PTC STRATEGY AND UPDATE

June 2019

WHO IS PTC?

- $1.25B global software company, headquartered in Boston, MA
- Industry leading:
  - IOT & AR Solutions
  - CAD & PLM Solutions
- 28,000 active customers
- 6,000 employees
- Strategic technology partner to world-leading manufacturing companies
- NASDAQ:PTC - market cap ~$10B

UK BUSINESS

$11.6m

73%

CAD	PLM	IoT	AR
60%	84%	51%	219%

LIVEWORX 2019

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PTC STRATEGY UPDATE

FRONTIER OF INNOVATION

Learning from history…

SKF Gothenburg Lathe Department, 1914

CREATES VALUE ACROSS YOUR ENTERPRISE

DIFFERENTIATE PRODUCTS AND SERVICES

Design Innovation

Customer Focused

New Business Models

GENERATIVE DESIGN – CREO

IMPROVE OPERATIONAL EFFICIENCY

Connected Operations

Digital Thread

Smart Manufacturing

CONNECTED OPERATIONS – TEXMARK

INCREASE WORKFORCE PRODUCTIVITY

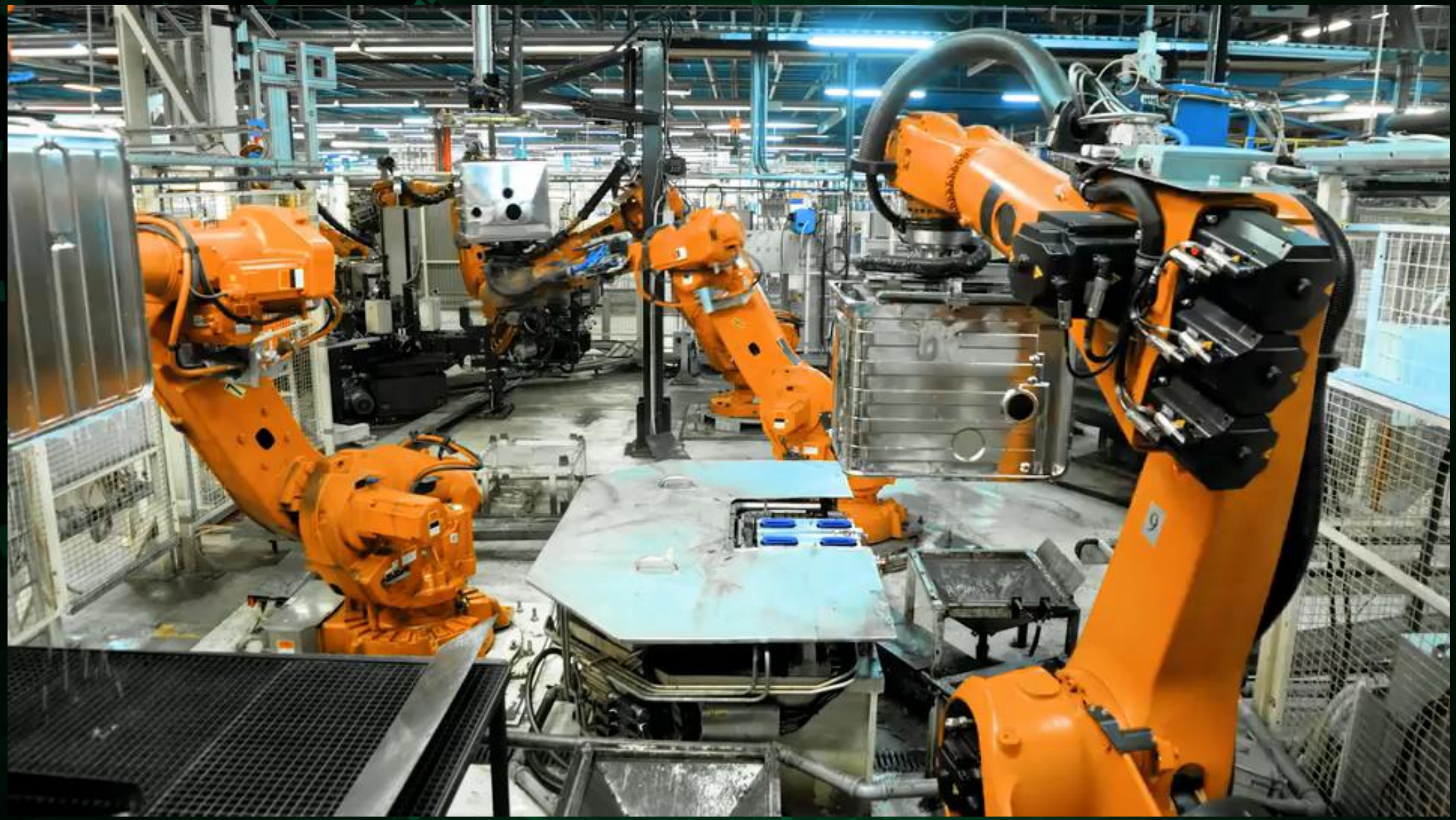
3D Instructions and Training

Next-Generation HMIs

Data and Knowledge Capture

IMPROVE TRAINING – VUFORIA EXPERT CAPTURE

REDUCE DOWNTIME - REMOTE WORKER ASSISTANCE



Human Centric Digital Transformation is the key

INDUSTRIAL INNOVATION - DIGITAL THREAD

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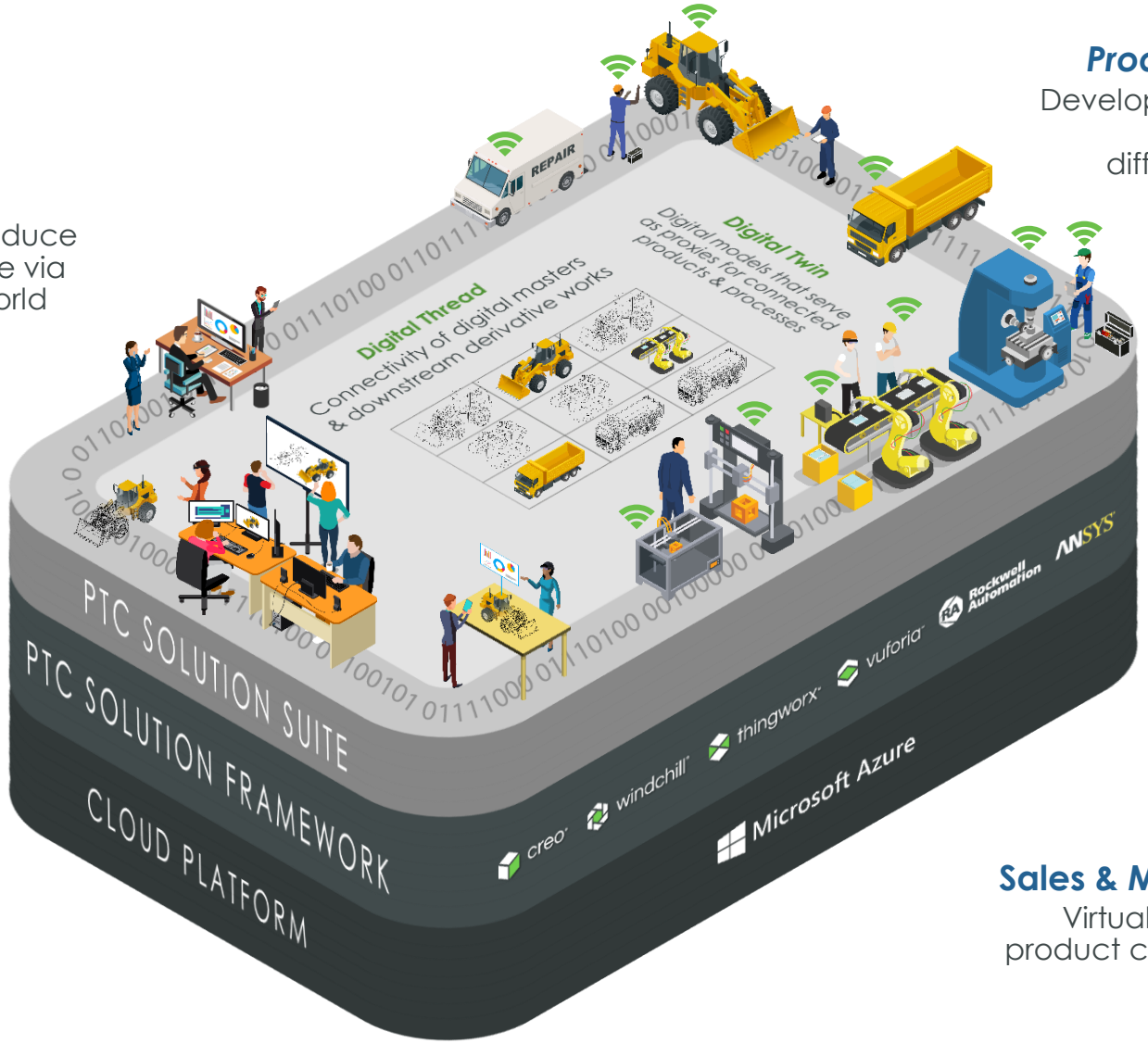
Service Optimization
Improve customer success, reduce service, and deliver new value via product performance and world class service

Engineering Excellence
Seamless data and model centric workflow that enables data driven decisions throughout the design and manufacturing process



Product & Service Innovation
Develop new products, services, and business models that enable differentiation and new revenue opportunities

