

MAGIC SOFTWARE ENTERPRISES COMPANY OVERVIEW



OUTPERFORM THE FUTURE™

ABOUT MAGIC

Magic Software Enterprises (NASDAQ: MGIC) empowers customers around the globe with smarter technology that delivers a multichannel user experience for enterprise processes and business logic and data.

Running on the same technology stack, Magic's code-free application and integration platforms enable the rapid and cost-effective development, deployment, and integration of business applications. By enabling companies to easily mobilize and digitally transform their business processes, Magic solutions give your organization a competitive edge.

Using a fresh metadata-driven approach and forward-looking expertise, we deliver products and services that can be deployed with minimal effort, while making the best use of existing assets.

We draw on 30 years of experience, millions of installations worldwide, and strategic alliances with global IT leaders, including IBM, Microsoft, Oracle, salesforce.com, SAP and SugarCRM, to enable our customers to seamlessly adopt new technologies and maximize business opportunities.

With a presence in more than 50 countries, including 24 regional offices, we collaborate closely with our customers and thousands of business partners to accelerate their business performance.

Smart, Future-proof Technology

For 30 years, Magic has been turning fresh thinking into smarter products that enhance our customers' ability to leverage existing enterprise assets and seamlessly implement new technologies.

Our smart technology transforms enterprise IT assets, adapting them to new business scenarios and delivering them over multiple user interface channels and devices.

Based on a metadata paradigm, declarative logic patterns and In-Memory Computing

architecture, Magic's business-centric technology delivers unmatched productivity, enterprise-grade reliability, and unlimited scalability to support business growth.

We continuously evolve our products and adopt new technologies to meet changing market needs, future-proofing and extending the longevity of all Magic-based solutions.



Magic xpa[®] Application Platform[™]

Rapid Cross-Platform Development

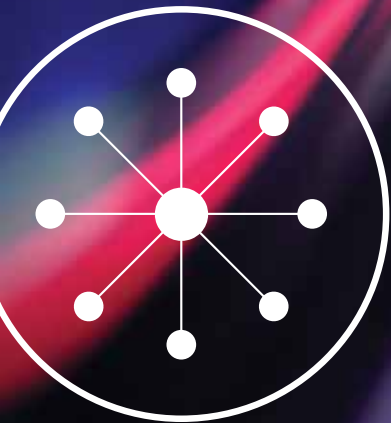
Magic xpa Application Platform is a code-free, visual development and deployment environment for the quick creation of enterprise-grade mobile, web and desktop apps.

Magic xpa lets users leverage the same business logic to develop once and deploy across platforms. With a single skill set and minimal resources, you can create a portfolio of high performance business apps.

By allowing you to develop, maintain and update apps quickly and cost-effectively, Magic supports

your digital transformation and enterprise mobility strategies, making it easy for you to give your business a competitive edge.

Powerful and versatile, Magic xpa can be used to create any combination of mobile, Web/HTML5, Rich Internet Applications (RIA), SaaS, and client/server apps. Fully .NET compatible, Magic xpa also boasts multi-platform server support: (Windows, Solaris, AIX, Linux, IBM i) and a cloud-ready architecture.



Magic xpi[®] Integration Platform[™]

Friendly, Right-Sized Integration Solution

Magic xpi is a code-free integration platform that lets businesses easily connect and mobilize applications, databases and services – on premise or in the cloud. Magic xpi provides over 100 prebuilt connectors including certified and native adapters to the leading IT systems and a Connector Builder* that lets you connect to virtually anything else.

Users simply drag, drop and configure components to orchestrate the flow of business processes and manage information exchange between systems.

Magic's metadata approach and unrivaled connectivity means we take care of all the difficult integration and optimization behind the scenes, allowing you to focus on building the most valuable business processes and applications to advance your business.

Magic xpi's robust In-Memory Data Grid (IMDG) architecture provides cost-effective elastic scalability, 24/7 availability and automated recovery, so you can be assured of accurate real-time information at all times.



Magic Partners Stay Ahead of the Curve

Magic's partnership programs provide access to Magic's products, technical support, and 30 years of knowledge and experience, enabling partners to grow their business and provide better service to their customers.

- **Software Partners:
Independent Developers
and Software Houses (ISVs)**

Magic's ISV network develops, deploys, and manages millions of business applications across a wide range of industries, extending Magic's smart technology to a huge number of end users.

- **Service Partners:
System Integrators (SIs) and
Technology Consultants**

Magic provides its Service Partners with the business services, consulting, and technology they require to respond effectively to their customers' integration project needs.

- **Distributors and Resellers**

Magic's independent distributors, value-added distributors (VADs), and vertical resellers (VARs) bundle Magic products with other services and products to address specific IT needs and deliver comprehensive customized solutions.

- **Strategic Alliances
and Ecosystems**

Magic collaborates closely with some of the world's leading IT vendors, such as IBM, Microsoft, Oracle, salesforce.com, SAP and SugarCRM to develop and deliver outstanding, enterprise-grade products and solutions.

Magic Professional Services...

