



Overview

Established in December 2001 and located in Marseille, France, Dmailer S.A. is the leader of software editors specialized in portable backup and synchronization solutions for a range of mobile devices, including USB flash drives, memory cards, external hard disk drives, mp3 players, embedded phone memory, SIM cards and flash based memory cards for mobile phones (miniSD, microSD, microSDHC, MMCmobile).

Serving both consumers and original equipment manufacturers (OEMs), Dmailer designs, develops, manufactures and markets unique portable backup and synchronization software solutions. Dmailer also licenses its synchronization engine technology to a number of industry-leading companies.

With flash memory's capability for storing large amounts of data in a compact, removable format, Dmailer's software solutions have helped drive the exponential growth in sales of digital cameras, multi-function mobile phones, USB flash drives, digital audio/video players, and other digital consumer devices.

The company's flagship product, Dmailer Sync, is currently available in nineteen languages and is sold in over 130 countries worldwide. It is bundled with SanDisk, Western Digital, LaCie, Lexar, Imation, and Verbatim portable storage products on a worldwide basis.

For more info, please visit www.dmailer.com

Product Suite

- **Dmailer Sync**

Dmailer Sync is the company's flagship product and includes the core functionality upon which the rest of the product line-up resides. Easy to use and always secure, Dmailer Sync allows the synchronization and back up of all personal files (productivity documents, photos, audio and video files, etc.), computer settings (Internet Explorer and Firefox favorites, desktop wallpaper) as well as all data contained in Outlook®, Outlook Express or Windows Mail (email, attached documents, files, contacts, notes, tasks, calendar) from a personal computer to a mobile storage device. Users can then access and edit them from any Windows PC wherever they go, even if Outlook or Outlook Express is not pre-installed. When finished, Dmailer Sync synchronizes all changes back to a user's home or work computer as if they had never been away.

The ability of Dmailer Sync to view, edit, send and receive Outlook email on any public location PC is a key competitive advantage. In most public locations such as airports and cybercafés, PCs will not

allow someone to load and run applications as their administrator rights have been removed. Unlike all of its competitors, Dmailer does not require administrator rights or the presence of Outlook, Outlook Express or Windows Mail on the host PC to be used.

Dmailer Sync also provides the vital feature set to perform migration, backup and restoration of a user's data. It can be used as a PC migration tool for transferring data from an existing PC to a new system, and as an easy-to-use backup solution for an existing PC – a solution not readily available in the marketplace today. Soon to be available is our enhanced version of Dmailer Sync with breakthrough functionality that allows your mobile storage device to connect and synchronize email, contacts and calendar directly with Microsoft Exchange 2003 & 2007.

- **Dmailer Backup**

Due to the strong and steady growth in digital content generation, backing up and preventing data loss has become crucial. Dmailer Backup provides a simple 3-Step solution allowing easy backup of valuable personal and professional data from your computer to any storage device.

Thanks to Dmailer Backup functionality and its extremely easy-to-use interface, saving and protecting valuable data (documents, presentations, photos, audio, video files, etc.) is no longer a tedious task. Restoring data is just a click away. With its second-to-none, groundbreaking Mac & Windows cross-platform functionality, Dmailer Backup offers a new way of backing up and restoring files in both platforms.

Dmailer Backup is designed for users who care about their data and take the important step to prevent data loss due to computer crashes, theft, viruses or any other unpredictable mishaps. It is to be available in 19 languages (*English, French, German, Italian, Spanish, Dutch, Norwegian, Danish, Swedish, Polish, Czech, Turkish, Arabic, Portuguese, Russian, Korean, Japanese and Traditional and Simplified Chinese*).

- **Dmailer Engine**

Dmailer Engine lies at the core of all our products and constitutes the main pillar of our data synchronization/backup platform. Built upon seven years of R&D experience dedicated to synchronization, **Dmailer Engine** remains the most popular customizable sync engine available today.

Dmailer Engine includes is a customizable tool set which allows this powerful data engine to be plugged into virtually any hardware via the manufacturer APIs, enabling devices to synchronize and backup data easily and efficiently. **Dmailer Engine** enables manufacturers to extend the capabilities of their hardware or software solutions by adding much needed synchronization or backup features without re-defining their existing architecture.

In line with Dmailer product line enhancement offerings, **Dmailer Engine** is now made available in the mobile phone arena with the purpose of enabling synchronization and backup of data from mobile phones to PCs.

- **mediamove™**

Dmailer's latest software offering is **mediamove™**, a Windows & Mac compatible application for managing your music, photos and videos. Simple and easy-to-use, **mediamove™**, solves today's challenge of transferring and organizing multimedia from portable storage devices like mobile phones, flash memory cards, portable disk drives and MP3 players. With an extremely intuitive, one-screen interface, **mediamove™** lets users quickly transfer multimedia files from a flash card or any portable mass storage device to their PC or Mac, or directly to the, online service of their choice, such as Flickr or You Tube.

