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# ConversionPoint Technologies Appoints Raghu Kilambi as Vice Chairman and Chief Financial Officer

ConversionPoint Technologies Inc., a leading e-Commerce technology group, has appointed [Raghu Kilambi](#) as its new Vice Chairman and Chief Financial Officer.

“Raghu’s financial expertise and record of success made him the ideal choice as our new CFO,” commented Robert Tallack, CEO of ConversionPoint Technologies. “As we continue to build our e-Commerce technology ecosystem, Raghu’s talent for partnering across all levels of an organization will help facilitate our growth and development, including future strategic investments and acquisitions.”

Raghu Kilambi is an experienced investor and entrepreneur with twenty-five years of global business experience in public and private investments, building businesses and creating shareholder value. He has raised over \$1 billion of equity and debt capital for private and public companies. Raghu’s experience includes operational management, corporate finance, public offerings, strategic acquisitions and investments, international business development, merchant banking and corporate restructuring in sectors including technology, telecom and mobile.

Previously, Raghu was the Co-Founder, CFO and Chief Strategy Officer of a leading VC-backed ASP that grew from startup to \$140 million in annual revenues and a peak Nasdaq National market capitalization of over US\$2 billion. He has also been an investor in portfolio companies that were eventually acquired by Yahoo, eBay and CGI. He earned a Bachelor of Commerce and a Graduate Diploma in Public Accounting from McGill University, and is qualified as a chartered accountant.

“Management’s vision for simplifying e-Commerce and their commitment to constant innovation attracted me to ConversionPoint,” said Kilambi. “I see the company’s unique offerings and capabilities playing a major role in the e-Commerce success of many global brands, many who are already very happy customers.”

Kilambi succeeds Jack Thomsen, who will continue as treasurer of ConversionPoint and COO of its consumer direct marketing unit, Branded Response. “Special recognition is due to Jack who has played a pivotal role in the formation of ConversionPoint, and setting us a solid course both financially and operationally,” said Tallack. “Given the continued phenomenal growth of Branded Response, his full focus on its operations will much be needed.”

## About ConversionPoint Technologies

[ConversionPoint Technologies, Inc.](#) is a group of e-Commerce technology companies that

are changing how brands, advertisers and agencies connect with, acquire and retain customers. Powered by AI-enabled media optimization, CRM, and robust post-purchase platforms that automate product delivery and remarketing, the ConversionPoint companies offer proprietary technologies to increase conversions, lifetime customer value, and return on ad spend. Solutions are available for selling direct (.com), via online retailers and Amazon. Connect on [Twitter](#), [LinkedIn](#) or [ConversionPoint.com](#)

### **Important Cautions Regarding Forward Looking Statements**

Except for historical information contained herein, this press release contains forward-looking statements, which reflect the expectations of management of ConversionPoint Technologies, Inc. (“ConversionPoint” or the “Company”) with respect to potential future events. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Such forward-looking statements include, but are not limited to comments regarding: the Company's relationships with its customers; management's expectations with respect to future services to be offered by the Company; management's current growth projections including the Company's annual revenue and gross profit run rates, expansion of operations including through acquisitions; the value and timing of future projects with existing or new customers or products; perceived benefits of becoming a public company and the timing for an initial public offering; and management's expectations regarding the Company's interim financing requirements and the proposed use of proceeds for such bridge financing; the Company's plans to become a leading e-Commerce company; plan to establish relationships with customers, partners, and/or agents which will enhance scalability, and sales and work efforts; the Company's strategic growth plan for coming years, including accelerating the growth of its business; the Company's predictions of its growth potential of its services and workforce.

These forward-looking statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements. Actual results and the timing of events could differ materially from those anticipated in the forward-looking statements as a result of such risks and uncertainties.

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