Our Expertise is Your Advantage

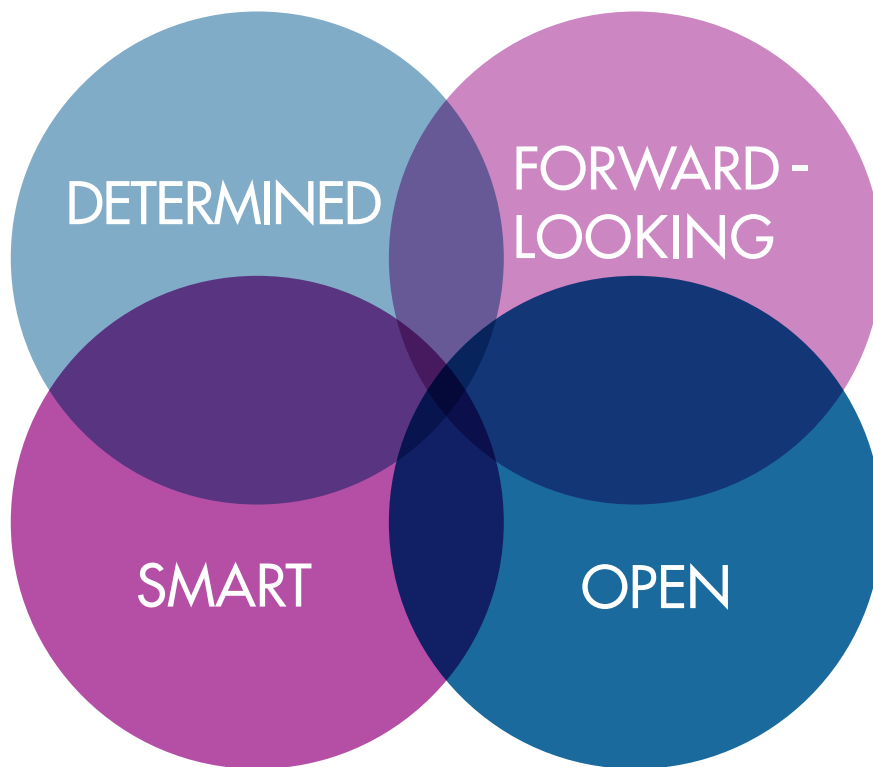
Magic offers a wide range of professional services to match a variety of professional and budgetary requirements. Our worldwide local presence of well-trained, customer-oriented expert professionals and thousands of local business partners, ensures fast, localized service when and where it's needed most.

Magic's professional services include strategic consulting, customized training and coaching, project management, application development and delivery, migration services, business process management and integration, outsourcing and managed services, and ongoing customer support.

Using the most advanced technologies and business strategies, Magic future-proofs projects and promotes improved business performance. Magic's flexible approach and strong commitment to meeting customer needs results in optimized resource management, reduced costs and risks, increased return on investment, and faster time to market.

Selected List of Magic Customers

- ABB
- Able B.V.
- Adecco Group
- adidas Canada
- Allstate Life Insurance
- Bank Leumi
- BNP Paribas
- Boston Medical Center
- Christie Digital
- Club Med
- Coca Cola Brazil
- Crane & Co.
- Datenlotsen
- Finanz Informatik
- Fiskars
- FMRP
- Fujitsu-Marketing
- Fukushima Bank
- GE Capital
- Grange Insurance
- Guardian Life Insurance
- Hebrew University of Jerusalem
- Hitachi Systems
- ING Commercial Finance
- Korea Development Bank
- Japan Chamber of Commerce
- Lekkerland Nederland B.V.
- Mahindra & Mahindra
- Mizuno USA
- Morgan Advanced Materials
- Mundipharma
- Nagarjuna Fertilizers & Chemicals Ltd.
- Nespresso
- NHS Trust
- Nintendo
- Orangina Schweppes
- Pacific Steel & Recycling
- Petzl
- PGG Wrightson
- PTT
- Rosenbauer
- SDMS Ltd.
- Segafredo Zanetti France
- Sennheiser
- Sodiaal
- Sony DADC
- Stallergenes
- State of Washington Courts
- Sterling Crane
- Sun Life Insurance
- The Himalaya Drug Company
- TOTO
- UPS
- Valeo Services
- Veolia Waters
- Vishay Intertechnology
- Volvo Brazil
- WellMark
- ZF Lemforder



Magic's Core Values

Determined

We are determined to achieve our strategic goals, and will always go the extra mile to ensure our customers' success.

Smart

Magic's smarter technology is based on a fresh productive approach, with a total focus on delivering business applications and business value more effectively.

Forward-looking

Magic's future-proof expertise is based on extensive customer feedback, strong R&D investment, and the mindset to continually think ahead, while ensuring backwards compatibility and continuity for our existing customers.

Open

Magic's strong customer relationships result from our flexibility and our open, collaborative way of working.



Magic's Advantage

- 30+ years enterprise application development and integration experience
- Thousands of customers and millions of installations worldwide
- Global professional services and customer support o
- Award-winning technology
- Recognized by leading industry analysts
- Extensive network of over 3500 partners and strong developer community
- Strategic alliances and partnerships with leading mobility and enterprise software vendors including Oracle, SAP, salesforce.com, IBM, Microsoft, SugarCRM, Samsung, ServiceMax and more.



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