Dmailer's latest software offering uses Java-based technology which provides users with an awesome visual experience while allowing them viewing, listening and playing of videos right from the storage device, PC or Mac. Users can now enjoy a simple and easy way to move media, for example, from an SD card to a Mac and, if so desired, to YouTube, MySpace or a preferred social network or online storage.

Like all Dmailer software, **mediamove™** runs exclusively from a flash card or any storage device, there is no need to install the software on the PC or Mac. Users can customize the embedded audio player, thus being able to choose their preferred audio player with just few clicks. With **mediamove™** managing multimedia, photos, videos or music is as fun as enjoying it. It's simply Media without Boundaries.

Management Team Biographies

Lucas Léonardi – Chief Executive Officer

Lucas created Dmailer following six years of experience at the headquarters of HP's Business and Consumer Desktop PC Division, initially in Grenoble, France, and then in Cupertino, California, where he managed product marketing at a worldwide level. It is during his time in Silicon Valley that Lucas acquired his "start-up spirit" which pushed him to create Dmailer upon his return to France. Lucas holds an MBA from the Grenoble, France Graduate School of Business and a Bachelor of Laws.

Benoît Gantaume – Chief Technology Officer

Benoit has contributed to the development of Dmailer since its inception and actively supports the General Manager in all areas of the company's development. Specializing in the architecture of software and online services, Benoit's expertise is at the heart of the synchronization engine that is Dmailer. He is responsible for the company's R&D and manages a team of software engineers. Benoit holds a degree in Engineering from the Institut Nationale Polytechnique in Grenoble, France (E.N.S.I.M.A.G. / E.N.S.E.R.G.), specializing in telecommunications networks and distributed applications.

Anthony Reyes – Executive VP of Sales

Anthony brings over 12 years of high technology marketing and business development experience to Dmailer. He began his career with Porter Novelli, both in San Francisco, California and Grenoble, France, where he worked on worldwide public relations campaigns for HP, Intel, and Iomega. Anthony also spent eight years with HP in various marketing and business development management positions, and developed key relationships for the consumer PC division with AOL, Netscape, Yahoo, Microsoft, Intuit, eBay, Skype and Earthlink.

David Wainwright – VP of Sales, Americas

With over 20 years of sales and marketing experience in the technology sector, David is responsible for managing business development in the Americas. Prior to Dmailer, David was VP of Sales and Marketing at Migo Software, where he was responsible for all sales and marketing activities in the U.S. Prior to that, David was VP of Worldwide Sales at Serviceware Technologies. He also has leadership and management experience with technology companies including RightNow Technologies, Primus, Central Point Software, and Harris/Lanier. David has a bachelor's degree in communications and sociology from William Jewell College.

Philippe Leca – Chief Financial Officer

Graduated from Euromed - ESC Marseille, Philippe has started his career as a financial auditor at Ernst & Young for five years. Then he joined Gemalto (previously known as Gemplus) for another five years where he began as a Senior Financial Analyst at Corporate FP&A during the IPO process. Then he was assigned as a Regional Controller for North America in Dallas, Texas, USA. Back in France, he took the CFO job for a video game publisher listed on the Canadian stock exchange. Philippe also tested his entrepreneurial spirit in ventures and supporting start-ups.

Eric Dumas - VP of Engineering

Eric brings over 10 years of international experience in software development and management. Eric has started his career as a software developer and has since held various management positions in France, USA, Japan and in East Europe (Bulgaria) where he has built two Research and Development centers. He was previously Vice President and Country Manager at Tumbleweed and PostPath. Eric has a MS degree from University Bordeaux, France.

Julio Aldana – Director of Marketing

Julio brings to Dmailer more than 22 years of combined experience in the Information Technology industry as well as in marketing and business development for PC and networking products. He began his career at the former Hewlett-Packard Intercontinental Headquarters in Palo Alto, California. Julio held product marketing and business development posts at HP Latin America Headquarters in Miami, Florida and at the former HP Commercial PC Division in Grenoble, France. Julio has a Bachelor of Science in Information Science from Golden Gate University School of Business in San Francisco, California.

Facts & Figures

Dmailer software is currently available in nineteen languages (English, French, German, Italian, Spanish, Portuguese, Russian, Japanese, Korean, Traditional Simplified Chinese, Arabic, Turkish, Swedish, Danish, Norwegian, Czech, Polish & Dutch), and has shipped over 30 million full versions in over 130 countries worldwide. Benefiting from a market that is showing strong growth, from innovative software technology and solid business relationships with worldwide OEM providers, the company is poised to achieve significant and rising revenues over the coming years.

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