



Ten Years in the Making...

**Nitro builds productivity applications so
businesses can work smarter with documents**

A Brief History...

2005

Founded in Melbourne, Australia. Launched **Nitro Pro**, the world's first and leading alternative to Adobe Acrobat.



2005

2006

Reached **\$1 million** in annual revenue.

\$1M

A dark circular graphic containing a white bar chart with three bars of increasing height. The text "\$1M" is overlaid in large white font.

2006

2009

Opened US headquarters in downtown **San Francisco**.



2009

2010

Reached **200,000** customers.

200k
customers

A white circular graphic containing a grey bar chart with three bars of increasing height. The text "200k customers" is overlaid in orange and black font.

2010

2011

Milo, our Nitro-fueled flying wombat mascot, is born.



2011

2012



2012

2012

Partnered with PC giant
Lenovo to **preload Nitro
Pro** on **Lenovo** devices
worldwide.



2013

2013

Launched **Nitro Cloud**.
The easiest way to share,
sign and collaborate.



2014

2014

Hit **150 Nitronauts**
worldwide.



2012/2013

Raised **\$6.6 million** from
Australia's **Starfish Ventures**.



2014

Opened European
headquarters in **Dublin,
Ireland** as well as a new
Engineering office in **St.
Petersburg, Russia**.



2014

Battery Ventures invests
\$15 million.





Over 500,000 customers run Nitro





- Nearly 800,000 licenses sold in 197 countries;
- Support for 14 languages this year
- Offices in SF, Melbourne, Slovakia
Dublin and St.Petersburg with Nitro Japan coming soon...

Our Products



- First and leading Acrobat alternative
- Create, convert/transform, edit, collaborate, sign, and much more
- \$139/license; volume pricing starts at 11



- E-signing and collaboration in your browser
- Track all workflow activity
- Creation and conversion/transformation
- Free up to 5 workflows per month, then \$15 per month per user

Nitro Pro & Cloud Unite!

STEP 1:

Use Nitro Pro for authoring work that you need to do by yourself – create, edit, merge files



STEP 2:

...and use Nitro Cloud when you are ready to work with others – e-sign, share, collaborate, approve



The 1st and leading alternative to
Adobe Acrobat

Product Overview

- Launched in **2005** as the first **true alternative** to Adobe Acrobat
- **Simple Product Vision:** to provide an affordable, easy-to-use PDF tool for all information workers (the missing component of the Microsoft® Office suite); Nitro on every desktop and PDF for everyone
- **Simple Feature Set:** All the features users need, and none they don't; intuitive user interface grouped by functionality (creation and conversion, commenting and review, etc.)
- **Simple Deployment:** One-stop solution for all PDF needs (viewing, creation, and “power user” feature set); flexible options for volume licensing and seamless deployment

Create & Convert

The image shows the top toolbar of Adobe Acrobat, specifically the 'Create' and 'Convert' sections. The 'Create' section includes 'PDF' and 'Combine'. The 'Convert' section includes 'To Word', 'To Excel', 'To PowerPoint', 'To Image', and 'To Other'. The toolbar also shows other sections like 'View', 'Tools', and 'Cloud'.

FILE | **HOME** | **EDIT** | **REVIEW** | **FORMS** | **PROTECT** | **CLOUD** | **HELP** Milo  ▾

View | **Tools** | **Create** | **Convert**

View: Hand, Zoom, Fit Width, Fit Page, Rotate View

Tools: Select, Type Text, QuickSign, Request Signature, Share, Collaborate

Create: PDF, Combine

Convert: To Word, To Excel, To PowerPoint, To Image, To Other

Pages 

Edit

The screenshot shows a software interface for editing a document template. The top ribbon includes tabs for FILE, HOME, EDIT, REVIEW, FORMS, PROTECT, CLOUD, and HELP. The EDIT tab is active, displaying various editing tools such as Hand, Zoom, Select, Edit, OCR, Add Image, Insert, Delete, Rotate, Extract, Split, Replace, and Crop. Below the ribbon, the main workspace displays a blue header with the text "LISTING TITLE" and "(866) 393-4781". Below the header, there is a text box containing the text "Pricing Info \$0000", "# bedrooms", and "# bath". A text formatting toolbar is visible above the text box, showing the font "Gotham Book" and size "10".

Review & Collaborate

The image shows the Microsoft Word 2013 interface with the Review ribbon selected. The ribbon includes tabs for FILE, HOME, EDIT, REVIEW, FORMS, PROTECT, CLOUD, and HELP. The REVIEW tab is active, showing various tools for reviewing documents. A comment box is visible over the document content, indicating a review action.

