

Accord Partners

Engaged Fund for Microcap Stocks

MRIN – Marin Software, Inc

Appendix D: Company Timeline

Date	Event
2006-0000	Company is founded.
2008-0626	Marc Barach , former Ingenio CMO, joins Marin as CMO.
2008-0717	AlwaysOn chooses Marin as one of the AO Global 250 Winners .
2008-0922	Since the release of Marin's flagship offering Marin Search Marketer , customers are now managing \$200 million of annual paid search marketing spend through the application.
2008-1023	Ram Gupta , former Yahoo VP, joins the company as CTO.
2009-0428	Marin raises a total of \$13 million in a Series C financing led by DAG Ventures, followed by previous investors Benchmark Capital and Amicus Capital, and new investor, Focus Ventures.
2009-0727	Neo@Ogilvy , subsidiary of WPP and one of the largest full-service global digital and direct media agencies, chooses Marin Search Marketer to manage their international paid search programs.
2009-0810	Marin releases new version of Marin Search Marketer with advanced campaign management features to drive maximum ROI. New features include Raw Term Expansion, Creative Auto Tester for A/B Testing, and Ad Group Optimizer.
2010-0112	AlwaysOn chooses Marin as one of the OnMedia Top 100 Winners , signifying leadership amongst innovative, disruptive technologies.
2010-0225	Company launches Placement Targeting , a new feature of Marin Search Marketer, to help advertisers on the Google Content Network.
2010-0308	Razorfish, one of the largest interactive marketing companies, uses Marin Search Marketer to increase efficiency in daily bidding, reporting, and campaign management.
2010-0401	Marin Search Marketer adds management, reporting, and optimization capabilities to support Facebook Advertising . Beta is available on the 9 th , with general availability in the summer.
2010-0407	AlwaysOn chooses Marin as the OnDemand Top 100 winners .
2010-0511	Marin Software is named one of the Best Places to Work in the Bay Area by the San Francisco Business Times in the 51-100 employee category.
2010-0603	Marin Software raises \$11.2 million in Series D Financing to further develop Marin Search Marketer. VCs include Amicus Capital, Benchmark Capital, DAG Ventures, Focus Ventures, and Triangle Peak Partners.
2010-0727	Marin expands executive team with the following people: Russell Wirth as VP of Sales for North America, Matt Lawson as VP of Marketing, and Sirous Wadia as VP of Accounts.
2010-1104	Marin announces CallTrack , to optimize paid search campaigns along with call centers for multi-channel marketing.

2011-0120	With offices in London, New York, and Chicago, Marin expands to Singapore and Shanghai. They partner with Baidu to provide reporting, management, and optimization of Baidu campaigns.
2011-0125	Marin Software is selected by AlwaysOn as an OnMedia 100 winner.
2011-0616	Marin expands to Sydney, Australia.
2011-0706	Marin Software selected by Red Herring as a Top 100 North America Tech Startup.
2011-0406	Marin manages more than \$2 billion in annual paid search spend.
2011-0926	Marin releases Marin Next , a smart engine that recommends new revenue opportunities.
2011-1006	Marin announces Marin Software Certified Agency Program , which provides a list of marketing agencies fully trained on Marin's platform
2012-0213	Frank van Veenendaal , President of Worldwide Sales and Services at salesforce.com, joins the board. Also, Asia investment company Temasek led a \$30 million round of funding along with SAP Ventures. Joining the new investors in this oversubscribed round were existing Marin venture investors Benchmark Capital, Crosslink Capital, DAG Ventures, and Triangle Peak Partners.
2012-0712	Marin Software appoints Gordon Crovitz to Board of Directors.
2012-0821	Marin Software is named to 2012 Inc. Magazine's 500 Annual List of Fastest-Growing Private Companies.
2012-0912	Marin opens new office in Tokyo , Japan.
2012-0928	Marin Software is named to Wall Street Journal's List of the Top 50 Startups in America.
2012-1017	Marin announces Marin Professional for mid-market brands and agencies.
2012-1130	Peter Wooster is promoted from SVP of Sales to Chief Revenue Officer. Nancy Kato, TiVo's former SVP of HR, is appointed as Chief People Officer.
2013-0213	Marin files for an IPO with Goldman, Sachs & Co. and Deutsche Bank Securities Inc.
2013-0321	Marin announces the pricing of the IPO: 7,500,000 shares of common stock at \$14 per share. MRIN will trade on the NYSE. See IPO S-1 here .
2013-0322	Marin goes public .
2013-0507	Marin releases the following new features for the Facebook advertisers: Facebook Campaign Wizard, Creative Rotation Optimization and Reporting, Bidding Enhancements, and Single Interface View of Facebook Results.
2013-0611	Matt Ackley , who has marketing experience at eBay, Google, and high-growth startups, is named CMO.
2013-0911	Marin manages more than \$5 billion in annualized advertising spend.
2013-1001	Marin and DG, the world's leading multi-screen advertising management and distribution company, partner to integrate Marin's software platform and DG's MediaMind's Channel Connect: SEM solution.

