



*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**

2009

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



2009

2010

Reached **200,000** customers.



**200k**  
customers

2011

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



2011

2012





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**.



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.





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



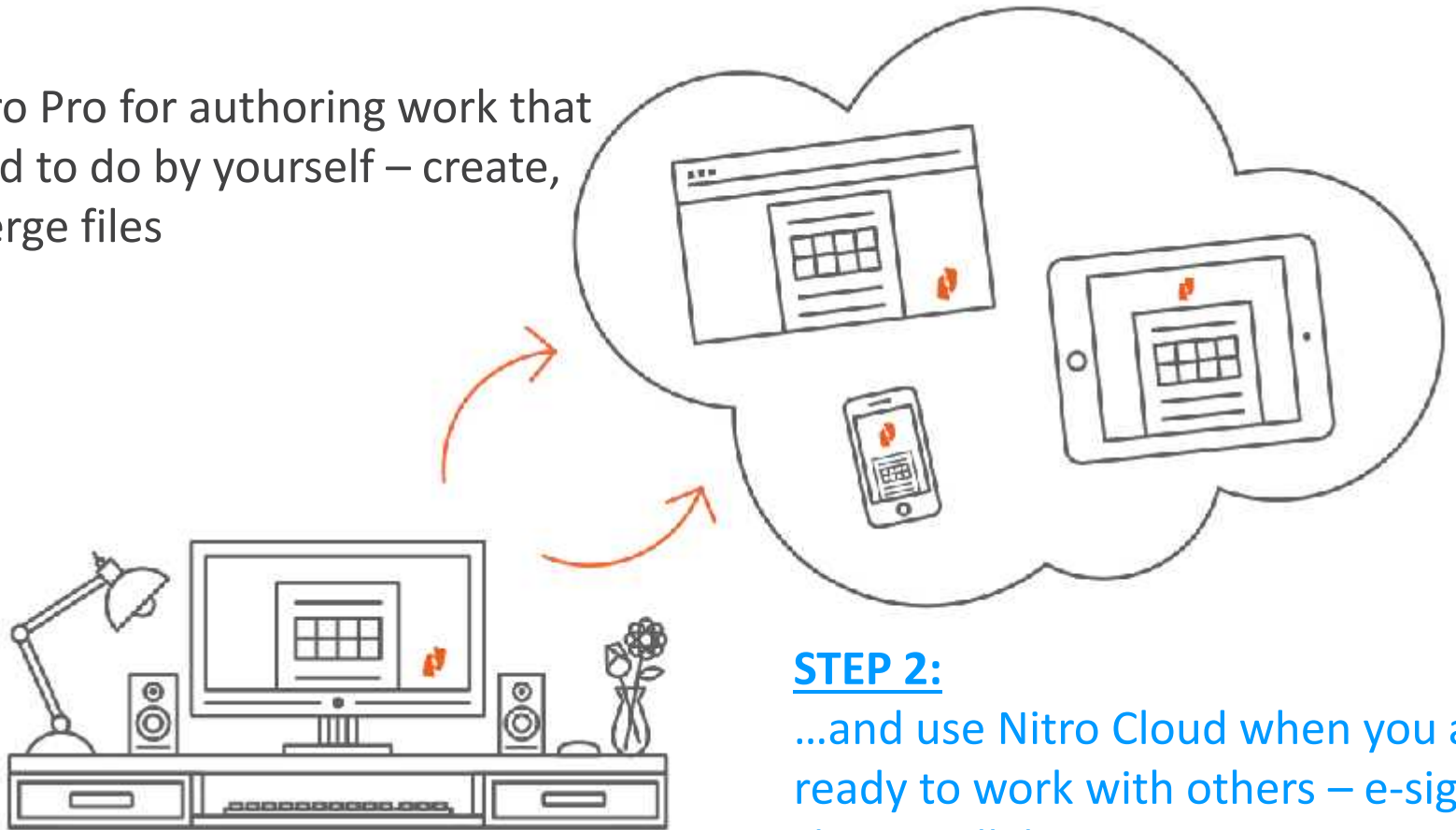
- E-signing and collaboration in your browser
- Track all workflow activity
- Creation and conversion/transformation
- Free up to 5 workflows per month, then \$15 per month per user



