

## Introducing Podio, the work platform

Podio is coming out of stealth mode today. Podio is a social work platform with the ambition to change how we all work. In Podio's eyes, we shouldn't have to adapt to our work tools, and that's why Podio is developing tools that adapt to us, and not the other way around.

### **Everyone can create apps**

With Podio you build your own tools or apps - simple or complex - that fit how you work. More than 2,000 apps have already been built by users, which include - CRM systems, meeting planners, process facilitation, recruiting, contract drafting, and employee feedback. The response from current users has been a feeling of empowerment through the use of a software application for the first time ever; "I feel like I'm a programmer" is a common response. And there's even an app store where users can use apps created by others, or share their own apps for others to use.

### **Podio is built for the networked organization**

With Podio, it is as easy to work with people within your own organization, as it is to work with people outside your organization. In a world where customers, partners, and suppliers are as important as your internal team, the boundaries of our organizations have been blurred; a fact that Podio understands well. With Podio, you can build an intranet, a boardroom, a customer innovation forum, a marketing campaign, or a project space all within one work platform.

### **Everything is social**

Podio recognizes that work is all about human beings and thereby is inherently social. Whether you are creating sales reports, negotiating a contract or filing an expense report, it is a social activity between human beings. Podio is, from the start, built with social capabilities, not just an add-on to an existing application.

### **A full work platform**

Podio is a work platform with messaging, calendar, tasks and contact management - not just another project management space. Instead of just copying existing PC-era applications and making them available on-line, Podio is innovating key work applications i.e. a calendar that understands time, a contact manager that automatically stays up-to-date, and a task manager integrated into everything you do.

Podio's ambition is to change how people work. The ambition has already been validated through paying customers ranging from publicly traded companies to smaller and medium sized organizations who are shifting their work tools to Podio.

Coming out of stealth mode, Podio receives a new investment and hires a new CEO, Tommy Ahlers, the founder of ZYB, another Danish startup which was sold for €31 million to Vodafone in 2008. He has now left the British telecom giant to return to the start-up world and join Podio as CEO and investor. [See attached separate press release]

Podio is open for everyone with an invitation. More information is available on <http://www.podio.com> where an invitation for Podio can be requested.

#### About Podio

Podio is a global startup with the ambition to change how we all work. Funded by angel investors and currently employing 12 people from six different countries.

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