How to Join the Program
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Thank you for your continued loyalty. We look forward to partnering with you for many years to come.

For additional information visit kofax.com/customers.

To learn more about Kofax solutions, including Altosoft and Kapow Software products, visit kofax.com.

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Your Success Story, Our Global Audience

You had a vision, set a path and achieved success. Now, you’ve got a great story waiting to be told and, let’s face it, nobody tells it better than you. With our global audience and your success story, together we’ll inspire others who are considering, or already on, a similar journey. Providing many vehicles to choose from, the Kofax Customer Reference Program allows you to showcase your real-world business value and expertise with Kofax solutions and services, including Altosoft™ and Kapow Software™ products. The choice is yours, we’re flexible. Below are some types of activities that await your participation:

Private Activities
- Reference Phone Calls
- Onsite Reference Visits
- Kofax Employee Training
- Other Activities “For Kofax Internal Purposes Only”

Public Activities
- Success Stories
- Press and Analyst Activities
- Speaking Engagements
- Video and Written Testimonials
- Kofax Presentations, Speeches and Online Activities

Earning Points: How the Program Works

The Kofax Customer Reference Program is designed to give you the flexibility to choose the types of activities in which you would like to participate, and the frequency. Points are earned for each type of activity:

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>Points*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Reference Call, Video Testimonial,</td>
<td>20</td>
</tr>
<tr>
<td>Blog in Kofax Online Forum, Written Quotation</td>
<td></td>
</tr>
<tr>
<td>Case Study, Analyst or Media Interview, Press Release,</td>
<td>30</td>
</tr>
<tr>
<td>Webcast</td>
<td></td>
</tr>
<tr>
<td>Speak at an Event, Host a Site Visit</td>
<td>50</td>
</tr>
</tbody>
</table>

Points are accumulated throughout the calendar year. They may be redeemed annually, at the start of each calendar year, for Kofax Transform conference discounts or Kofax Education Services training vouchers (up to $1,000 value, or a free pass to Transform). Reward levels are determined by the type and frequency of your participation activities:

<table>
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<th>Reward Level</th>
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<td>Reference</td>
<td>150-200</td>
</tr>
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*Points expire each year, and do not carry over. Point reward statements will be emailed at intervals.

What’s in It for You? Program Benefits
- Earn discounts for Kofax events and education training
- Showcase your organization as an industry leader and innovator
- Increase your visibility in new channels and markets
- Develop new relationships that allow you to gain valuable peer insights
- Shape the evolution of your Kofax products by providing input
- Get access to Kofax experts including executive leaders and technical staff

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Choose Your Participation Level and Frequency.

| Reference Phone Calls & Visits | Participate in phone calls with other companies interested in Kofax solutions, or host a site visit |
| Success Stories                | Participate in a case study to highlight your organization, and share how your business challenges were resolved using Kofax solutions |
| Press and Analyst Activities   | Showcase your success in a press release or publication, or participate in an interview with media or an analyst |
| Speaking Engagements           | Share your success story at a conference, event or in a webcast |
| Video and Written Testimonials | Speak on camera about your success or provide a written quotation |
| Kofax Presentations, Speeches, and Online Activities | Allow your logo and solution to be used by Kofax publicly, or share your success online in a Kofax forum |

Transform

Annual Gold-Hour Customer and Partner Conference

March 8-11, 2015
Las Vegas, Nevada
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A Special Invitation…

Program Overview

• Get recognized as a valued, loyal customer for your innovations with Kofax technology
• Leverage your success story to gain positive exposure and brand awareness with a global audience

Let’s Collaborate and Inspire

We invite you to join the Kofax Customer Reference Program. Gain industry recognition, network with your peers, and share your success and expertise in Kofax® solutions and services.

Customer Reference Program

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