

## CORPORATE OVERVIEW

activePDF, Inc. is a leading provider of PDF creation, conversion and development tools, catering to the increasing demand for automated document management practices within today's key vertical enterprise markets. The company first addressed the PDF solutions arena with its flagship product, activePDF Server, quickly becoming a market leader with a reputation for providing high-quality products at affordable prices. Six additional server-based products soon followed, highlighting activePDF's commitment to quality and ability to adapt to customer needs. activePDF entered the desktop PDF market in 2003 with the launch of activePDF Composer and activePDF Maestro, offering corporate and government clients cost-effective, end-to-end solutions for all PDF generation and manipulation requirements.

Committed to delivering innovation, activePDF prides itself on providing high-quality products and renowned customer service to its clients and strategic business partners. Founded in January 2000, activePDF has since built a substantial market presence with over 6,500 customers and approximately 30,000 server and client licenses worldwide. Headquartered in Mission Viejo, California, activePDF is privately held and self-funded, with a global distribution network spanning every continent. activePDF clients consist of almost 40% of Fortune and Global 500 organizations, with customers representing every industry - including IBM, Daimler Chrysler, J.P. Morgan Chase, NASA, Harvard University, Warner Bros., Citibank, ACCOR, Deloitte & Touche, Siemens, AXA, L'Oreal and Proctor & Gamble.

## OUR MISSION

To deliver innovative, cost effective PDF products and solutions while promoting PDF as a standard in the enterprise.

## OUR VISION

As the business world becomes increasingly dependent on PDF as the de facto standard for all electronic document exchange, distribution and storage, activePDF will be the most sought after provider of affordable and powerful PDF solutions.

## LEADERSHIP

**Tim Sullivan, President and CEO**, brings over 20 years of software development and management experience into leading activePDF. As activePDF's Chief Architect, he is committed to applying his experience as a software developer to meeting the needs of developers deploying activePDF solutions. Prior to founding activePDF, Tim spent 10 years with Automated Solutions Group, consulting companies such as Mexicana Airlines, Warner Bros. Records, Southern California Edison, Amway, AirTouch Cellular, Kaiser Permanente and dozens of others. Tim has also worked as the Technical Manager for Student Information Systems at the University of Southern California and as a Naval Engineering Programmer with Todd Pacific Shipyards. Tim studied at the University of California, Irvine and holds the distinct honor of being appointed to all three U.S. military academies: West Point, Annapolis and the United States Air Force Academy.  
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**Derek Dieter, Technical Support Manager**, leads the fast-paced Technical Support department. In this role, Derek oversees the pipeline between software engineering and support. Prior to joining activePDF, Derek worked with Orbcom Inc. and Fleetwood Enterprises. Derek also has extensive experience consulting many companies, primarily in the areas of network engineering, 3D animation and software development. Derek's attention to detail and commitment to the activePDF mission have enabled his promotion from his initial position as Level I Support Engineer to his current role in less than one year. An award-winning graduate of MTI (Colton, California) and the Computer Learning Center (Anaheim, California), Derek brings a unique management style to directing the support team. activePDF's existing and potential customers benefit from his efforts in promoting and preserving activePDF's commitment to providing free technical support for everyone.  
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**David Morgan, National Sales Director**, is responsible for overseeing activePDF's national sales operations, and spearheading the company's channel development initiatives. David brings over 18 years of accumulated experience in enterprise software sales and sales management to activePDF, in the areas of printing, document management and software integration. He most recently held the title of Regional Sales Director-North America at Global Graphics, where he managed PDF sales in

North America and successfully developed multiple new sales channels. David's background includes a broad range of sales experience with companies ranging from Fortune 500s to his own technology start-up. David is a graduate of California State University, Los Angeles, where he received a BS Degree in Finance, with a minor in Management Information Systems. He is currently pursuing an MBA in e-commerce from Worcester Polytechnic Institute in Massachusetts.

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**Gina O'Reilly, Marketing Manager**, is responsible for activePDF's marketing, advertising and Public Relations activities. Before joining activePDF, Gina managed international relations and marketing for a leading software distributor in France. In this position, she played a major role in the initial establishment and management of activePDF's European reseller sales channel. Prior to this, Gina worked as Advertising Project Manager for a leading advertising agency in Dublin, Ireland. Widely traveled, Gina holds a first class honors BA degree in International Marketing and Languages (French & Spanish) from Dublin City University (Ireland) and has also studied with Ecole Supérieure des Sciences Commerciales d'Angers (France) and the University of Salamanca (Spain).

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