# 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

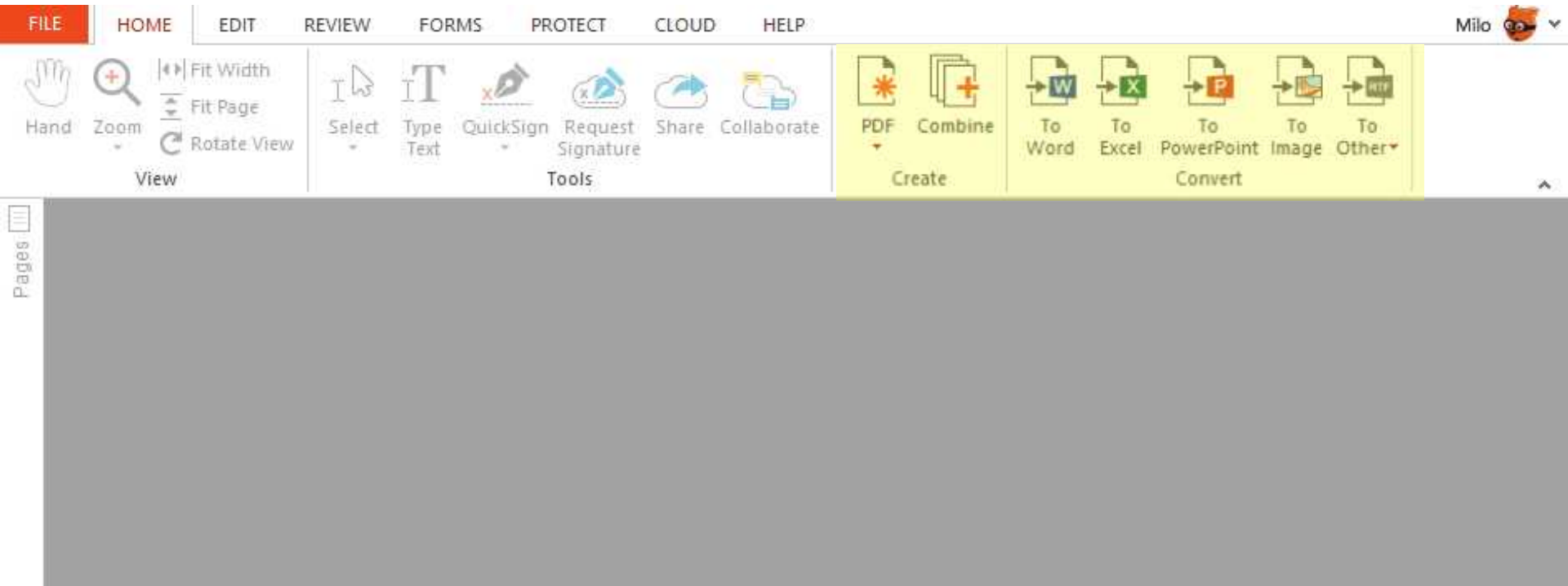


The 1<sup>st</sup> and leading alternative to  
Adobe Acrobat

# 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





# Edit

The screenshot displays the Adobe Acrobat 'Edit' toolbar and a document template. The toolbar includes the following sections:

- Tools:** Hand, Zoom, Select.
- Text/Images:** Edit, OCR, Add Image.
- Pages:** Insert, Delete, Extract, Replace, Rotate, Split, Crop.
- Page Marks:** Header & Footer, Bates Number, Watermark.
- Navigation:** Bookmark, Link.

The document template, titled 'Apartment Template', features a blue header bar with the text 'LISTING TITLE' and '(866) 393-4781'. Below the header, there is a text box containing 'Pricing Info \$0000', '# bedrooms', and '# bath'. A text formatting menu is open over the text box, showing the font 'Gotham Book', the size '10', and the style 'Tt'.

# Review & Collaborate

The image shows the Microsoft Word interface with the **REVIEW** tab selected. The ribbon includes the following groups:

- Tools:** Hand, Zoom, Select.
- Annotations:** Add Note, Markup Text, Shapes, Drawing, Text, Stamp, Measure, Attach Files.
- Online:** Collaborate.
- Comments:** Summarize Comments, Migrate, Hide Comments, My Identity.
- Advanced:** Compare, Whiteout.

The document titled "2013 Annual Report" is open, displaying a green header with the text "ANNUAL REPORT" and a section titled "BY THE NUMBERS". A yellow highlight comment is visible on the page, containing the text: "Please remove this line and move it to the end." The comment is attributed to "Nitro" and dated "9/13/2013 12:22:57 PM".

# Sign

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

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 HOME tab is active, showing various tool groups: View (Hand, Zoom, Fit Width, Fit Page, Rotate View), Tools (Select, Type Text, QuickSign, Request Signature, Share, Collaborate), Create (PDF, Combine), and Convert (To Word, To Excel, To PowerPoint, To Image, To Other). A user profile 'Milo' is visible in the top right corner. The document titled 'Offer Letter' is open, showing a blue header with the text 'OFFER LETTER' and the Nitro logo. The main content area contains the following text:

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

**97%**

Customer satisfaction

**2hr**

First response time

**86%**

Customer satisfaction

**21hr**

First response time



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





Nitro Cloud | Documents

Nitro Software, Inc. [US] https://www.cloud.gonitro.com/list#view=created



4 new documents & 5 new workflows remaining this period [Upgrade](#)

 mto.goodman225@gmail.com

 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

1-1 of 1


Filter by All


Sort by Last modified date (newest first)





US\_SLA\_SAMPLE


Processing Complete!

 Share

 Collaborate

 Approve

 Sign

 Convert

Document Actions

Request an approval from others or sign yourself

Request approval

Click here to send a document for approval

Help & Feedback

https://www.nitrocloud.com/list# Nitro Cloud lets you convert, sign, approve, and collaborate on documents anywhere. Powered by Nitro. Check out the Terms of Service.

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

Please

Format

MM/DD/YYYY

Modifiable

☒ Selecting this will allow a user to change the timestamp

Required from

mary.goodman.nitro@gmail.com

Remove

OK

Nitro

Signature *miro*

Name

Title

Date

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

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](#)

Requesting signature for

Nitro Cloud | Signing US

Nitro Software, Inc. (US)

https://www.cloud.gonitro.com/sign?s=MzK\_eBrFFqIqUILhb4358643387W9S18klagntGe8TpN

Google

Most Visited

Getting Started

Product Manag...

TutsPlus - HTML

Fix problems that

New - Amazon S3

Build Dashboard

Jama Product Deli

PotSplitter - Adm

Epoch Converter

nitrocloud

mary.goodman.nitro@gmail...

File

Message milo

Reject Request

☒ Show Signing Helper

0 of 4 completed

PREV

NEXT

(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	<div>SIGN HERE</div>	Nitro	
Signature		Signature	<i>milo</i>
Name		Name	
Title		Title	
Date		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

Firefox automatically sends some data to Mozilla so that we can improve your experience.

Choose What I Share



Show Sign ... Sign Your Name

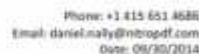
**T** Type **Draw** Upload

● ● ● ●

X

Clear Signature Cancel Apply Signature

Help & Feedback



### Customer Address Information

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

End Date: September 29, 2015

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!**