2013-1008	James Barrese, CTO of PayPal, and Allan Leinwand, VP and CTO of Cloud Platform and Infrastructure for ServiceNow, join the board .
2013-1010	Marin announces the formation of Marin Labs , a “multi-disciplinary team of search, display, social and mobile experts focused on finding innovative solutions to complex digital marketing problems.”
2013-1021	Marin Labs develops PostionLock to help advertisers maintain ad position.
2014-0507	Chris Lien steps down to his new role of Executive Chairman, and David A. Yonano is appointed as CEO .
2014-0602	Marin acquires the San Francisco company, Perfect Audience , a display and social retargeting company.
2014-0708	Peter Wooster , a founding member of Marin’s sale organization and CRO, leaves the company.
2014-0929	Marin partners with Facebook’s ad-serving and measurement platform, Atlas .
2014-1015	Daina Middleton , head of Global Business Marketing at Twitter and former CEO at Performics, joins the board.
2014-1110	Avik Dey is appointed as EVP of Technology, and Stephen Kim is appointed EVP of General Counsel.
2015-0205	Marin acquires SocialMoov , a France-based leading social advertising platform for Facebook and Twitter.
2015-1118	Marin places on Deloitte’s Technology Fast 500™.
2015-1119	G2 Crowd names Marin a “leader” in Cross-Channel Advertising Software.
2016-0316	Marin celebrates 10 years.
2016-0824	Board of Directors reappoints Christopher A. Lien to CEO. David A. Yovanno steps down from his CEO position and board seat.
2016-0908	Wister Walcott , co-founder of Marin, returns to the company as EVP of Product and Technology. He previously was a senior executive at the company from 2006-2015.
2017-0127	Marin’s ADP payroll records suffered a data breach . No clients were affected, but Marin provided affected employees and ex-employees with a year subscription of LifeLock.
2017-0322	Brad Kinnish is appointed as VP of Finance and acting CFO.
2017-0426	Marin announces Multi-Objective Media Plans .
2017-0525	Marin releases a Marin Social product, Smart Images .
2017-0626	Brad Kinnish is appointed to CFO and to the Board and will chair the Audit Committee.
2017-0828	Board has approved proposals for a reverse stock split. Reverse stock split is 7-to-1, reducing the number of shares outstanding from 39.5M to 5.6M.
2018-0608	Marin announces that MRIN stock will transfer from the NYSE to NASDAQ .
2018-0612	Marin releases MarinOne , next generation cross-channel advertising platform.

2018-1107	Path Interactive is one of the first innovators to use MarinOne to help WWE transition their global commerce shop onto the platform.
2018-1218	Marin signs a Revenue-Sharing Agreement with Google. See the Google Revenue Share Agreement .
2019-0305	Perfect Audience, a Marin company, partners with ecommerce platform, Shopify.
2019-0410	AUDIENCEx becomes official provider of MarinOne platform through exclusive partnership with Marin.
2019-0510	Marin offers up to \$13 million in common stock, by JMP Securities.
2019-0513	Marin issued director stock options of 16,9000 shares of underlying common stock to Gordon Crovitz , Donald Hutchinson , Brian Kinion , and Daina Middleton each; while Christopher Lien received director stock options of 60,000 shares of underlying common stock. Wister Walcott received RSU of 45,000 shares of underlying common stock.
2019-1121	Marin sells one of its products, Perfect Audience, to SharpSpring, Inc. (NASDAQ: SHSP), a marketing automation platform, for approximately \$4.6 million. The Asset Purchase Agreement can be seen here .
2019-1205	Bradley Kinnish, CFO, resigns from Marin to pursue another opportunity. The Board appoints Robert Bertz as the new CFO, “principal financial officer”, and “principal accounting officer.” In this Form 4 , Mr. Bertz is issued RSU of 20,000 shares of underlying common stock.