visit

<http://www.datalliance.com>

Who is TrueCommerce?

TrueCommerce revolutionizes trading partner connectivity by linking suppliers, retail hubs and end consumers in one global commerce network. With our flexible, integrated and fully managed service solutions, customers of any size can easily connect with any trading partner while enjoying the peace of mind of a proven service platform that reliably handles tens of millions of transactions annually without the need for any customer interaction.

From the factory to the warehouse, from distributor to retail storefront, achieve new levels of business connectivity and performance with the world's most complete trading partner platform. TrueCommerce: Connect. Integrate. Accelerate. For more information, please visit

<http://www.truecommerce.com>

Who is Accel-KKR

For over 15 years, Accel-KKR has been investing in mid-market software and technology enabled services firms with the goal of driving value for our portfolio company management teams and their employees as well as our investors. Accel-KKR has brought capital, expertise and a network of relationships to our portfolio companies, enabling them to grow faster and more profitably. Throughout the years, the firm has taken a collaborative approach to working with our management teams so that, together, we can help our companies reach their full potential. The firm has \$4 billion in committed capital. For more information, please visit www.accel-kkr.com



What is TrueCommerce's relationship with HighJump?

TrueCommerce is a commerce network company and an Accel-KKR investment and portfolio company. HighJump is a supply chain execution company and was also an Accel-KKR investment and portfolio company until they were recently acquired by Körber AG. Parent company, Accellos Holdings and its primary investor, Accel-KKR have retained TrueCommerce and will further invest aggressively to grow and expand its global commerce network. The TrueCommerce and HighJump teams will continue to work closely in various forms of partnership.

What made Datalliance attractive to TrueCommerce and Accel-KKR?

First and foremost, TrueCommerce and Accel-KKR are attracted to profitable, well run businesses with a vision for the future. Datalliance has a long history of profitable, year over year growth. We believe that we can assist in accelerating that growth through both our dynamic marketing engine and by access to our global commerce network with over 12,000 customers and 92,000 global trading partners. The Datalliance leadership team did a tremendous job of telling their story and painting a vibrant picture of how the two organizations could successfully come together. TrueCommerce has grown to a nearly \$90M dollar network business by focusing on the needs of both the supplier and their trading partner customers. Datalliance complements that market strategy by extending our commerce network into the collaborative replenishment, inventory management and demand forecasting markets. We've been successful bringing companies together that have great technology, but more importantly have great people.

What will happen to the Datalliance name?

There are no immediate plans to rename Datalliance, however, eventually Datalliance will be branded under the TrueCommerce brand.

Who are the members of TrueCommerce's leadership team?

The members of the TrueCommerce [executive leadership team](#) and the [European leadership team](#) can be found on the TrueCommerce website. Each will be heavily involved in working with the Datalliance leadership to ensure a successful integration of the businesses.

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Is there an immediate shift in strategy or market focus as a result of this transaction?

There are no immediate plans to shift Datalliance strategy or focus. As part of the TrueCommerce community, Datalliance customers can greatly benefit from TrueCommerce's portfolio of EDI and eCommerce solutions to help them increase sales and reduce supply chain cost.

Is there an immediate organizational structure change as a result of this transaction?

While the general answer is that it will be "business as usual" for the moment, the opportunity arising from this acquisition is to integrate the Datalliance operations into the TrueCommerce operations where it makes sense, allowing us to better serve both our Datalliance and TrueCommerce customers. The Cincinnati office will operate as a Center of Excellence for TrueCommerce VMI customers.

What is the product strategy for the Datalliance products?

For the most part, the product strategy will remain intact. Over time, we will determine when and how we can extend TrueCommerce's catalog of products and technologies to Datalliance customers and offer additional services to help improve supply chain operations.