FILE HOME EDIT REVIEW FORMS PROTECT CLOUD HELP

Milo 

Hand Zoom Select Tools

Add Note Markup Text Shapes Drawing Text Stamp Measure Attach Files Collaborate Online

Annotations

Summarize Comments Comments

Migrate Hide Comments My Identity

Compare Whiteout Advanced

Pages

2013 Annual Report

ANNUAL REPORT

BY THE NUMBERS

Curabitur luctus risus et lorem ornare

Highlight 9/13/2013 12:22:57 PM 

Nitro Options

Please remove this line and move it to the end.

Sign

The screenshot displays the Microsoft Word interface. The ribbon is set to the 'FORMS' tab, with the 'QuickSign' tool highlighted. The document content includes a legal disclaimer: 'UNDERSTAND ITS TERMS, AND THAT I HAVE ENTERED INTO THIS AGREEMENT VOLUNTARILY AND NOT IN RELIANCE ON ANY PROMISES OR REPRESENTATIONS BY THE CONGREGATION OTHER THAN THOSE CONTAINED IN THIS AGREEMENT.' Below this, there are two signature lines. The first line is labeled 'By:' and contains the printed name 'Milo Wombatski' above a horizontal line, with the text 'EMPLOYEE'S PRINTED NAME' centered below it. The second line is also labeled 'By:' and contains a handwritten signature 'Milo Wombatski' above a horizontal line, with the text 'EMPLOYEE'S SIGNATURE' centered below it. Two large orange arrows point from the 'QuickSign' tool in the ribbon to the printed name and the handwritten signature respectively. The top right of the ribbon shows the user's name 'Milo' and a profile icon.

FILE HOME EDIT REVIEW FORMS PROTECT CLOUD HELP

Hand Zoom View Fit Width Fit Page Rotate View Select Type Text QuickSign Request Signature Share Collaborate PDF Combine To Word To Excel To PowerPoint To Image To Other Create Convert

Pages Offer Letter

UNDERSTAND ITS TERMS, AND THAT I HAVE ENTERED INTO THIS AGREEMENT VOLUNTARILY AND NOT IN RELIANCE ON ANY PROMISES OR REPRESENTATIONS BY THE CONGREGATION OTHER THAN THOSE CONTAINED IN THIS AGREEMENT.

By: Milo Wombatski EMPLOYEE'S PRINTED NAME

By: Milo Wombatski EMPLOYEE'S SIGNATURE

Cloud Connectivity

The screenshot displays the Nitro PDF software interface. The top ribbon includes tabs for FILE, HOME, EDIT, REVIEW, FORMS, PROTECT, CLOUD, and HELP. The CLOUD tab is active, highlighting a group of tools: Select, Type Text, QuickSign, Request Signature, Share, and Collaborate. Other tools in the ribbon include Hand, Zoom, Fit Width, Fit Page, Rotate View, PDF, Combine, To Word, To Excel, To PowerPoint, To Image, and To Other. The main workspace shows a document titled "Offer Letter" with a blue header containing the text "OFFER LETTER" and the Nitro logo. The document content includes the text: "Employee may also wish to consult an attorney about this Agreement." and "I ACKNOWLEDGE THAT I HAVE CAREFULLY READ THIS MUTUAL AGREEMENT TO ARBITRATE, THAT I UNDERSTAND ITS TERMS, AND THAT I HAVE ENTERED INTO THIS AGREEMENT VOLUNTARILY AND NOT".

FILE HOME EDIT REVIEW FORMS PROTECT CLOUD HELP

Milo

Hand Zoom Fit Width Fit Page Rotate View View

Select Type Text QuickSign Request Signature Share Collaborate Tools

PDF Combine Create

To Word To Excel To PowerPoint To Image To Other Convert

Pages Offer Letter x

OFFER LETTER

Employee may also wish to consult an attorney about this Agreement.

I ACKNOWLEDGE THAT I HAVE CAREFULLY READ THIS MUTUAL AGREEMENT TO ARBITRATE, THAT I UNDERSTAND ITS TERMS, AND THAT I HAVE ENTERED INTO THIS AGREEMENT VOLUNTARILY AND NOT

