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INVESTMENT YEAR: 2016

SECTOR: Technology

### **Email signature software provider**

Exclaimer is the leading global provider of email signature software. The business was founded in 2000 and today provides software to over 25,000 customers in more than 150 countries, including blue-chip firms such as the BBC, Audi, Sony and Fidelity.

Exclaimer is an accredited Microsoft Gold partner and provides both on-premise and cloud-based solutions for Office 365, G Suite and Microsoft Exchange. Exclaimer's software facilitates centralised signature management, giving users complete flexibility and control over email signatures and disclaimers. This helps to ensure regulatory compliance while also enabling consistent brand promotion and innovative marketing campaigns.

From the start of our journey

60

employees

2m

users

to the company today

100

employees

75m

users

Building the best

Featured in The Sunday Times WorldFirst SME Export Track 100 2019 Awarded a Queen's Award for Enterprise in International Trade 2020 Featured in The Sunday Times Profit Track 100 2020

## **The right tools for growth**

## Talent



Our in-house talent team worked closely with Exclaimer to augment its senior team at pace. Since completion, we have introduced a Chairman, CEO, CFO, CMO and CTO, enabling the founders to step back from the business.

**Find top talent** →

## Customer acquisition & retention



We helped Exclaimer to successfully extend their product offering to G Suite, serving a broader customer base, and continues to experience significant growth as the market shifts to Cloud. The team has maintained their focus on enhancing product features, supporting customer satisfaction and retention.

**Improve customer acquisition & retention** →

## Internationalisation



We supported Exclaimer opening a US office in 2019, and the company has continued to grow their staff base outside the UK as the platform grows internationally. The business serves customers across the world and has expanded their data centre footprint for optimal customer service.

**Expand internationally** →

## Data & insight



We supported Exclaimer with developing a data insight platform allowing management to analyse data and monitor the business, tracking indicators such as sales team activity, return on marketing efforts, and customer satisfaction.

**Create a data driven business** →

*The investment from Livingbridge will enable us to push on even further,*

*adding scale and firepower to our business while still maintaining our entrepreneurial culture of innovation to ensure our customers continue to receive excellent product and services.*

**Andrew Millington**  
**Founder, Exclaimer**

*Exclaimer is an impressive company with great technological focus which has demonstrated an ability to iterate their software to lead their market. Our experience of working with high growth tech businesses, combined with Exclaimer's strong management team and award winning reputation, means that the business is extremely well placed to capture the opportunity that the rapid expansion of MS Office 365 brings.*

**Matthew Caffrey**  
**Investment team**

*In the last 16 years we have taken a very simple concept and turned it into a global success. Livingbridge's investment will enable us to push on even further, adding scale and firepower while maintaining our culture of innovation to ensure customers continue to receive excellent product and services. We're delighted to be working with Livingbridge and I speak on behalf of Exclaimer when I say we're incredibly excited about our future.*

**Andrew Millington**  
**CEO, Exclaimer**

## **Exclaimer timeline**

**2000** Exclaimer founded

**2015** Achieves a Microsoft Gold Application Development competency

**2015** Launches Exclaimer Cloud for Office 365 worldwide

- 2016** Awarded a Queen's Award for Enterprise in International Trade
- 2016** Achieves Microsoft Gold Cloud Platform Development competency
- 2016** Livingbridge invests
- 2017** Featured in The Sunday Times Lloyds SME Export Track 100
- 2018** Extends cloud email signature solution to G Suite
- 2018** Awarded Best International Export SME at the Telegraph Trade Awards
- 2019** Featured in The Sunday Times BDO Profit Track 100 Ones to Watch
- 2019** Featured in The Sunday Times WorldFirst SME Export Track 100
- 2020** Featured in the FT 1000: Europe's Fastest Growing Companies
- 2020** Awarded a Queen's Award for Enterprise in International Trade
- 2020** Featured in The Sunday Times Profit Track 100



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