PRESS RELEASE

Kiabi Revolutionizes 'Ready-to-Wear' Fashion with Software AG 's Digital Business Platform

- Software AG's Digital Business Platform accelerates Kiabi's cross-channel strategy

- Software AG unveils API Management with On-Premise, Cloud and Hybrid deployment options

- Kiabi recognized with Software AG Innovation Award

Darmstadt, October 15, 2015 – Software AG (Frankfurt TecDAX: SOW) today announced that Kiabi, a fashion retailer with a strong online presence servicing 20 million customers across 32 countries and more than 500 stores, chose Software AG's webMethods API Management Platform to fulfill its vision of delivering a superior customer experience, broaden its international business, and become the world's leading multi-channel fashion provider.

Kiabi is using webMethods API (application programming interfaces) Management to extend its digital ecosystem as a way to expose core business functions in real-time to business partners and across all departments in their company. The API ecosystem at Kiabi empowers both internal and external parties to deliver rich and engaging experiences for their customers. This, in turn, drives innovation far beyond the scope of the company's current online platform—all while accelerating time to market. webMethods is a key component of Software AG's Digital Business Platform, and has recently extended its API deployment options to include on-premise, Cloud and Hybrid functionality.

Kiabi built crucial API building blocks for composing applications ensuring they can manage the rapidly changing demands of the fashion business. This enables them to scale their systems and their online presence up—or down—rapidly depending on customer demand.

Oliver Guy, Retail Industry Director, Software AG, commented: "Kiabi's approach has great foresight. Retailers are finding that in order to compete in the multi-channel world they need to share more and more information internally and externally and provide consistent and re-usable capability across the organization. Consequently a robust approach to managing APIs across both cloud and on premise solutions is becoming crucial."

Kiabi uses other components of Software AG's Digital Business Platform, including Terracotta In-Memory Data Fabric to improve website performance, webMethods integration to provide seamless system connectivity and ARIS collaborative process modelling to map systems to their ever-evolving omni-channel processes.

At Software AG's 'Innovation World' Annual conference, Kiabi was honored with a 2015 Innovation Award.

Jean-Francois Rompais, IT & Architecture Leader at Kiabi, said: "We are very grateful to be recognized as a Digital Innovator by Software AG. Our API Management program has been a core enabler of our cross-channel strategy. As we have added sales channels, each of which has

required access to similar data and processes, our library of APIs has enabled us to do this faster and with greater consistency – thus improving speed to market and quality of service."

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About Kiabi

Kiabi is a renowned brand in clothing for the whole family with 500 sales outlets worldwide, 20 million customers, 8,200 employees and 1,558 billion euros revenue. Kiabi is present in 32 countries through its online site Kiabi.com. Kiabi is the French inventor of the low-cost off-the-rack fashion.

About Software AG

Software AG empowers customers to innovate, differentiate and win in the digital world. Its products help companies combine existing systems on-premise and in the cloud into a single platform to optimize and digitize their businesses. The combination of process management, data integration and real-time analytics in one middleware platform enables customers to drive operational efficiency, modernize their systems and optimize processes for smarter decision-making. Building on over 45 years of customer-centric innovation, Software AG is ranked a leader in many innovative IT categories. Software AG has more than 4,400 employees in 70 countries and had total revenues of €858 million in 2014.

Learn more at www.softwareag.com.

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