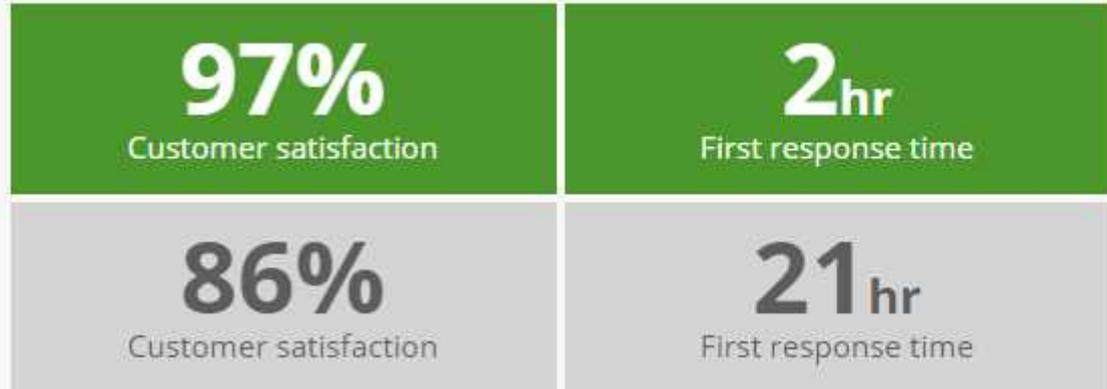


“Nitro's commitment to customers makes it one of the stars of the Zendesk Benchmark for all of the metrics that matter -- satisfaction, efficiency and scale.” - Sam Boonin, Zendesk's VP, Product Engagement



VS

Industry Standard



Andrew



Stephanie



Kelvin



Alyssa



Brad



As the parliamentary institution for the EU, the European parliament was looking for a single solution in order to standardize the creation, manipulation, and viewing of PDF files across its entire administration.

Seat Count: 10,000

Environment: Desktop and Server

Critical Success Factors: Complete conformity with the PDF specification; inter-operability between PDF viewers; material time savings with regard to end-user adoption due to UI familiarity and self-serve Nitro training

ROI: 200,000+ hours projected yearly savings alone as a result of PDF workflow standardization

What does success look like?

- A **complete, one-stop solution** for all PDF requirements (business and end user)
- A **simple deployment mechanism** for seamless companywide rollout (initial and ongoing)
- **Affordable pricing** and licensing options to support the complete user base
- Superior **service and support** to ensure complete user adoption and success



Move your business forward with
e-signing and more

- Add New Document
- My documents
- Shared with me
- Team documents
- My Signing Templates
- Team Signing Templates

Summary

0 Need your signature 0 Sent for review 0 Waiting for signature 0 Have been signed

My Documents

Document or recipient name 1-1 of 1

Filter by All Sort by Last modified date (newest first)

US_SLA_SAMPLE Processing Complete! Document Actions

Share Collaborate Approve Sign Convert

Request an approval from others or sign yourself

Request approval

Click here to send a document for approval

Help & Feedback

✓ Template Selected

✓ Signing Workflow

✓ Signing Options

4. Prepare Document

5. Send Request

Document Preview



Others sign Prepare this document for **mary.goodman.nitro@gmail.com** to sign

SIGNATURE INITIALS DATE NAME TITLE COMPANY CUSTOM

BY SIGNING THIS SLA, YOU WARRANT THAT YOU HAVE THE AUTHORITY TO BIND LICENSEE AND ACKNOWLEDGE ON BEHALF OF LICENSEE THAT YOU HAVE READ AND UNDERSTOOD THE CONTENTS OF THIS COVER PAGE AND THE ATTACHED TERMS AND CONDITIONS AND AGREE TO BE BOUND BY THEM. THE DATE OF THIS SLA SHALL BE THE LATEST DATE OF SIGNATURE BELOW. ACCEPTANCE OF THIS SLA BY NITRO SHALL BE DEEMED TO HAVE OCCURRED UPON NITRO'S DELIVERY TO LICENSEE OF AN ACTIVATION CODE FOR THE LICENSED SOFTWARE.

Licensee	SIGNATURE
Signature	
Name	NAME
Title	TITLE
Date	MM/DD/YYYY

Nitro	
Signature	<i>miro</i>
Name	
Title	
Date	

Please

ES by fax to Nitro at (415) 520-0967.

Format

MM/DD/YYYY

Modifiable

Selecting this will allow a user to change the timestamp

Required from

mary.goodman.nitro@gmail.com

Remove OK

Clear All

You will be able to customize the email message next

Prev

Save Preparation

Continue

- ✓ Document Selected
- ✓ Signing Workflow
- ✓ Signing Options
- ✓ Sign Document
- ✓ Prepare Document

6. Send Request

Document Preview



Send Signature Request

US_SLA_SAMPLE

214 KB · 7 pages

To
Mary Goodman <mary.goodman.nitro@gmail.com> (2 fields to complete)

Subject
Requesting signature for US_SLA_SAMPLE

Message
Hi Mary,
Here's a copy of our Sample SLA. Please review and let me know if you have any questions.
Thanks!

Milo Goodman

[Preview Message](#)

- ✓ Save this workflow as a reusable template
Save the document along with signing instructions as a template you can reuse.

