

## MemoQFest Progress Report

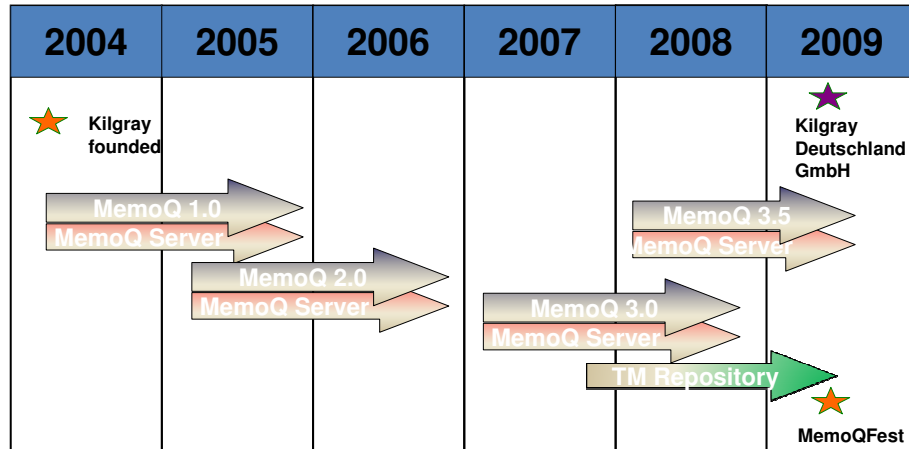
## Agenda

- Introduction to Kilgray
  - Timeline
  - Partners
- 2008/2009 Strategy
  - Structure
  - Marketing
  - Sales team
- Kilgray 2009
  - New appointments
  - Product strategy & highlights

- Kilgray was founded in 2004 with the first release of MemoQ in 2005
- The three founders met while working for MorphoLogic who develop a leading MT solution
- Kilgray is founded on their shared interest in computational linguistics and translation
- Their vision was to create a Translation Memory tool which used the best available technology but was very user friendly and focussed on ensuring quality translation, teamwork and respect for each other's work
- The name Kilgray comes from the names of the founders of the company: Balázs Kis, 'KI', István Lengyel, 'L', and Gábor Ugray, 'GRAY'



- Kilgray started by three partners
  - Gábor Ugray
  - Balázs Kis
  - István Lengyel
- Peter Reynolds has become the fourth partner in the company



- Re-evaluated our position and put together a strategic plan
- Strategic plans centred on
  - Structure
  - Marketing
  - Sales Team
  - Organic growth
  - Ensuring financial stability

- Balázs became Managing Director
- Peter joined management team as Executive Director dealing with company strategy and development
- Sales and Marketing reported to István
- Gábor responsible for technology development
- Sanyi appointed Marketing Manager

- Analysis of where Kilgray was positioned within market
- Attention grabbing story at least every six weeks
- Regular Newsletter
- New look web site
- Greater pride in Hungarian and Central European base

## Declaration of Independence

- July 4<sup>th</sup> 2008 – Signed a declaration stating that we intend to remain an independent technology
- Backed up with a money back guarantee if Kilgray gets bought by an LSP within 5 years
- Declaration copied by some other providers such as Across

## Sales Team

- Wanted a Sales team which was already well trained, experienced and new many industry contacts
- Sales team should first be deployed in Germany and Hungary, then
  - the rest of Europe
  - UK/ Ireland
- Resellers in Japan, Canada and parts of Europe

Kilgray offers clean and innovative translation technology to enhance productivity and quality for translators, service providers and enterprises.

- 20 people currently work for Kilgray in Hungary, Germany and Poland.
- Fastest growing technology provider to the language industry
- Company is profitable and is financing growth through its own resources
- Kilgray has spent the first four years getting the technology right. They are now focussed on improving on this and getting the technology used

### Edina Lancz



- Documentation and Localization Manager
- Has worked as a linguist, a translator, and a librarian
- Responsible for all training and support materials and the soon-to-be-established resource centre.

### András Földes



- Senior Developer
- inventor and the main developer of MoBiMouse, a 'just point the word'-style dictionary software published by MorphoLogic.
- Currently working on the new rich-text edit box.

### Nima Nourkami



- Business Development Manager
- Previously worked with SDL
- Focus on driving and developing sales

### Claudia Fricke



- Independent sales, marketing and management consulting
- Previously Marketing Manager for Passolo
- Business Development & Marketing consultancy

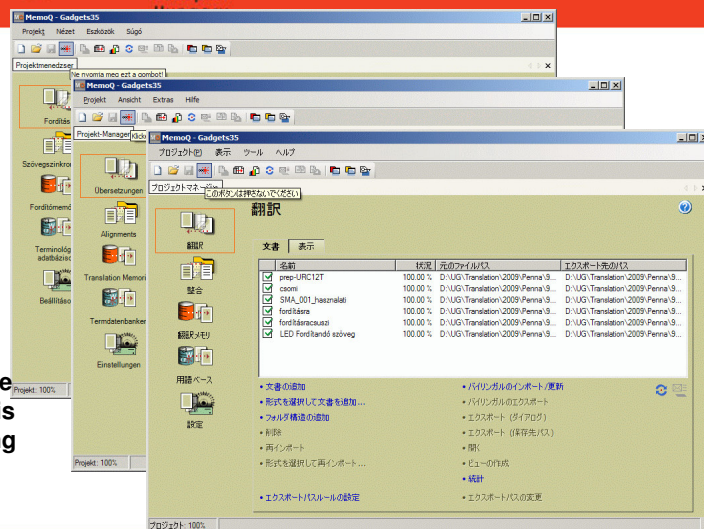
- Sándor Papp (Sanyi)
  - Marketing Manager
- Gergely Vándor (Gergő)
  - Product Lifecycle Manager
- Norbert Berényi (Norbi)
  - Office Manager

- Selling to larger LSPs and Enterprises while not forgetting small to medium sized LSPs and translators
- Strong emphasis on standards and API
- Aim to offer best value

- Project Management Systems
  - Beetext
    - FlowMemoQ – deeply integrated system
  - Plunet
  - Agile Web Solutions (LTC)
  - XTRF
- Content Management Systems
- Web services api

- MemoQ 3.5 has just been released
  - Good reviews so far
  - Jost Zetzsche described it as “truly ground-breaking”
- MemoQ 4.0
  - Currently in development
- TM Repository
  - Extended beta testing program
  - To be released Autumn 2009

- MemoQ is currently available in
  - English
  - Hungarian
  - German
  - French
  - Japanese
  - Polish (May 2009)



First Japanese  
customers this  
week including  
Nikon  
Corporation

Any Questions

Thank you