

## Siemens acquires Brightly Software to accelerate growth in digital building operations

- **Smart Infrastructure (SI) to acquire Brightly, a leader in cloud-based asset and maintenance management software**
- **Perfectly complements Siemens' digital offerings for buildings, with strength in asset and energy management**
- **Acquisition puts Siemens in pole position to address fast-growing software market for buildings and built infrastructure**
- **Purchase price of USD 1.575 billion plus earn-out**

Siemens Smart Infrastructure (SI), the frontrunner in digital buildings, has signed an agreement to acquire Brightly Software, a leading U.S.-based software-as-a-service (SaaS) provider of asset and maintenance management solutions. The acquisition elevates SI to a leading position in the software market for buildings and built infrastructure. The purchase price is USD 1.575 billion, plus an earn-out. The acquisition will add Brightly's well-established cloud-based capabilities across key sectors – education, public infrastructure, healthcare, and manufacturing – to Siemens' digital and software know-how in buildings. It also accelerates the build-up of Siemens' SaaS business and enables Siemens and Brightly together to deliver superior performance and sustainability for built infrastructure. Brightly is expected to benefit from Siemens' global presence, while Siemens leverages the software provider's footprint in the U.S. market. Siemens will realize significant synergies between Brightly's capabilities and its own portfolio with an expected mid-triple-digit million net present value. The transaction is subject to regulatory approvals, with closing expected in calendar year 2022. The acquisition will be EPS accretive pre-PPA in the second year after closing.

“This is another important step in our strategy as a focused technology company. By combining the real and digital worlds, we provide our customers with the technology

required to drive their digital transformation to create the most sustainable and human-centric buildings. Today's acquisition bolsters our growth targets, especially for digital revenue and software as a service. We are proud and excited to warmly welcome Brightly to the Siemens family," said Roland Busch, President and CEO of Siemens AG.

Infrastructure owners and operators are increasingly looking for software that supports more efficient and sustainable operations. Brightly's well-established SaaS business and customer base, combined with Siemens' existing building base and digital portfolio, will facilitate data integration through IT and OT convergence, supporting innovation, unique user experiences and optimized performance for buildings and built infrastructure.

"Brightly will enable us to leapfrog to the next level of performance for buildings. With seamless data exchange between our offerings, our customers can expect enhanced efficiency, lower downtimes and maintenance costs, shorter lifecycles, better data-driven decisions and more satisfied tenants," said Matthias Rebellius, Member of the Managing Board of Siemens AG and CEO of Smart Infrastructure. "The acquisition will speed up our target of becoming a leading software company also in infrastructure and support our vision of creating fully autonomous buildings that continuously learn from and adapt to the needs of their tenants."

It is estimated that 7 billion people will live in urban areas by 2050. This trend, coupled with the urgency of tackling climate change, highlight the need for smart and sustainable communities and infrastructure. Siemens strives to build smart communities, enabled by digitalization and intelligent systems. The company's solutions, services, and software connect the real and digital worlds, as well as IT and OT, injecting intelligence into operations of built infrastructure.

For 2022, Brightly expects to achieve revenues of around USD 180 million. The expected annual recurring revenue (ARR) for 2022 is USD 160 million. Brightly operates in a market that is growing at a CAGR of 13 percent. The company is headquartered in Cary, NC, and has around 800 employees serving around 12,000 customers, mainly across the U.S., Canada, U.K. and Australia. The company has been owned by private equity firm Clearlake Capital since 2019.

“With digital transformation and sustainability high on agendas, coupled with a challenging regulatory environment, the need for connected assets and real-time asset data is driving greater demand for intelligent asset management solutions across the globe,” said Kevin Kemmerer, Chief Executive Officer at Brightly. “We see an incredible opportunity to combine our knowledge and software with Siemens to accelerate the digitization and optimization of the built environment. Helping customers assess and manage their collective assets, build short- and long-term capital plans and manage energy and ESG goals. Together, we have the experience to help clients across the world transform the performance of their assets and create safe, sustainable and thriving communities.”

