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ServiceSource Announces Plans to Open Service Delivery Center in Bulgaria

Opening Second Quarter 2016, New Facility Builds on EMEA Presence and Capacity to Address Growing Global Market for Revenue Lifecycle Management

SAN FRANCISCO & SOFIA, Bulgaria--(BUSINESS WIRE)-- [ServiceSource®](#) (NASDAQ:SREV), the global leader in customer revenue growth and retention solutions, is further expanding its global presence as it announces a new service delivery center in Bulgaria. The state-of-the-art facility will be located in the capital city of Sofia, and will complement ServiceSource's existing European centers in Dublin and Liverpool. This expansion, which will provide needed additional capacity for delivery of the company's increasingly popular Revenue Lifecycle Management (RLM) solutions, will also further increase the company's regional delivery capabilities.

With Bulgaria's growing pool of well-educated, multilingual and motivated talent, as well as a high proportion of post-graduates in technology, business and financial disciplines, the new center will increase ServiceSource's capacity to deliver multilingual services, particularly continental European languages, needed for enterprise level business-to-business sales. With seasoned managed service leadership already in place, and plans to grow to more than 200 employees, the new center will also allow the company to launch and integrate its next-generation delivery technologies from the ground-up and deploy them at scale, providing for an even more seamless sales support experience.

"As global enterprise activity and expansions in Europe, Middle East and Africa (EMEA) continue to grow, so does the need for Revenue Lifecycle Management solutions to help B2B enterprises secure and expand revenue relationships," said Christopher M. Carrington, CEO of ServiceSource. "As an expert partner who can deliver global solutions on a local level, our new Sofia center positions ServiceSource as the best choice to serve this rich and fast-growing market with locally familiar, multilingual and educated talent."

A further benefit of the company's unique and sophisticated RLM-based solutions approach, which leverages the company's specialization in Knowledge Process Outsourcing (KPO), demand a higher-end and more demanding employee skill set. These initial KPO roles will support the revenue lifecycles of ServiceSource's clients, and will mostly consist of inside sales associates, representatives and experienced inside sales managers.

Coming just on the heels of [the company's recently announced expansion into the Philippines](#) as well, the new center marks ServiceSource's eleventh global location and is the third in the fast-growing EMEA region, following office openings in Dublin and Liverpool.

About ServiceSource

ServiceSource (NASDAQ:SREV) provides the world's leading B2B companies with expert, technology-enabled solutions and best-practice processes proven to grow and retain revenue from existing customers. With a holistic approach to the entire revenue lifecycle, ServiceSource solutions help companies drive customer adoption, expansion and renewal. Only ServiceSource brings to market more than 15 years of exclusive focus on customer success and revenue growth, global deployments across 40 languages and 150 countries, and a powerful, purpose-built Revenue Lifecycle Management technology platform. For more information, go to www.servicesource.com.

Forward-Looking Statements

This press release contains forward-looking statements, including statements regarding our business opportunities, challenges, market position and new service center. These forward-looking statements are based on our current assumptions and beliefs, and involve risks and uncertainties that could cause our results to differ materially from those expressed or implied in our forward-looking statements. Those risks and uncertainties include, without limitation, fluctuations in our quarterly results of operations; our technology; the risk of material defects or errors in our software offerings or their failure to meet customer expectations; migrating customers to our SaaS offerings and the ability to integrate such offerings with other third-party applications used by our customers; errors in estimates as to the renewal rate improvements and/or service revenue we can generate for our customers; our ability to grow the market for service revenue management; changes in market conditions that impact our ability to sell our SaaS solutions and/or generate service revenue on our customers' behalf; the possibility that our estimates of service revenue opportunity under management and other metrics

may prove inaccurate; demand for our offering that falls short of expectations; the potential effect of mergers and acquisitions on our customer base; our ability to keep customer data and other confidential information secure; our ability to adapt our solution to changes in the market or new competition; our ability to achieve our expected benefits from international expansion; our ability to protect our intellectual property rights; the risk of claims that our offerings infringe the intellectual property rights of others; general political, economic and market conditions and events; and other risks and uncertainties described more fully in our periodic reports and registration statements filed with the Securities and Exchange Commission, which can be obtained online at the Commission's website at <http://www.sec.gov>. All forward-looking statements in this press release are based on information currently available to us, and we assume no obligation to update these forward-looking statements.

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