Manufacturing Efficiency
Improve operational efficiency, reduce manufacturing costs, accelerate time to market, and ensure quality & compliance

Sales & Marketing Experiences
Virtual product demonstrations, product companions, "voice of the product" feedback, and augmented experiences

PRODUCTS | PEOPLE | PROCESSES

POWERED BY THE BEST TECHNOLOGY AND PEOPLE

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2018

- **MAY** — Industrial IoT Platform Visionary (Gartner)
- **JUN** — Leading IoT Platform Vendor (IOT ANALYTICS)
- **JUL** — 2018 Leader in the Global IoT Platform Market (Quadrant Knowledge Solutions)
- **JUL** — Best Industrial IoT Platform of 2018 (BERG INSIGHT)
- **JUL** — Best Industrial IoT Platform of 2018 (IoT ONE)
- **JUL** — Top Smart Manufacturing Platform (ABIresearch for visionaries)
- **AUG** — Industrial IoT Software Platforms (FORRESTER)
- **NOV** — Boston Globe Top Places to Work (The Boston Globe TOP PLACES TO WORK 2018)

2017

- **JAN** — IoT Company of the Year (IoT Breakthrough Award 2017)
- **JAN** — IoT Platform Leader (expertON GROUP an ISG business)
- **JUN** — Industrial IoT Company of the Year; IoT Innovative Product of the Year Vendor (COMPASS INTELLIGENCE)
- **JUL** — Best IoT Platform CODiE™ Award (SIIA)
- **AUG** — IoT Platform Market Leader (IDC)
- **NOV** — Boston Globe Top Places to Work (The Boston Globe TOP PLACES TO WORK 2017)
- **NOV** — PLM Leader (FORRESTER)
- **DEC** — Leading IoT Platform (NAVIGANT RESEARCH)

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thingworx®

32% YoY growth
1,500 industrial customers

vuforia™

57% market share
680M Vuforia app installs

Finding the path to value