This press release as well as the logos are available at: <https://sie.ag/3nkWRMo>

For more information about Siemens Smart Infrastructure, see:

[www.siemens.com/smartinfrastructure](http://www.siemens.com/smartinfrastructure)

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**Siemens Smart Infrastructure (SI)** is shaping the market for intelligent, adaptive infrastructure for today and the future. It addresses the pressing challenges of urbanization and climate change by connecting energy systems, buildings and industries. SI provides customers with a comprehensive end-to-end portfolio from a single source – with products, systems, solutions and services from the point of power generation all the way to consumption. With an increasingly digitalized ecosystem, it helps customers thrive and communities progress while contributing toward protecting the planet. Siemens Smart Infrastructure has its global headquarters in Zug, Switzerland. As of September 30, 2021, the business had around 70,400 employees worldwide.

**Siemens AG** (Berlin and Munich) is a technology company focused on industry, infrastructure, transport, and healthcare. From more resource-efficient factories, resilient supply chains, and smarter buildings and grids, to cleaner and more comfortable transportation as well as advanced healthcare, the company creates technology with purpose adding real value for customers. By combining the real and the digital worlds, Siemens empowers its customers to transform their industries and markets, helping them to transform the everyday for billions of people. Siemens also owns a majority stake in the publicly listed company Siemens Healthineers, a globally leading medical

technology provider shaping the future of healthcare. In addition, Siemens holds a minority stake in Siemens Energy, a global leader in the transmission and generation of electrical power.

In fiscal 2021, which ended on September 30, 2021, the Siemens Group generated revenue of €62.3 billion and net income of €6.7 billion. As of September 30, 2021, the company had around 303,000 employees worldwide. Further information is available on the Internet at [www.siemens.com](http://www.siemens.com).

**Brightly Software** is a leader in intelligent asset management solutions, enables organizations to transform the performance of their assets. Brightly's sophisticated cloud-based platform leverages more than 20 years of data to deliver predictive insights that help users through the key phases of the entire asset lifecycle. More than 12,000 clients of every size worldwide depend on Brightly's complete suite of intuitive software – including CMMS, EAM, Strategic Asset Management, IoT Remote Monitoring, Sustainability and Community Engagement. Paired with award-winning training, support and consulting services, Brightly helps light the way to a bright future with smarter assets and sustainable communities. For more information, visit [www.brightlysoftware.com](http://www.brightlysoftware.com).

#### **Forward looking statement**

This document contains statements related to our future business and financial performance and future events or developments involving Siemens that may constitute forward-looking statements. These statements may be identified by words such as "expect," "look forward to," "anticipate," "intend," "plan," "believe," "seek," "estimate," "will," "project" or words of similar meaning. We may also make forward-looking statements in other reports, in prospectuses, in presentations, in material delivered to shareholders and in press releases. In addition, our representatives may from time to time make oral forward-looking statements. Such statements are based on the current expectations and certain assumptions of Siemens' management, of which many are beyond Siemens' control. These are subject to a number of risks, uncertainties and factors, including, but not limited to those described in disclosures, in particular in the chapter Report on expected developments and associated material opportunities and risks in the Combined Management Report of the Siemens Report ([siemens.com/siemensreport](http://siemens.com/siemensreport)), and in the Interim Group Management Report of the Half-year Financial Report (provided that it is already available for the current reporting year), which should be read in conjunction with the Combined Management Report. Should one or more of these risks or uncertainties materialize, should decisions, assessments or requirements of regulatory authorities deviate from our expectations, should events of force majeure, such as pandemics, unrest or acts of war, occur or should underlying expectations including future events occur at a later date or not at all or assumptions prove incorrect, actual results, performance or achievements of Siemens may (negatively or positively) vary materially from those described explicitly or implicitly in the relevant forward-looking statement. Siemens neither intends, nor assumes any obligation, to update or revise these forward-looking statements in light of developments which differ from those anticipated.

This document includes – in the applicable financial reporting framework not clearly defined – supplemental financial measures that are or may be alternative performance measures (non-GAAP-measures). These supplemental financial measures should not be viewed in isolation or as alternatives to measures of Siemens' net assets and financial positions or results of operations as presented in accordance with the applicable financial reporting framework in its Consolidated Financial Statements. Other companies that report or describe similarly titled alternative performance measures may calculate them differently.

Due to rounding, numbers presented throughout this and other documents may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures.