



Press Release

For Immediate Release

Campfire Interactive Recognized as one of America's Fastest Growing Companies

Recognition comes just 12 months after ambitious growth plans were announced.

ANN ARBOR, MI; AUGUST 18, 2021 - Campfire Interactive, Inc. (Campfire), the leading provider of portfolio profitability management in the automotive sector, announces that the company has been recognized as one of America's fastest growing private companies. Named to Inc. magazine's *Inc. 5000*, Campfire joins an elite list of organizations identified as having demonstrated exceptional growth and success.

Globally, automotive suppliers are challenged with complex business issues while creating, managing, and executing profitability plans. Campfire provides a highly reliable, scalable, cost-effective, cloud-based, end-to-end solution to unlock profit potential. Suppliers have been quick to embrace Campfire solutions to better ensure maximum profitability. Since its inception, the company has grown steadily in terms of new business, staffing, and revenue. Over the past year, Annual Recurring Revenue growth of 50% has been recorded - all despite a global pandemic and severe supply chain challenges within the auto sector.

In recent months, Campfire announced collaborative agreements with such respected organizations as Plante Moran and Amazon Web Services (AWS) further enhancing its solutions while offering the capacity to reach and support more customers. Today the company continues to aggressively explore additional strategic partnerships.

"We're naturally honored and equally excited to be named to the Inc. 5000," said Campfire President & CEO, Pradeep Seneviratne. "The fact that this milestone was reached within a year of securing RKCA (Cincinnati, OH) equity capital is a testament to our people, leading technology, and the relationships we've cultivated. Aligning ourselves with like-minded companies that share our values, vision, and passion for technical excellence is key. And while we're thrilled with how far we have come in a relatively short period, we're even more excited about the future. Looking forward, we are well positioned to provide

the world's automotive sector with practical profitability solutions while supporting higher growth and demand for Campfire software.”

Market conditions have put an emphasis on a supplier's ability to forecast their business rapidly and accurately while remaining responsive to new opportunities. Campfire provides a highly effective software system for suppliers to quickly respond to RFPs and deliver accurate sales quotes to customers in pursuit of profitable business.

According to Campfire, COO, Dan Meyer, the company's strong brand is translating into record growth and a healthy bottom line.

“We are on track to secure a dozen new contracts in this quarter alone,” said Meyer. “Responding to this demand has allowed us to bring on additional resources. In fact, over the past 12 months we've essentially doubled the size of the Campfire team.”

From a financial perspective, Meyer attributes this growth largely to a healthy mix of new customers and expansions with existing customers. “We're always excited to add a new customer to our growing user base,” said Meyer. “But something we're equally proud of is a 100% renewal rate among existing subscription and maintenance customers. This reaffirms the value that we are delivering to the automotive supplier industry.”

Campfire advisor and retired CEO of Yazaki North America with over 30 years in automotive electronics, George Perry, believes that the demand for Campfire, as an affordable tool for managing dispersed global processes and data throughout an extended enterprise, will only grow.

“The automotive industry remains in the midst of some very challenging times,” said Perry. “Electrification, globally distributed suppliers, drastic consequences of material, component, and workforce shortages – these and other obstacles are very real and very serious. Campfire provides the visibility and real-time access to information that allows suppliers to make sound, informed decisions. There is no mystery as to why a growing number of automotive industry suppliers have adopted Campfire technology. My only regret is that I didn't have access to this kind of a tool while serving as a CEO.”

Campfire Interactive, Inc.

Thousands of users in medium-size to Fortune 500 companies use solutions developed by Campfire Interactive, Inc. to identify, plan, develop and execute their product portfolios. Business processes addressed by Campfire include opportunity management, sales forecasting, market share management, cost and price estimation, change cost management and project portfolio management. Customers choose Campfire solutions for its unique and powerful capabilities for making critical business decisions that span across financial, engineering and timing information. For more information visit www.cfi2.com.

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