Thursday 18 March 2021

MEDIA RELEASE

Instaclustr announces acquisition of credativ

ASX-listed technology expansion capital fund, Bailador Technology Investments Limited ("Bailador", ASX:BTI) has today provided the following update on portfolio company Instaclustr.

On 18 March 2021, Instaclustr announced it had acquired *credativ*, a global provider of support for open-source relational database PostgreSQL, Kubernetes, Debian and other open-source solutions.

The acquisition significantly increases the size and scale of Instaclustr, both financially and operationally.

credativ adds fast-growing new technologies to Instaclustr's multi-tech open-source platform, with offices in Germany and the USA, significantly increasing Instaclustr's addressable market.

The acquisition will both accelerate growth in Europe and facilitate the addition of other new technologies to the Instaclustr platform that leverage *credativ's* domain expertise.

Although the acquisition adds significant scale on attractive terms, Bailador has held its valuation of Instaclustr constant in the absence of a third party transaction valuing the consolidated entity.

David Kirk, Bailador Co-Founder and Managing Partner, said: "Instaclustr continues to be a standout performer in the Bailador portfolio and the acquisition of *credativ* adds to the capabilities of the company and further strengthens its strategic position. The acquisition adds new fast-growing technologies to the current platform and enables the company to continue to benefit from the structural tailwinds of massive growth in data, migration to the cloud and the adoption of open-source technologies."

–Ends–

Approved for release by

Helen Plesek

Company Secretary
+61 2 9223 2344
investorservices@bailador.com.au

Important Notice

Instaclustr Acquires credativ to Expand Open Source Data-Layer Services

Instaclustr extends breadth of expertise and geographical footprint by acquiring the German and U.S. operations of credativ, the international business with expertise supporting PostgreSQL and other open source data technologies

REDWOOD CITY, Calif. – March 17, 2021 – Instaclustr, delivering reliability at scale through fully managed open source data technologies, today announced that it has acquired Germany- and U.S.-based *credativ*.

credativ provides a comprehensive suite of technical expertise, services, and support to ensure successful implementation, operation, and optimization of key open source data-layer technologies for business applications.

In particular, *credativ* provides expertise and support for relational database PostgreSQL, Kubernetes, Debian, and other solutions critical to a modern enterprise infrastructure. Like Instaclustr, *credativ* has deep experience driving customer data stack migration, automation, and cost optimization. Customers around the world rely on *credativ*'s services and active support to realize their IT goals through the use of powerful open source data-layer technologies.

credativ adds to Instaclustr's growing platform of open source software and services, which enable its 500+ customers across a wide range of industries to plan, build, and operate global-scale applications and solutions using the world's leading open source technologies in their 100% open source versions.

By acquiring *credativ*, Instaclustr gains a powerful and respected business with a like-minded commitment to fully open source data-layer technologies. *credativ* expands the breadth and depth of Instaclustr's open source capabilities by adding new technologies – such as PostgreSQL – and bolstering Instaclustr's current offering.

Current customers of both companies will immediately benefit from the acquisition. Instaclustr is now better positioned to engage with organizations across Europe and will have an even greater presence and leading role within the open source community. Furthermore, the acquisition will accelerate new additions to the Instaclustr Managed Platform that leverage *credativ's* domain expertise.

Peter Lilley, CEO of Instaclustr, said, "*credativ* brings a potent combination of particularly strong technical expertise across key open source data-layer solutions, and proven experience leading enterprises through future-proof implementations and digital transformations using those technologies. We're incredibly excited to welcome *credativ* to our team and look forward to reaching more businesses with an ever-expanding suite of open source services and solutions. Our mission to enable the world's ambitions through open source technologies has taken a big leap forward."

Dr. Michael Meskes, CEO and Co-Founder of *credativ,* said "Instaclustr is a highly-respected global provider of managed data-layer solutions and consulting services that shares our fundamental belief in the power of pure open source technologies. They have earned their reputation as leaders in championing the benefits of 100% open source as a superior alternative to open core strategies that promote vendor lock-in, raise costs, and make data portability a challenge. We look forward to joining Instaclustr on this journey and to get started driving modernization for Instaclustr customers." Dr. Meskes, along with other top management, have accepted senior executive roles in the expanded group.

About Instaclustr

Instaclustr delivers reliability at scale through an integrated data platform of open source technologies such as Apache Cassandra®, Apache Kafka®, Apache Spark^{TM}, Redis^{TM} and Elasticsearch^{TM}. Instaclustr allows companies to focus internal development and operational resources on building cutting edge customer-facing applications. Instaclustr now has more than 70 million node hours and 7 PB of data under management across its open source technology suite.

For more information, visit Instaclustr.com and follow us @Instaclustr.

About credativ

Founded in 1999, credativ is a consulting and services company offering comprehensive services and technical support for the implementation and operation of open source software in business applications. With deep experience in popular open source solutions including PostgreSQL, Kubernetes, and Debian, credativ understands how organizations can successfully achieve business and technological goals through open source.