Info + Tips

You're almost done!
Include a message with this signature request
Please see our [FAQ](#) for more info on the message preview and auto-replace keywords.

Your request will not be sent until you hit **Request Signature**

Prev **Save Template & Request Signature**

File Message milo Reject Request

Show Signing Helper 0 of 4 completed

(ii) The attached Nitro Terms and Conditions (the "Terms and Conditions" and, together with the Cover Page, this "SLA"), BY SIGNING THIS SLA, YOU WARRANT THAT YOU HAVE THE AUTHORITY TO BIND LICENSEE AND ACKNOWLEDGE ON BEHALF OF LICENSEE THAT YOU HAVE READ AND UNDERSTOOD THE CONTENTS OF THIS COVER PAGE AND THE ATTACHED TERMS AND CONDITIONS AND AGREE TO BE BOUND BY THEM. THE DATE OF THIS SLA SHALL BE THE LATEST DATE OF SIGNATURE BELOW. ACCEPTANCE OF THIS SLA BY NITRO SHALL BE DEEMED TO HAVE OCCURRED UPON NITRO'S DELIVERY TO LICENSEE OF AN ACTIVATION CODE FOR THE LICENSED SOFTWARE.

Licensee
Signature
Name _____
Title _____
Date _____

Nitro
Signature *milo*
Name _____
Title _____
Date _____

Sign Here
Click to draw, type, or upload an image of your signature
Previous Next

and return ALL PAGES by fax to Nitro at (415) 520-0967.

Help & Feedback

File - Message mlo - Reject Request

Show Sign

Sign Your Name

Type Draw Upload

● ● ● ●

X

Clear Signature Cancel Apply Signature



Help & Feedback



Nitro
 225 Bush Street, Suite 700
 San Francisco, CA 94104
 Phone: 415-651-4700
 Fax: 415-520-0967

Phone: +1 415 651 4686
 Email: daniel.naly@nitropdf.com
 Date: 09/30/2014

SOFTWARE LICENSE AGREEMENT

Customer Address Information

Billing Information:	Shipping Information:
Contact Name:	Contact Name:
Company:	Company:
Address:	Address:
City, State, Zip:	City, State, Zip:
Country:	Country:
Email:	Email:
Phone:	Phone:

Nitro Software and Software Assurance (SA) Details

Software	Number of Licenses	List Price per User	Discount Percentage	License Cost	Discount Amount	Total SA Cost
SA for Nitro Pro 9		USD 00.00	%	USD 00.00	USD 00.00	USD 00.00
Nitro Pro 9 Upgraded from Nitro PDF Professional 7 or 8		USD 00.00	%	USD 00.00	USD 00.00	USD 0.00

Terms and Conditions

SA Details

Special Conditions: Start Date: September 30, 2014
 Payment Terms: Credit Card End Date: September 29, 2015

US_SLA_SAMPLE

US_SLA_SAMPLE.pdf

7 pages · 219 KB · Updated 10/03/14 03:54PM

Signed Document signed by [1 person](#)

Activity

- You · 10/03/14 03:53PM
Document created from copy
- You · 10/03/14 03:53PM
Signature fields placed
- You · 10/03/14 03:53PM
Signature requested
"Hi,
Can you please sign US_SLA_SAMPLE?
--
milo goodman"
- You · 10/03/14 03:53PM
Document viewed
- mary.goodman.nitro@g... · 10/03/14 03:53PM
Document viewed
- mary.goodman.nitro@g... · 10/03/14 03:54PM
Document signed

Nitro Cloud



Value

- Competitive Pricing and capabilities
- Many Line-of-Business connectors available in all plans
- Document bundling
- Great support



Ease of Use

- Best-in-class User Experience
- Easy implementation
- No training required



More than Signing

- Differentiated Sharing, Approval and Collaboration workflows
- Smart Workflows (IFTTT)
- Nitro Pro uniquely connects your desktop to the Cloud
- Document Conversion

Using Nitro Cloud throughout your business

- **Sales Team** will shorten time from quote to cash.
- **Marketing** can more easily share and collaborate ideas on content.
- **Finance** department will be able to better track order processing.
- **HR**: Automate onboarding process for new employees.
- **Recruiters** can secure their dream candidates by allowing them to sign offer letters from their laptops, tablets or mobile devices.



Overheard on the Web



Rossi Khoung
Director of Sales


“Nitro Cloud is so intuitive that it just requires a few clicks here and there, and cuts several steps in getting our contracts executed.”



Suresh Khanna
Chief Revenue Officer


“We use Nitro Cloud to accelerate key elements of our sales process, which has a big impact on our bottom line.”



THANK YOU!