



Citrix Acquires Podio

Collaborative Work Platform Empowers Teams to Move from Simply Talking about Work to Getting It Done

Podio to Debut at Citrix Synergy in San Francisco, May 9—11

SANTA CLARA, Calif.--(BUSINESS WIRE)-- [Citrix](#) today announced it has completed the acquisition of [Podio](#), an innovative, privately held company that offers a [collaborative work platform](#) which supports people and teams getting work done the way they want in a social setting. Podio's unique apps concept adds structure and activity streams to any type of work and [collaboration](#) with teams, clients, in projects, and within functions such as sales, recruiting, marketing or any other area of business. A [cloud service](#), Podio unifies the content, traditional business applications, and new mobile apps, as well as the real-time and asynchronous communications required to work in the post PC era. Podio is a natural extension of the [Citrix collaboration business](#), providing today's mobile and distributed workforce an easy, secure and social way to come together and work as teams. Podio will be part of the GoTo cloud services portfolio, which includes [GoToMeeting](#). The terms of the acquisition were not disclosed.

Modern Work Styles Need Social Team Collaboration

The nature of work has changed; teams are global, dispersed, social, and mobile. Work now gets performed by distributed teams including employees, as well as contractors and partners outside the formal company. Combine these workforce changes with trends such as the consumerization of technology and Bring Your Own (Device, App and/or Service) and businesses must rethink the way work is carried out. A critical requirement is to empower teams to collaborate, create, manage and share with an increasingly mobile workforce who work outside of the traditional office environment. Early [social collaboration tools](#) and networks served as catalysts to improve engagement and visibility among distributed organizations, customers and partners by providing immediate comment and feedback on posted content. Podio builds on these initial approaches, offering a more robust [cloud-based platform](#) where people collaborate and do actual work utilizing social elements. For example, real-time status updates, or providing the ability to link to, share, manage tasks, comment and give feedback are now part of business processes. Teams are able to create new [social workflows](#) that can be simply captured as social-enabled apps, providing better ways of working, and improving productivity as a result.

Supporting the Way Teams Want to Work

Podio enables small and medium-sized businesses and teams within larger organizations to manage all types of business processes and associated workflows using pre-assembled apps from Podio's free [app market](#). In addition, its innovative technology empowers users to create their own preferred workflows and social collaboration activities that best suit their projects and the way they want to work. The collaborative work platform also integrates easily, or can be embedded, with other services that may be standard in their business. These include traditional enterprise or business solutions as well as today's popular cloud-based data storage, online collaboration and content tools including Box, Campaign Monitor, Dropbox, Evernote, FreshBooks, Google Apps, Google Docs, Google Alerts, Instapaper and Zendesk.

Advancing Citrix Collaboration Strategy

[Citrix GoTo cloud services](#) are market-leading and award-winning products that help businesses move faster and more efficiently by powering today's new and emerging work styles — enabling people to connect, share and collaborate regardless of location or device. Podio brings to Citrix a collaborative work platform for teams in a social setting; the ability to integrate with traditional applications and new apps; a robust, free app market; the means to extend and modify existing apps, or create new ones in support of contemporary work flows; and a talented team with the same values and passion for improving the way work is done in the cloud era.

Learn More about Podio by Attending Citrix Synergy in San Francisco

Citrix will reveal more of its plans for Podio and its collaboration strategy at [Citrix Synergy T San Francisco](#), May 9—11, 2012.

Quotes

"This acquisition represents an exciting new chapter in our collaboration business. Podio extends our ability to provide a simple, secure and 'works for everyone' collaborative work platform in this post-PC era," said Brett Caine, SVP and GM for Citrix Online Services Division. "The Podio technology is a powerful and innovative solution that is a natural fit with the Citrix

portfolio and will help foster amazing innovation in the workplace. We are also excited about having the Podio team as part of our organization. They are an extraordinarily talented and visionary group, who share our passion for improving the way work is done."

"From the start, Podio has been focused on creating an experience that would be more than an online place to talk about work but a platform customers trust to actually help them work as teams to get work done — 24/7. The extraordinary adoption we saw in just one year validates the pent up demand for better ways for teams to collaborate," said Tommy Ahlers, CEO of Podio. "With a shared vision and culture that is synergistic, Citrix can help us scale to meet demand at a speed that would not be possible otherwise."

Related Links

- [Citrix Extends Its Commitment to the Mobile Workstyles Revolution](#)
- [Citrix Positioned as a Leader in Magic Quadrant Report for Web Conferencing](#)
- [Citrix Unveils "Follow Me Data" Fabric to Enable the Personal Cloud](#)
- [Citrix Expands "GoTo" Cloud Services Business in Europe](#)

Availability

Customers can continue to access Podio via www.podio.com.

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About Citrix

Citrix (NASDAQ:CTXS) transforms how businesses and IT work and people collaborate in the cloud era. With market-leading cloud, collaboration, networking and virtualization technologies, Citrix powers mobile work styles and cloud services, making complex enterprise IT simpler and more accessible for 260,000 organizations. Citrix products touch 75 percent of Internet users each day and it partners with more than 10,000 companies in 100 countries. Annual revenue in 2011 was \$2.21 billion. Learn more at www.citrix.com.

Citrix Online Services Division provides a portfolio of GoTo cloud services that enable people to work from anywhere with anyone by providing simple-to-use cloud-based collaboration, remote access and IT support solutions for every type of business. Whether using [GoToMeeting](#) to hold online meetings, [GoToWebinar](#) to conduct larger web events, [GoToTraining](#) to train customers or employees, [GoToMyPC](#) to access and work on a remote Mac® or PC, [GoToAssist](#) to provide IT support and management or [ShareFile](#) to securely share files, documents and data, businesses and individuals are increasing productivity, decreasing travel costs and improving sales, training and service on a global basis. For more information, visit www.citrixonline.com.

For Citrix Investors

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achieve or maintain anticipated revenues and operating performance contributions from Podio; the risks associated with securing data and maintaining security of customer files stored by the Podio services, including the impact of any actual or perceived data breach; failure to comply with federal, state and international regulations; the impact of the global economy and uncertainty in the IT spending environment, including Citrix European markets; the success and growth of the company's product lines; the company's product concentration and its ability to develop and commercialize new products and services while maintaining sales of its established products; disruptions due to changes in key personnel and succession risks; seasonal fluctuations in the company's business; the company's reliance on and the success of partners for the marketing and distribution of the company's products; the company's ability to maintain and expand its business in small sized and large enterprise accounts; the size, timing and recognition of revenue from significant orders; the success of investments in its product groups, foreign operations and vertical and geographic markets; the management of anticipated future growth; the recruitment and retention of qualified employees; risks in effectively controlling operating expenses, including failure to manage unexpected expenses; impairment of the value of the company's investments; the effect of new accounting pronouncements on revenue and expense recognition; litigation and disputes, including challenges to our intellectual property rights or allegations of infringement of the intellectual property rights of third parties; the inability to further innovate our technology due to the intellectual property rights of third parties; changes in the company's pricing and licensing models, promotional programs and product mix, all of which may impact Citrix revenue recognition or those of its competitors; charges in the event of the impairment of assets acquired through business combinations and licenses; competition, international market readiness and execution risks; unanticipated changes in tax rates or exposure to additional tax liabilities; risks of political and social turmoil and other risks detailed in the company's filings with the Securities and Exchange Commission. Citrix assumes no obligation to update any forward-looking information contained in this press release or with respect to the announcements described herein.

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