



## **Teradata to Sell Marketing Applications Business to Marlin Equity Partners**

Teradata Corporation on April 22, 2016, signed a definitive Asset Purchase Agreement for an affiliate of Marlin Equity Partners to acquire Teradata's Marketing Applications business. As part of its corporate transformation efforts to focus all of its attention and resources on its core data and analytics business, Teradata announced its intention to exit the marketing applications business on November 5, 2015, and since that time has been negotiating with prospective buyers. The completion of this transaction, which is subject to applicable regulatory clearances and other customary closing conditions, is expected to occur in the second quarter of 2016. Until closing, Teradata is fully committed to ensuring the continued quality of service to its Marketing Applications customers.

### **About Marlin Equity Partners**

Marlin Equity Partners is a global investment firm with over \$3 billion of capital under management. The firm is focused on providing corporate parents, shareholders and other stakeholders with tailored solutions that meet their business and liquidity needs. Marlin invests in businesses across multiple industries where its capital base, industry relationships and extensive network of operational resources significantly strengthen a company's outlook and enhance value. Since its inception, Marlin, through its group of funds and related companies, has successfully completed over 100 acquisitions. The firm is headquartered in Los Angeles, California with an additional office in London. For more information, please visit [www.marlinequity.com](http://www.marlinequity.com).

### **About Teradata Marketing Applications**

Teradata Marketing Applications provides marketing cloud applications and services, including solutions for Marketing Resource Management, Digital Marketing, Omni-Channel Marketing and Data Management. Visit [www.marketing.teradata.com](http://www.marketing.teradata.com).

### **About Teradata**

Teradata (NYSE: TDC) helps companies get more value from data than any other company. Teradata's leading portfolio of big data analytic solutions, integrated marketing applications, and services can help organizations gain a sustainable competitive advantage with data. Visit [teradata.com](http://teradata.com).

### **Safe Harbor Statement**

This announcement contains "forward-looking statements." Such forward-looking statements include all statements, other than statements of historical facts, which address activities, events or developments that Teradata expects or anticipates will or may occur in the future, including the completion of the transaction. A number of important risks and uncertainties could cause actual results or events to differ materially from those indicated by such forward-looking statements, including the parties' ability to consummate the transaction, and the conditions to the completion of the transaction, including regulatory approvals required for the transaction, may not be obtained on the terms expected or on the anticipated schedule, and other risks that are described in Teradata's filings with the U.S. Securities and Exchange Commission. Teradata does not undertake any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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