

## SHAREHOLDER INFORMATION

(AS OF MAY 16, 2007)

Core Business	Business Performance Management and Business Intelligence Software Solutions
Exchange / Symbol	NASDAQGS / APLX
Recent Stock Price	\$14.53
52-Week Price Range	\$6.65 - \$14.60
Shares Outstanding	15.9 million
Market Capitalization	\$230.8 million
Average Daily Volume	57,130 shares
Institutional Holdings	54%
Insider Holdings	14%

## CORPORATE PROFILE

Applix provides business performance management (BPM) and business intelligence (BI) applications to more than 3,000 customers worldwide, including more than one-third of the Fortune 100. These customers use Applix, a unified application with its highly scalable, responsive architecture and self-service interfaces, for delivering business planning, reporting and analytics to power strategic analysis of financial, transactional, operational, sales and marketing and other business data. They rely on Applix for its real-time, what-if analytics, easy-to-use interfaces, powerful in-memory capability to access large databases, adaptability and low total cost of ownership, and a majority realize a 100 percent return on their Applix investments within the first six months of deployment. Applix truly empowers agile companies.

In mid-2006, Applix acquired the private Dutch company, Temtec, for \$14.5 million in cash and stock, adding Executive Viewer, an intuitive, self-service Web interface, making performance management solutions readily accessible across the enterprise.

Companies in virtually all sectors use Applix, delivered directly and by partners worldwide, to manage business performance at enterprise-wide and departmental levels. Applix has been recognized by numerous industry analyst groups for technical leadership and vision in the marketplace, and high levels of customer satisfaction. With Applix's real-time, user-friendly applications, companies can enhance their business performance—improving ROI and increasing efficiencies by reducing manpower and process time.

## PRODUCTS

### Applix

Applix is a unified application, delivering budgeting, planning, forecasting, reporting, and analytics at high speeds due to its in-memory architecture. Version 9.1, with improved scalability, ease of use and operational visibility, was launched early in 2007. With its tight integration to Excel and Web environments and the new Executive Viewer platform, Applix leverages a choice of industry BI interfaces for modeling analytics and is certified for integration with Microsoft Reporting Services and SAP BW. Customers typically implement Applix applications in a fraction of the time required by other BPM tools. Applix has scored the highest marks for speed of query, deployment, and data load and precalculation, and the highest ranking for overall business goals achieved, according to the 2007 OLAP Survey 6 by independent analyst Nigel Pendse.

- TM1 Web™**  
 TM1 Web is the first interface that enables hundreds of users to quickly and easily create real-time Web-based worksheets from Excel, allowing data to be shared to facilitate forecasting, planning and “what-if” analyses.
- Applix Executive Viewer**  
 is a self-service analytics solution for non-business users to view, change and report on operational analytics in real-time.
- TM1 Financial Reporting™**  
 streamlines management and financial reporting and provides self-maintaining processes for rapidly importing I data and deploying new performance management applications, dashboards and scorecards.
- TM1 Consolidations™**  
 automates consolidations, journal entries, inter-company eliminations and other activities, such as currency conversion and provides a full audit trail specific to the consolidation process.
- TM1 Planning Manager™**  
 automates and manages an organization's planning process by engaging line managers and staff across business units in the planning process. TM1 Planning Manager, based on the TM1 analytics engine, provides the structure in which organizations can create plans, assign responsibility for providing information, and track progress of plans through completion.

## REPRESENTATIVE CUSTOMERS

Airbus  
 American Express  
 Australia Post  
 Bristol-Meyers Squibb  
 British Petroleum  
 Cadbury-Schweppes  
 Calvert Investments  
 CNET  
 DaimlerChrysler  
 Deutsche Lufthansa  
 GAF  
 General Motors  
 Gillette  
 Heineken  
 Hewlett Packard  
 IPC Media  
 Lockheed Martin  
 Lowe's  
 Medimmune  
 Merck  
 Nextel  
 Novartis  
 Perenco  
 Porsche Bank  
 Schering Plough  
 Shaw Industries  
 Shell  
 Siemens  
 Thomas Cook  
 Viacom  
 Virgin Atlantic Airways

# INVESTOR FACT SHEET

## INVESTMENT OPPORTUNITY

### Focused growth strategy

Applix targets companies from the mid-market to the Global 2000. While analysts estimate growth of the BPM/BI marketplace at high single digits, Applix grew total and license revenues at 55% and 60%, respectively, in the first quarter of 2007 from the prior year period. Applix believes it is well positioned for continued total and license revenue growth in 2007. The company is pursuing higher value license transactions, which were \$60,000-\$65,000 in Q107, with 12 customers purchasing over \$100,000 in software licenses.

### Leading industry technology.

Applix's differentiated solutions on a single in-memory application provide a key competitive advantage by satisfying customer demand for simple applications that generate real and immediate ROIs. Industry analysts and customer satisfaction reports have given Applix high accolades for ease of use and ability to produce measurable business results. Certification on both Microsoft and SAP also provides a distinct advantage. Likewise, Executive Viewer is renowned for its ease of use and intuitive approach.

### Global, multi-channel distribution.

Applix continues to expand its worldwide distribution regionally and in key vertical industries such as banking, financial services, and retail. Because Applix is often complementary to other BI vendor platforms, Applix is attractive to a broader range of partners. Partners typically enjoy revenues 2-3 times the license revenue of each transaction. In Q107, Applix announced a new partnership with UFIDA, China's largest software company.

### High gross margin business model.

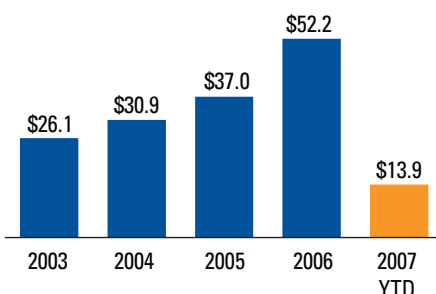
Applix's gross margins are among the highest in its sector at 85-90%, reflecting the success of its business model. Applix has been profitable for the past 13 quarters, demonstrating that with continued growth, the business model can produce significantly higher long-term returns.

### Strengthened financial position.

Applix's operating model generates strong cash flow, with cash and short-term investments as of 3/31/07 at \$33.1 million, up 22% from 12/31/06, enabling continued investment in sales and marketing and research and development, as well as acquisitions like Temtec, to drive long-term growth.

## ANNUAL ANALYTICS REVENUE

(\$ IN MILLIONS)



## ANALYST COVERAGE

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## SELECTED FINANCIAL HIGHLIGHTS

(IN THOUSANDS, EXCEPT PER-SHARE DATA)

	Three months ended	
	March 31,	
	2007	2006
Revenues		
Software license	\$7,105	\$4,427
Professional services and maintenance	6,790	4,566
Total revenues	13,895	8,993
Cost of revenues	1,709	1,060
Gross margin	12,186	7,933
Operating expenses	11,365	7,928
Operating income	821	5
Non-operating income, net	310	104
Provision for income taxes	372	12
Net income	\$759	\$97
Net income per share, diluted	\$0.04	\$0.01
Shares outstanding, diluted	17,950	16,467
	March 31, 2007	December 31, 2006
Cash and short-term investments	\$33,106	\$27,210
Total assets	\$68,470	\$66,087
Total current liabilities	\$25,064	\$24,662
Total stockholders' equity	\$39,849	\$37,350

## FOR ADDITIONAL INFORMATION, CONTACT:

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