

ServiceSource Unveils Refresh of Global Brand

New visual identity and messaging highlight the Company's expansive value proposition and market leadership

DENVER--(BUSINESS WIRE)-- [ServiceSource](#) (NASDAQ: SREV), a global leader in outsourced inside sales, customer success and recurring revenue growth and retention [solutions](#), today unveiled a global brand refresh with a new logo, visual identity, website and corporate messaging. The changes to the brand highlight ServiceSource's unique ability to help the world's leading companies grow closer to their customers and better define ServiceSource's holistic approach to creating greater value and loyalty throughout the B2B customer journey.

"We have made substantial progress transforming the business over the past few years, but our brand had not kept up to accurately reflect who we are, what we do, or the scope of value we bring our clients," said Christopher M. Carrington, ServiceSource CEO. "Today, we are excited to bring unity, alignment, and clarity to the marketplace with the launch of a reinvigorated brand that embodies our global scale, forward vision, and domain expertise with an integrated solution suite that helps companies find, convert, grow and retain their B2B customer relationships."

Key elements of the global brand refresh include:

New Visual Identity and Logo

The new logo builds on the foundation of ServiceSource's name and reputation with a bolder, simpler and more authoritative visual representation of the Company's strength, growth and stability.

Relaunched Website

With a new look and feel and enhanced user experience, the new [website](#) exemplifies ServiceSource's innovative spirit, pioneering approach and unique expertise in the market.

Refined Solutions and Messaging

ServiceSource's refined messaging points clearly to the Company's value proposition of increasing customer lifetime value through a comprehensive suite of solutions that monetize touchpoints and interactions across the entire customer journey.

In addition to the corporate website, additional information and insight on the new brand can be found [here](#).

About ServiceSource

ServiceSource International, Inc. (NASDAQ:SREV) helps the world's leading brands grow closer to their customers. As a global leader in outsourced inside sales, customer success and recurring revenue growth and retention solutions, ServiceSource expands customer lifetime value by helping companies to more efficiently and effectively find, convert, grow and retain their B2B customer relationships. Trusted by more than 65 global market leaders in the cloud/XaaS, software, technology hardware, medical device & diagnostic equipment and industrial IoT sectors, ServiceSource sells, manages or renews \$9+ billion of revenue annually on behalf of its clients. Leveraging a robust technology suite, predictive data models and more than 3,000 revenue delivery professionals speaking 35 languages, only ServiceSource brings to market over 15 years of expertise and the ability to drive recurring revenue growth to more than 170 countries. To learn more, visit www.servicesource.com.

Forward-Looking Statements

This press release contains forward-looking statements, including statements regarding our opportunity to accelerate our client's ability to find, convert, grow, and retain their customers; our ability to accelerate customer loyalty and/or revenue growth on our clients' behalf, our potential for success deploying contractually-agreed solutions, and our market position. These forward-looking statements are based on our current assumptions and beliefs, and involve risks and uncertainties that could cause our results to differ materially from our forward-looking statements. Those risks and uncertainties include: that the market for our solution is underdeveloped and may not grow; errors in estimates as to the service revenue we can generate for our customers; changes in market conditions that impact our ability to sell our solutions and/or generate service revenue on our customers' behalf; the possibility that our estimates of service revenue opportunity under management and other metrics may prove inaccurate; our ability to adapt our solution to changes in the market or new competition; our ability to achieve our expected benefits from international expansion; general political, economic and

market conditions and events; and other risks and uncertainties described more fully in our periodic reports and registration statements filed with the Securities and Exchange Commission, which can be obtained online at the Commission's website at <http://www.sec.gov>. All forward-looking statements in this press release are based on information currently available to us, and we assume no obligation to update these forward-looking statements.

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