



October 27, 2016

Blucora Strengthens Executive Team With Appointment of Chief Marketing Officer; Announces Grants of Inducement Equity Awards Under Nasdaq Listing Rule 5635(c)(4)

Tested marketing leader, Mathieu Stevenson, with experience at McKinsey & Company, HomeAway Inc. and Capital One, joins leading provider of technology-enabled financial solutions to consumers, small businesses and tax professionals

BELLEVUE, Wash., Oct. 27, 2016 (GLOBE NEWSWIRE) -- Blucora, Inc. (NASDAQ:BCOR), a leading provider of technology-enabled financial solutions to consumers, small businesses and tax professionals, today announced that it has hired Mathieu Stevenson as Chief Marketing Officer. Stevenson will report directly to Blucora President and Chief Executive Officer, John Clendening.

A tested marketing leader who previously served in various roles at McKinsey & Company, HomeAway Inc. and Capital One, Stevenson comes to Blucora after having served most recently as Chief Strategy Officer for Catalina Marketing Corporation, where he led corporate strategy and developed personalized digital media campaigns to drive lift and loyalty for the world's leading CPG retailers and brands. With nearly 15 years' experience in corporate marketing, he has worked in multiple industries and driven both business-to-business and business-to-consumer strategies, with much of that experience coming in the financial services industry.

"Mathieu is a key strategic hire for us," said John Clendening, president and chief executive officer of Blucora. "Mathieu brings to Blucora very deep experience in data and analytics and performance marketing through digital channels and new-media platforms, which are crucial for Blucora as we continue to execute on our transformation and growth plans," Clendening explained. "Mathieu is incredibly smart with an entrepreneurial and growth orientation that will serve the company well."

Blucora also announced that the independent compensation committee of Blucora's Board of Directors granted equity awards to Stevenson as an inducement to Stevenson entering into employment with Blucora. The awards were granted under Blucora's 2016 Equity Inducement Plan, as amended, which Blucora's board of directors adopted to facilitate the granting of equity awards to new employees in accordance with NASDAQ Listing Rule 5635(c)(4).

The inducement awards consist of restricted stock units, or RSUs, for an aggregate of 27,848 shares of Blucora common stock and stock options to purchase an aggregate of 201,434 shares of Blucora common stock. Subject to continued employment with Blucora, the RSUs will vest over a three-year period, with 33 1/3rd of the RSUs vesting on the first anniversary of the vesting commencement date, which is October 24, 2016, and the remainder vesting in equal six-month installments over the two years thereafter. The stock options have an exercise price of \$11.85 per share, the closing price per share of Blucora common stock as reported by NASDAQ on October 24, 2016, the date of grant. The options have a seven-year term and, subject to continued employment with Blucora, will vest over a three-year period, with 33 1/3rd of the options vesting on the first anniversary of the vesting commencement date, which is October 24, 2016, and the remainder vesting in equal six-month installments over the two years thereafter.

About Blucora®

Blucora, Inc. (NASDAQ:BCOR) is a leading provider of technology-enabled financial solutions to consumers, small businesses and tax professionals. Our products and services in tax preparation and wealth management, through TaxAct and HD Vest, help consumers manage their financial lives. TaxAct is an affordable digital tax preparation solution for individuals, business owners and tax professionals. HD Vest Financial Services® supports an independent network of tax professionals who provide comprehensive financial planning solutions. For more information on Blucora or its businesses, please visit www.blucora.com.

Contact

Stacy Ybarra, 425-709-8127

Blucora, Inc.

stacy.ybarra@blucora.com

Source: Blucora, Inc.

News Provided by Acquire Media